



# MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

Established by Maharaja Agrasen Technical Education Society

Affiliated to GGSIPU, Delhi, India

Recognized U/s 2(f) of UGC & Bar Council of India ISO 9001:2015 Certified Institution  
(www.maims.ac.in)

Departments of Business Administration & Commerce  
Under the Aegis of IQAC

in association with WSG University, Poland

&

PCJ School of Management,  
Maharaja Agrasen University, Baddi, HP  
organizes

9TH INTERNATIONAL CONFERENCE

## RESILIENCE & REINVENTION IN TURBULENT TIMES

### : HR & MARKETING PERSPECTIVE

### THURSDAY, OCTOBER 07, 2021

TO REGISTER CLICK HERE  
REGISTRATION FEES: ₹ 200  
(For MAIT & MAU: ₹ 100;  
No fess for MAIMS Faculty)

FOR PAYMENT  
SCAN THE QR CODE




For more details, visit [MAIMS HRMKCON 2021](#)

Campus: Maharaja Agrasen Chowk,  
Sector-22, Rohini, Delhi-110086, India (Est. 2003)

Courses: BBA, B. Com (H), B.A. Eco. (H), BA (JMC), BALLB & BBALLB

**Dr. Nand Kishore Garg**  
Founder & Chief Advisor, MATES  
Chancellor, Maharaja Agrasen University, Baddi, HP



Chairman		Executive Chairman	
Sh. Vineet Kumar Gupta		Sh. S. P. Aggarwal, IAS	
Sr. Vice Chairman			
Sh. Manoj Singhal			
Vice Chairmen			
Sh. Sunder Lal Goel		Sh. Jagdish Mittal	
Er. R. K. Gupta		Prof. (Dr.) M. L. Goyal (Academics)	
Sh. S. P. Goel		Er. S. C. Tayal	
Sh. Umesh Kumar Gupta			
General Secretary		Joint General Secretary	
Er. T.R. Garg		Sh. Mohan Garg	
Treasurer		Co-Treasurer	
Sh. O. P. Goel		Sh. Anand Kumar Gupta	
Secretaries			
Sh. Satish Garg		Sh. Madan Mohan Goel	
Sh. Gian Chand Aggarwal		Sh. Rajnish Gupta	
Ms. Sangeeta Gupta		Sh. Avinash Aggarwal	
Sh. Nitin Gupta			
Chief Executive			
Sh. Gyanendra Srivastava, IAS			
Advisors			
Prof. (Dr.) Muneesh Kumar		Prof. (Dr.) I. M. Kapahi	
Prof. (Dr.) G. P. Govil		Prof. (Dr.) N. K. Kakkar	
<b>Maharaja Agrasen Institute of Management Studies</b>	<b>Maharaja Agrasen Institute of Technology</b>	<b>Maharaja Agrasen University</b>	<b>Maharaja Agrasen Global School</b>
			
Prof. (Dr.) S. K. Garg- Director General	Prof. (Dr.) Neelam Sharma- Director	Prof. (Dr.) R. K. Gupta- Vice Chancellor	Sh. B. L. Mahajan- Director
Prof. (Dr.) Ravi Kumar Gupta- Director	Prof. (Dr.) S. S. Deswal- Dean (Academics)	Sh. Suresh Gupta- Project Director	Sh. J.R. Mani Tripathi - CAO (Accounts)

# ABOUT MAIMS

MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The Institute has attained a distinct position in running BBA, B. Com (H), BA (H) Eco, BA(JMC), BALLB (Integrated), & BBA LLB (Integrated) programs affiliated with Guru Gobind Singh Indraprastha University, Delhi. The Institute was granted ISO certification 9001:2015. MAIMS has over the years grown into a premier center of excellence in areas of teaching, research, consultancy & corporate development.

# OBJECTIVE OF CONFERENCE

The last recession taught us vital lessons about adapting HR & Marketing efforts to times of economic uncertainty. However, none of us could have anticipated a need to pandemic-proof our content strategies. The Conference will lay the foundation of various strategies leading to Human Resource & Marketing resilience and reinvention to establish itself as a new 'success element' for organizational development in the present turbulent scenario.

