



LEAD COLLEGE OF MANAGEMENT  
Palakkad, Kerala

# 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON BUSINESS MANAGEMENT, ECONOMICS, COMMERCE AND TECHNOLOGY IN THE NEW NORMAL

17<sup>th</sup> & 18<sup>th</sup> December, 2021  
(Online & Offline)

IN COLLABORATION WITH

Online Platform: zoom

Offline Venue: College Auditorium



KOCHI BUSINESS SCHOOL  
ERNAKULAM, KERALA



DMI-ST. EUGENE UNIVERSITY,  
ZAMBIA, AFRICA



DMI-ST. JOHN THE BAPTIST  
UNIVERSITY, MALAWI,  
CENTRAL AFRICA

## Organizing Institutions: LEAD College of Management

The LEAD College of Management, a state-of-the-art, standalone MBA institute, approved by AICTE and affiliated with the University of Calicut was established in 2011. LEAD is an acronym derived from 'Leadership & Entrepreneurship Academy, Dhoni. LEAD College of Management focuses on imparting value-based education in business administration and provides need-based training, research, and consultancy. The primary goal of the institution is to mould the students into globally competent and socially committed managers and entrepreneurs. LEAD campus is located at a picturesque, scenic location at the foothills of Dhoni, Palakkad n God's owncountry.

## DMI- St. John the Baptist University, Malawi

DMI- St. John the Baptist University (DMISJBU), Malawi Central Africa and is a part of the internationally acclaimed and renowned DMI group of Institutions run by the congregations of MMI Fathers and DMI Sisters. It aims to provide world-class Education, foster research, and development, encourage entrepreneurship, and evolves innovative applications of technology. The institutions aim to mould young men and women enhancing leadership qualities for the betterment of the country. The process of student-centered learning is aimed at employable education in the changing global situations and ensuring personal and intellectual excellence towards productive careers, meaningful lives, and responsible citizenship.

## DMI-St. Eugene University, Zambia

DMI-St Eugene University, Zambia is a multi-campus private university which was established and officially opened in 2007. The University was founded by Rev. Fr. Dr.J.E.Arul Raj who is also the chancellor and the University is run by the congregation of DMI Sisters. The university has its main campus in Chibombo and operates it extended campuses at the Great North Rd and at Chipata with ten Provincial centers in all the ten provinces for virtual and distance programs. The university offers Diploma, Degree, Masters and PhD programs. The University offers quality and employable education to its learners through the provision of a diverse range of programs.

## Kochi Business School, Kerala, India

Kochi Business School is affiliated to Mahathma Gandhi University, Kerala. The college has a strategic alliance with LEAD College of Management Palakkad, an iconic business school in Kerala known for its versatility, academic brilliance and visibility. It provides its students leadership and value-based education. KBS's prime focus to produce individuals with competent managerial and leadership skills to create a better world.



## ABOUT THE CONFERENCE

The new normal brings a rapid transformation in the Indian Business scenario, and the environmental factors affecting the business in an unpredictable condition. The unpredicted situation and the challenges affecting global business have a deep impact on economic, social, political, environmental, and technological aspects of human life. The emerging concept of new normal is a paradigm shift that has to be addressed with redefined strategies and business models. Hence this International Conference shall serve as a platform for Students, Researchers, Academicians, and industrialists to share knowledge and ideas to rebuild a better world and offer insight into the recent trends in the field of Management, Commerce, Economics & Social Science.

## IMPORTANT DATES

Conference registration starts	25 <sup>th</sup> October 2021
Submission of Abstract	05 <sup>th</sup> November 2021
Submission of Full Paper	25 <sup>th</sup> November 2021
Notification of Acceptance	5 Working days after submission of full Paper
Conference Date	17 <sup>th</sup> &18 <sup>th</sup> , December, 2021

## THRUST AREAS

Entrepreneurship in Digital & in New Normal	Marketing in new normal	Banking Operation & Services in New Normal
Green Marketing, Sustainable marketing practises, & CRM	Technology & its Impacts in New Normal	Corporate Social Responsibilities
Retail Management	Services Management	Logistics & Supply Chain Management
Human Resource Management	Organisational Change and Development	Micro & Macro Economics
Organisational Behaviour	Environmental issues - impact Over Business	Accounting & Financial Management in New Normal
Tourism Management	Recent Trends and Issues in Economy	Paradigm shift in Education sector

## TECHNICAL SESSION LEADERSHIP



**Dr. Ahmed Hussein Radhi**  
Professor  
University of Baghdad, Iraq



**Dr. MIA TORRES-DELA CRUZ**  
Professor  
System Technology Institute, Philippines



**Dr. Renuka P H**  
Professor  
University of Kelaniya, Sri Lanka



**Prof. Tom Mokweri Nyamache**  
Professor  
Turkana University College, Kenya



**Dr. Mahrinasari**  
Professor  
The University of Lampung, Indonesia



## PAPER SUBMISSION GUIDELINES

- Unpublished research works within the conference themes or in the areas of Management from both Indian and International scenarios will be accepted.
- Conference Registration fees includes Certificate, Refreshments, Conference Kit, Technical sessions etc...,
- Both Empirical and conceptual work may be accepted
- The word limit for a full-length paper is 5000-8000 including citations and references with the maximum page limit of 12.
- The word limit for Abstract should be limited to 300. It should contain the Title, Authors' details & contact details with minimum of 3 keywords required
- For all full Paper submission please follow the APA style of referencing
- All Submissions should be in Times new roman, font size 12, and 1.5 spacing between sentences.
- Please email the Abstract and Full papers to **conference@lead.ac.in**
- Please note that all submissions will be accepted only through the conference management official mail id only. Once you submit the paper, you will be receiving a paper code which can be used for all the further communications.

