



**MACFAST**<sup>TM</sup>  
Igniting wisdom since 2001



**International Conference 2022**

Organized by IQAC, MICS & DMS

**Business Transformation –  
'The Next Normal'**

Date:

14<sup>th</sup> Dec 2022

**Mar Athanasios College for Advanced Studies Tiruvalla**

Affiliated to MG University Kottayam and Approved by AICTE | NAAC 'A' Grade | DSIR Recognized  
A minority Institution of the Corporate Educational Agency of the Catholic Archdiocese of Tiruvalla

NIRF 2020 RANK  
BAND 151-200

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## MACFAST

**Mar Athanasios College For Advanced Studies Tiruvalla (MACFAST)** is a premier post graduate research institute, established in 2001 with the objective of offering the best courses in Business Management, Information Technology and Biosciences to mould eminent professionals over the years to confront the challenging demands of the corporate world and the world of science & technology. MACFAST is owned and managed by the Corporate Educational Agency of the Catholic Archdiocese of Tiruvalla, with His Grace Dr. Thomas Mar Koorilos as the President and Patron.

### Department of Management Studies

DMS in MACFAST provides postgraduate program in Management Studies (MBA) affiliated to MG University, Kottayam and approved by AICTE, New Delhi, which aims to groom students into competent and responsible leaders who are adaptable to the global dynamic business environment, oriented to achieve excellence and maintain high ethical standards. DMS integrates challenging curriculum with meticulous career-oriented co-curricular and extra-curricular activities with a focus to groom future business leaders.

### About the Conference

“The Next Normal” is based on the assumption that there is a before and after; the period before COVID-19 and the new normal that will emerge in the post-viral era: the next normal.

Transformation has become the corporate watchword of present business system and it refers to ‘a marked change’ in form, nature, or appearance and this includes three fundamentally different categories of efforts. The first is operational, or doing what you are currently doing, better, faster, or cheaper. The next category of usage focuses on the operational model. The final usage, and the one that has the most promise and peril, is strategic. This is transformation with a capital “T” because it involves changing the very essence of a company.

Business transformations in all the arenas of the organization holds the promise of not only improving the productivity, performance and reduction the costs but also focus on attaining sustainability. It aims in mounting the organization with technology along with focusing on the societal aspect. Realizing the importance of these dimensions, it becomes necessary to gain insights on the ongoing transformation processes, digitization of business practice and provide a platform to share acquired knowledge for continuing the journey towards sustainable and economic development. This conference is being organized to provide a common rostrum to the participants to share their views and knowledge about the global business transformation in the fast-growing digital time line.

## Target Audience

Conference aims to bring together leading academic scientists, research scholars and Students to exchange and share their experiences and research results on all aspects of management, economics, education & technology towards business transformation.

The conference will be conducted in four tracks- Track 1 for Academicians/ Research Scholars/ Industrialist, Track 2 for PG students, Track 3 for UG students and Track 4 for MACFAST Students.

The Department of Management Studies, MACFAST invites profound research works on the above main theme and following sub themes:

### Building Resilience

Green Manufacturing  
SCM & Logistics Models  
Value Chain  
Recent Risk Management Trends  
Green SCM/ Logistics  
Lean  
Agile & Responsive Supply Chain  
Any other relevant topics in Operations/ Production Management

### Increasing Capital & Operating Expense

Project Evaluation Technique  
Capital Planning Technique  
Innovation in financial transactions  
Digital Rupee  
Social Banking  
Any other relevant topics in Financial Management

### Driving the Future of Workplace

Gig Economy  
Hybrid workplace  
Reskilling & Upskilling of workforce  
Recent trends in HRM

Reimagining a Sustainable  
Competitive Advantage

Moving towards End-to-End  
Digitization

Strategic Management  
Social Media & Intelligence Gathering  
Relationship Marketing  
Lean advertising  
Neuro Marketing & Sensory Brands  
Social & Ethical Marketing Strategy  
Any other relevant topics in Marketing  
Management/ Sustainability/ Strategic  
Management

BPR  
Digital SCM  
Digital Marketing  
Artificial Intelligence  
Robotics  
Any other relevant topics in IT & Systems

*\*\* The scope of the conference is not limited to the mentioned themes. Any topics related to main theme or sub theme relevant to various industries / sectors*

### **Registration Fee :**

Academicians/ Research Scholars/ Industrialist:

Rs. 750 for offline participants and Rs. 500 for online participants.

Students [PG/UG]: Rs. 200

### **Account Details**

Account Holder Name :

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**Click here to register**





## Important Dates:

Abstract Submission: 7<sup>th</sup> Dec, 2022

Intimation of Abstract acceptance: 9<sup>th</sup> Dec, 2022

Full Paper submission: 10<sup>th</sup> Dec, 2022

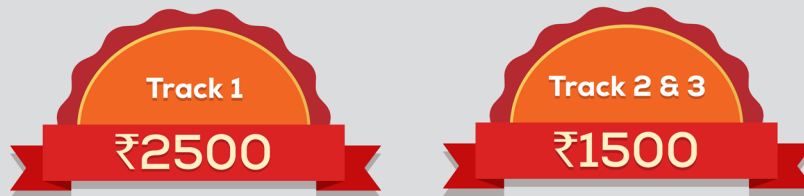
## Guidelines for authors:

The author should adhere to a word limit of 250 words for abstract and 3000 words for full paper with a maximum of 5 key words. Times New Roman 12 point size font, with line spacing 1.5 and margin of 1 inch should be followed. The title page should contain author name, affiliation and contact details. Use APA style for Reference. Soft copy of full length paper in MS word should be sent to [conferencemba@macfast.org](mailto:conferencemba@macfast.org)

## Publication Opportunity:

Selected papers will be published as edited chapters of ISBN book or in the subsequent issues of Journal of Science, Technology and Management with ISSN No. 0974-8334 (postal charges may apply)

## Best paper Award:



### Chief Coordinator:

Mr. Arun Prem [9567439195]

### Coordinating Team

Dr. Ligo Koshy

Dr. Ashalakshmi R.K

Dr. Neethu Ann Georgie

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