# ABOUT CONFERENCE

Strategic resilience is neither about responding to a onetime crisis or rebounding from a setback. It's about continuously anticipating and adjusting to deep, secular trends that can permanently impair the earning power of a core business. It's about having the capacity to change before the case for change becomes desperately obvious. Endlessly changing business & economic landscapes demand every organization to adopt resilient measures to achieve business survival & growth. Additionally, Human Resource and Marketing strategies need to continually reinvent itself through benchmarking and best practices. Research is nascent on ways to build Resilience and stimulate reinvention in the field of Human Resource and Marketing. Deliberations on this aspect in the present conference will highlight the need for organizational resilience and reinventions and thus, help organizations to sail successfully in turbulent times.

# SUB THEMES OF CONFERENCE

- Embracing Change & Transformation
- Customer Experience & Centricity
- Leadership in Turbulent Times
- Revolutionary Role of AI in HR/Marketing.
- Digital HR/Marketing Transformation
- HR/Marketing Ecosystem for Realignment
- Microlearning in Workforce Training
- Organizational Harmony & Belongingness
- Entrepreneurism & Growth Strategies
- HR/ Marketing Agility
- Mental Health & Wellness
- HR/ Marketing Benchmarking
- Inclusive Learning
- Marketing & Branding
- Hybrid Engagement Skills
- Retail Revolution
- Cause Marketing

# PUBLICATION OPPORTUNITIES & AWARDS

Papers will be shortlisted after peer-review process & plagiarism check. Selected papers will be published in

- *The Marketing Review* (International Journal)
- Multidisciplinary Business Review (Indexed in DOAJ, CrossRef, Latindex, AmeliCA & Google Scholar)
- Special Issue of MAIMS Journal of Management (ISSN 2249-0116)
- Conference Compendium (ISSN) \*(More special issues under process)
- Best Paper Award under different categories will be given to the selected papers.

# GUIDELINES FOR CONTRIBUTORS

## Full paper to include:

**Cover page:** Title of the paper, Name of Author (s), Institutional/ Professional Affiliation, Address, Contact Number (s) and Email id for communication.

The cover page should be followed by a complete manuscript, starting with an Extended Abstract.

**Extended Abstract should** include the following sub-headings- Purpose; Design/ Methodology / Approach; Findings; Implications; Value / Originality and Key words.

The paper submitted should be typed (MS Word) on an A-4 page in Times New Roman 12 Font Size with 1.15 line spacing, and justified alignment.

Length of the complete paper should not exceed 5000 words.

\*Subject to changes as per requirements of specific Journals.

APA style of referencing to be followed.

Graphs or pictures should be in JPEG format or compatible with MS Office formats such as Excel or Word.

**Full paper to be submitted electronically to: [hrmkconference2021@maims.ac.in](mailto:hrmkconference2021@maims.ac.in)**

**Last Date of Submission for Full Paper: September 05, 2021**

# CONFERENCE GOVERNING BODY

## ADVISORS

- Prof. (Dr.) S.K. Garg (Director General, MAIMS)
- Prof. (Dr.) R. K. Gupta (Vice - Chancellor, MAU)
- Prof. (Dr.) G.P. Govil (Advisor, MATES)

## CHAIR

- Prof. (Dr.) Ravi Kumar Gupta (Director, MAIMS)

## CO-CHAIR

- Prof. (Dr.) V.K. Khurana (Coordinator, IQAC & HOD, Business Administration)
- Prof. (Dr.) Manju Gupta (HOD, Commerce)
- Prof. (Dr.) Vishal Kumar (Dean Research & Director, PCJ School of Management)

## ADVISORY COMMITTEE

- Prof. (Dr.) Rajni M. Dhingra (Principal, Department of Law)
- Prof. (Dr.) Sangeeta Malik (Dean)
- Prof. (Dr.) Vinita Gupta (HOD, JMC)
- Dr. Praveen Kr. Gupta (HOD, Law)
- Dr. Sanjay Kr. Mangla (HOD, Economics)

