



**GIANJYOTI**  
Institute of Management  
and Technology

Approved by AICTE and Affiliated to IKG Punjab Technical University

18<sup>TH</sup> NATIONAL CONFERENCE  
**GJ-NatConMITE**  
— 2 0 2 1 —

**NAVIGATING THE  
NEW NORMAL:**  
RETHINKING BUSINESS IN A CHANGING WORLD



**WEDNESDAY,  
13<sup>TH</sup> OCTOBER 2021**

[www.gjimt.ac.in](http://www.gjimt.ac.in)

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**About the e-Conference**

GJIMT is hosting its 18th National Conference on **Navigating the New Normal: Rethinking Business in a Changing World** to address the impact of Covid-19 on the world of work and deliberate on how to build a better future post-pandemic. We organize the national conference every year to make it an ideal platform for people to share their views and experiences in Business Management & Commerce, Finance & Economics, Social Sciences & Humanities and Technology related areas.



**WHY RETHINK BUSINESS?**

The Covid-19 Pandemic inflicted a devastating blow on the global economy. The economic and social breakdown threatens the long-term livelihoods and well-being of millions. No society or economy is unaffected leading to dramatic changes in how businesses act and consumers behave. Lower and middle-income countries are the most affected with an estimated **23.3% drop in working hours** – equivalent to **240 million jobs** - in the second quarter. The economic backlash of the Covid-19 wiped out **81 million jobs** in 2020. Moreover, workers in developing nations had also seen their income drop more than 15%. The situation in such countries is most vulnerable owing to the weakest social protection systems and least resources for working people to fall back upon. Women and young people were the worst hit with more women than men losing their jobs. To make it worse the “**fiscal stimulus gap**” between wealthy economies and the developing world amounts to a whopping **\$982 billion**. This gives an indication of a post-COVID world with greater inequalities between regions, countries, sectors and social groups which is contrary to the better world that could have been built had the pandemic not struck. An urgent need is felt across countries to protect the workers and economies and to build resilience for the future.



## e-CONFERENCE OBJECTIVES

- Provide an ideal platform where practitioners, academicians, researchers and students can meet & deliberate upon the impacts of Covid-19 pandemic and the changing needs of the global businesses.
- Assess the impacts of COVID-19 on the economy, society, government, business, and households in India and all over the world.
- Weigh the after-effects of the pandemic for digitalization in the region and the realization of the Sustainable Development Goals.
- Encourage thought-provoking discussions & develop insights for building resilient & sustainable economies.

## e-CONFERENCE GOAL

The **18<sup>th</sup> GJ-NatConMite** will focus on strategies to strengthen the national economy and build resilience, in order to face crisis now and in the future by drawing on lessons learned and experiences amid the Covid-19 uncertainty.

## AWARDS

In order to be considered for “**Best Paper Presentation Award**”, the authors are required to submit the full paper on or before 23rd September 2021 & present the paper using MS PowerPoint through screen sharing. The author of an awarded paper, and co-authors if any, will be entitled to a signed official award e-certificate & the announcement of their achievement on the conference webpage.

## THEME

The 2021 National Conference on “**Navigating the New Normal: Rethinking Business in a Changing World**” welcomes papers pertaining to the Conference Theme in the field of Business, Commerce, Education, Travel & Tourism and Information Technology from authors in the research community.

### SUB THEMES

- Marketing & E-Commerce
- Human Resource Management
- Banking, Financial Services & Insurance
- Operations Management
- Travel, Tourism & Hospitality
- Information Technology
- Economics
- Education

The list is not all exhaustive and one is free to add any relevant area to subject.



## CALL FOR PAPERS

To be published in WoS/ABDC/Scopus/UGC-Care Indexed Journal/ Edited Book with ISBN\*

\*Additional processing fee (if any) would be borne by the contributor.

**Note:** Paper publication in journal is subject to Double-Blind Peer Review Process.

- Last date of Registration & Abstract Submission: **3<sup>rd</sup> September, 2021**
- Last date of Full Paper Submission: **23<sup>rd</sup> September, 2021**

**REGISTER ME**

**PAY ₹ 500**

**No registration fees for listener/attendee.**

All extended abstracts and full papers are to be sent by email to the Conference Convener at [gjnatconmite2021@gmail.com](mailto:gjnatconmite2021@gmail.com)

**FOR ADDITIONAL INFORMATION ABOUT CALL FOR PAPERS, PLEASE CONTACT:**

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## SUBMISSION GUIDELINES

- **Maximum Word Limit:** Full papers must not exceed 8000 words, including figures, tables, appendices, and references.
- **Document Must Include:** A separate title page containing the Title (250 Character Maximum), Author name & affiliation, Abstract of 200-400 words & 5-6 Keywords.
- In the abstract author(s) should clearly mention the (a) Introduction & Research Problem, (b) Literature Review, (c) Research Gap, (d) Objectives of the Study, (e) Research Methodology, (f) Findings of the Study, (g) Discussion & Implications of the Study
- **Author Name and Affiliation:** After the title, name of author, author's affiliation and institutional address with pin code and email id should be mentioned. In case there are two or more authors, then corresponding author's name and address details must be clearly specified.
- **Font Style:** Times New Roman
- **Font Size:** 12-Point Font
- **Spacing:** 1.5-spaced
- **Margins:** 1-inch (2.5cm) margin all around
- **Document Type:** MS Word
- References should be arranged in alphabetical order and as per the APA (American Psychological Association) Guidelines.

## ABOUT GJIMT

Gian Jyoti Institute of Management & Technology (GJIMT) was established under the aegis of Gian Jyoti Educational Society (GJES) in the year 1998. GJIMT is approved by the All India Council of Technical Education (AICTE), New Delhi, India and affiliated to I.K.G Punjab Technical University (IKGPTU), Kapurthala, Punjab, India. GJ-IMT is a pioneer in innovative academic and practical training of students of MBA, MCA, BBA, BCA, B.Com (Hons) and BTMM Courses. GJIMT is setting path breaking records in university assessments as well as placements for its students. The Tribune has ranked us 2nd in the Top BBA Colleges (2020). Business India has placed GJIMT in the A+ category B-School in North India (November 2019). GJIMT is a consistent force to be reckoned with when it comes to building bankable future human force.



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FOR MORE DETAILS, PLEASE VISIT OUR **CONFERENCE WEBPAGE**

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