### STEPS TO REGISTER FOR CONFERENCE

**Step 1:** Complete the payment process by finding the bank account details below and keep the receipt for uploading in the registration form.

**Step 2:** Click the following link to registration form  
<http://forms.gel/Z68JBuEm5xwYZELG8>

**Step 3:** In the registration form two options would be given i.e., i) Only for participation ii) Participation cum paper presentation. Choose the appropriate box carefully.

**Step 4:** Upload the remitted fee receipt in the Google form.

- All the selected abstracts will be published in ISBN book as a conference proceeding on the conference Inauguration Day.
- If you have any queries, please write a mail to **conference@lead.ac.in**

## CONFERENCE REGISTRATION FEES

Category / Mode	Registration Fees
Students (Online & Offline)	INR 200 / per person
Research Scholars (Online & Offline)	INR 300 / per person
Academicians / Industry and Corporate (Online & Offline)	INR 500 / Per person

- The above mentioned Registration fees is common for National / International delegates.
- Hard copy of the conference ISBN book can be issued on demand of the payment of ₹ 500 per issue.

## BANK DETAILS

**ACCOUNT NO: 10810200016210**  
**ACCOUNT NAME: LEAD College of Management,**  
**BANK NAME: Federal Bank Ltd**  
**Palakkad branch,**  
**IFSC: FDRL0001081**



## Chief Patrons

### Dr.Thomas George.R

Director, LEAD College of Management.

### Mr.Pratheesh V

Trustee, LEAD College of Management.

## Chairpersons

### 1. Dr. Ahmed Hussein Radhi

Professor

Post-Graduate Institute for Accounting and Financial Studies  
University of Baghdad, Iraq.

### 2. Prof. Dr. Mahrinasari

Professor

Management Department  
Faculty of Economics and Business,  
The University of Lampung, Indonesia.

### 3. Prof. Tom M. Nyamache,

Professor of Finance,

School of Business and Economics,  
Turkana University College (TUC)

Masinde Muliro university of Science and Technology(MMUST)  
Kenya.

## ADVISORY COMMITTEE

1. Dr. V. Anbumani, Prof. Emiretus, Bharathiyar University, Tamilnadu, India.
2. Dr. R. Chandrasekhar Menon, Professor Emiretus, LEAD College of Management.
3. Dr.R.Kavitha, Vice Chancellor, DMI St. Eugene University, Lusaka, Zambia
4. Dr. Leena Jenefa, Associate Professor, School of Management,  
Vel Tech Rangarajan Dr.Sagunthala R&D Institute of Science & Technology, India
5. Dr. Bindhu Ann Thomas, Principal, Kochi Business School, Kochi, Kerala, India
6. Dr.I.Jerin Leno-Principal DMI-St. John the Baptist University, Malawi

### Convener

Dr.Sankar Ganesh.K

Professor & Dean Academic  
LEAD College of Management  
Palakkad, Kerala.

### Organising Committee

Dr.Balamourougane. R, Associate professor.

Dr.V.Govindhan, Research coordinator, DMI-St. John the Baptist University, Malawi

Dr.Jamal Mohammed Zubair, Professor.

Dr.Anil Kumar T.V, Assistant professor.

Mr.Frackson C Viyano, Assistant professor.

Mr.Balu Jegadheesh, Assistant professor.

### Programme Coordinators

Dr.P.Rajan, Professor

Dr.Uma Maheshwari, Asst Prof.

Dr.G.Glorindal, DMI-St. John the Baptist university, Malawi

Mr.Rajkumar, Professor, DMI St. John the Baptist University, Malawi

Ms.Yasmin Samad, Asst Prof.

Mr.Arjun Govind, Asst Prof.

Mr.Pramod.V, Asst Prof.

Mr.Jithrajan, Asst Prof.

Mr.Sakkeer Hussain, Research Scholar

Prof.Hari Haran

Mr.Jithuram.C.M, Asst Prof.

Dr.G.Glorindal, DMI-St. John the Baptist university, Malawi

Mr.Rajkumar, Professor, DMI St. John the Baptist University, Malawi

Ms.Yasmin Samad, Asst Prof.

Mr.Sijin.T.C, Asst Prof.

Mr.Arjun Govind, Asst Prof.

Mr. Ranjith Karat, Asst Prof.

Mr.Pramod.V, Asst Prof.

Ms.Krithika Binil, Research Scholar.

Mr.Jithrajan, Asst Prof.

Ms.Shibla Sherin, Research Scholar.

## KNOWLEDGE PARTNERS