## ORGANIZING COMMITTEE

### CONVENER

- Dr. Sumedha Dutta (President, MACS & Associate Professor, Department of Business Administration)

### CO-CONVENERS

- Dr. Bharti Chaudhary (Associate Professor, Department of Business Administration)
- Ms. Riya Sharma (Associate Professor, Department of Business Administration)

### MEMBERS

- Dr. Charu Mohla (Associate Professor, Department of Business Administration)
- Dr. Shilpee Aggarwal (Associate Professor, Department of Business Administration)
- Ms. Shweta Rastogi (Assistant Professor, Department of Business Administration)
- Ms. Shikha Sharma (Assistant Professor, Department of Business Administration)
- Ms. Taranpreet Kaur (Assistant Professor, Department of Commerce)
- Dr. Deepak Dagar (Assistant Professor, Department of Business Administration)

# CONTACT DETAILS



Dr. Sumedha Dutta  
(Convener)  
9899297925



Dr. Bharti Chaudhary  
(Co-Convener)  
98187 16512



Ms. Riya Sharma  
(Co-Convener)  
9891065040

# REGISTER HERE

## Last Date of Registration

SEPTEMBER 15, 2021

**Registration Fees - ₹200  
For MAIT & MAU - ₹100  
No Fees for MAIMS Faculty**

## PAYMENT MODE

THROUGH IMPS / NEFT	
Bank Name	UNION BANK OF INDIA
Account Holder's Name	Maharaja Agrasen Institute of Management Studies
Account Number	394502010059876
Account Type	Savings Account
IFSC / NEFT Code	UBIN0560421
THROUGH PAYTM / UPI	
Account Holder's Name	Bharti Chaudhary
Mobile Number	9818716512

UTR/REF. NUMBER & SCREENSHOT OF PAYMENT TO BE UPLOADED FOR COMPLETING THE PAYMENT PROCESS. SCAN THE QR CODE FOR FILLING THE PAYMENT DETAILS.

## PAYMENT FORM



**Email: [hrmkconference2021@maims.ac.in](mailto:hrmkconference2021@maims.ac.in)**

वा गुप्त धन मंतमृ॥

'Learning is a Hidden Treasure'



# MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

A Unit of Maharaja Agrasen Technical Education Society

Affiliated to GGS IP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution

Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi -110086, INDIA [www.maims.ac.in](http://www.maims.ac.in)

Running a business is exciting, but it also takes tenacity, composure and stamina. You have to be able to take some knocks, bounce, restart, adapt and stay agile. This is the epitome of the term "resilience". Which when coupled with an innovative mindset place all the stakeholders of an organization in a win – win situation.

The deliberations of today's Conference were centred around the two pertinent buzzwords – resilience and reinvention'. As the 9th International Conference of MAIMS draws to a close, I take this opportunity to present the conference report in the capacity of the Conference Convener.

The theme of the Conference, 'Resilience and Reinvention in Turbulent Times: HR and Marketing Perspective' was spread over 5 Technical Sessions. These sessions saw an active participation of 101 registered participants across the county. A total of 52 papers were presented in the Conference by 78 authors belonging to varied states, Punjab, Hyderabad, Telangana, Rajasthan, Jammu, Uttar Pradesh, Lucknow, Haryana, Uttrakhand, to name a few.

The Conference started with **Technical Session 1** at 9:30 am on Zoom platform. The session was chaired by Dr. Vikas Kumar Gupta, Associate Professor, University School of Management & Entrepreneurship, Delhi Technological University and co-chaired by Dr. Charu Mohla, Associate Professor, MAIMS. In this session, a total of 08 papers were presented written by 13 authors. This session focused on significant issues related to the changes and innovation in HR and the need to repeatedly reinvent this field through benchmarking and best practices. The significant role played by employees' emotional intelligence and job satisfaction in making the organizations resilient and innovative was also highlighted.

**Technical Session 2** was chaired by Prof. Urvashi Sharma, Department of Commerce, Delhi School of Economics, Delhi and co – chaired by Prof. Sangeeta Malik, Dean. The session focused on significant issues and implications of Global Pandemic on different sectors and how these sectors are reviving from the losses and turmoil happening over the last 1.5 years. A total of 7 papers were presented in this technical session written by 12 authors. Contemporary HR issues being faced by varied sectors like IT, Hospitality, education, manufacturing etc. were discussed in this session.

After the first two technical sessions we had an **Inaugural session** at 11:00 am. We began the Inaugural by seeking the blessings of Goddess Saraswati. In the opening address, Ms. Riya Sharma, Associate Professor, MAIMS, and Co-Convenor of the conference welcomed the gathering. This was followed by the theme

address given by me in the capacity of the Conference Convenor. Prof. Ravi Kumar Gupta, Director MAIMS, who's always been supportive set the right temperament for the conference by his inspiring words. Prof. S.K. Garg, Conference Advisor, Director General, MAIMS addressed the august gathering and his encouraging words took our spirits to the next level.

The address of our Guest of Honour, Dr. Eng. Polkowski, Professor, Faculty of Technical Science, WSG University Polkowice, Poland emphasized on the valuable insight of the conference. We were overwhelmed by the knowledgeable address of our two chief guests - Prof. John Egan, Regent University, London, UK and Prof. A. K. Saini, Dean, University School of Management Studies, Guru Gobind Singh Indraprastha University, India.

The inaugural session was presided over by **Dr. Nand Kishore Garg, Chief Patron, Founder & Chief Advisor, MATES, Chancellor, Maharaja Agrasen University, Baddi, HP**. His value – laden thoughts always inspire us to put our best foot forward.

The session culminated with the **Vote of Thanks** by Prof. (Dr.) Vijay Kr. Khurana, HOD – Business Administration & Coordinator, IQAC.

After the Inaugural session, we resumed the conduct of 3 technical sessions simultaneously.

Our next session, **Technical Session 3** was graced by Dr. Neetu Jain, Associate Professor, Indian Institute of Public Administration, New Delhi and co-chaired by Dr. Shilpee Aggarwal, Associate Professor, MAIMS. A total of 11 papers on topics pertaining to work – family balance, Organizational Citizenship Behaviour, QWL programs, capacities of positive organizational behaviour, artificial intelligence, apt HR strategy for growth and recruitment, career trajectories, and corporate attributes were presented in this technical session. These 11 papers were written by 21 authors.

**Technical Session 4** was chaired by Dr. N Malti, Director, Delhi Institute of Advanced Studies, New Delhi and co-chaired by Dr. Sanjay Kumar Mangla, Head, Department Economics, MAIMS. A total of 11 papers were presented in this technical session written by 21 authors. This session had deliberations on topics related to luxury branding, entrepreneurship, lifestyle shifts, branding, digitization and e – marketing.

Our last **Technical Session 5** was chaired by Prof. Nimit Gupta, NorthCap University, Gurugram, Haryana. This session particularly focussed on the contemporary practices in the area of Marketing such as cause related marketing, customer experience, social media marketing, customer acquisition and retention, consumer buying behaviour, media communication and marketing agility. A total of 8 research papers authored by 16 scholars.

All the Technical Session Chairs spoke high about all papers presented. Valuable inputs were given to authors to further improve the readability of their research work. Finally, vote of thanks was given in all Technical Sessions. In all the 5 sessions, the authors represented Academic Institutions of repute from various states PAN India.

To sum up the Report of the Conference, I on behalf of my team can say that the presence of our esteemed dignitaries, an impressive line-up of scholars from across the globe, the support of our academic collaborators, an array of carefully selected, well-researched and well-presented papers in the area of HR and Marketing, all came together to give a concrete shape to this huge endeavor.

My sincere thanks to one and all.