



Aliah University

ICMBP-2021

4th

**International Conference on
Management and Business Practices**

ON VIRTUAL PLATFORM

**Embracing the New Normal with
Innovative Management Practices**

8th - 9th February, 2021

Organised by

Dept. of Management and Business Administration

Co-sponsored by

Bayer Crop Science Ltd.



www.aliah.ac.in/management-business-administration

Conference webpage: <https://sites.google.com/view/icmbp2021/>

About the University

Aliah University is considered among the oldest educational institutes in India, the origin of it can be traced back to 18th Century when Warren Hastings, the British Governor general of East India Company set up Madrasa Aliah in October 1780 in Kolkata later to be known as Calcutta Mohammedan College. In 2008-09, it was established as an autonomous university under the Department of Minority Affairs and Madrasah Education, Government of West Bengal to play a leading role in the advancement of higher education especially of the Minorities who have for various reasons remained socially and educationally backward. Spread across in three campuses in the city, viz. New Town, Park Circus and Taltala, the University offers graduation, post-graduation and Ph.D programmes in Engineering, Management, Law, Journalism and Mass Communication, different branches of sciences and humanities including Nursing and Islamic Theology.

About the Department

The Department of Management & Business Administration offer its flagship five years full-time Integrated Masters in Business Administration courses in three specialization viz. Finance, Marketing, Human Resource Management. The department also offer Doctoral programme in Management. Since its inception, the Department not only provides quality teaching but also provides platform to researchers and academicians to enhance their expertise, while organizing various events like ICMBP series of International Conference, Faculty Development Programme, Seminars, Consultancies, Training Programme in the field of management education.

About the Conference

The unprecedented disruption and uncertainty in both the industry and organizations' unique ecosystems caused by the Covid-19 outbreak has forced the organizations to bring agile pandemic response plans to deal with long-term disruptions. In extremely volatile and uncertain times, organizations need to develop a resilience capacity which enables them to cope effectively with unexpected events, bounce back from crises, and even foster future success. Organizations and leaders with innovative practices have been more successful than others as they have allowed their operations to adapt to rapid changes without letting go off their mission, vision and goals. Keeping this in mind, the Department of Management and Business Administration has chosen the theme of **Embracing the New Normal with Innovative Management Practices** for its Fourth International Conference on Management and Business Practices (ICMBP -2021). The Conference aims to encourage the discussion on management of innovative practices during this pandemic period and beyond. This Conference will also pave way for the researchers to explore new normal.

The Organising Team

Chief Patron: Hon'ble Vice Chancellor, Aliah University

Patron: Registrar, Aliah University

Patron: Dean, Science & Technology, Aliah University

Patron: Dean, Humanities and Languages, Aliah University

Patron: Dean, Students' Welfare, Aliah University

Chairperson: Arup Kumar Baksi

Convener: Gholam Syedain Khan

Jt. Convener: Rasheed K.

Technical Advisory Committee

- Prof. Marianna Sigala, University of South Australia
- Ms. Linda Lyons, International Achievements Research Centre, Montreal, Canada
- Prof Kalyan Chakraborty, University of Tampa, USA
- Prof. Jabir Ali, Indian Institute of Management, Jammu
- Dr. Brajesh Tiwari, Jawaharlal Nehru University, New Delhi
- Prof. Malayendu Saha, University of Calcutta
- Prof. Md. Ashraf Ali, Aligarh Muslim University
- Prof. S. N. Jha, Banaras Hindu University.
- Prof. Tapan Kumar Panda, Director, NMIMS, Hyderabad
- Prof. Satish Chandra Bagri, Hembati Nandan Bahuguna Garhwal University.
- Prof. Sampad Kumar Swain, Pondicherry University

Organising Committee

Kaushik Kundu
Parveen Ahmed Alam
Ayan Majumdar
Asraful Islam
Abdul Motin Ostagar
Samiran Sur

Somnath Chatterjee
Mirza Mabood Ali Beg
Furquan Uddin
Asima Sarkar
Adnan Ahmed Siddiqui
Nasreen Nasar
Zarnigah Parwez

Technical Support: Sk. Rohisuddin

Supporting Staff: Syed Nurul Hassan

Day – 1: Inaugural Session and Technical Sessions



**Inaugural Session on 8th February, 2021 from 9.45 AM to 11 AM
on Virtual Platform (Google Meet)**

Keynote Speaker:

PROF. SUMAN BASUROY

Graham Weston Endowed Professor
University of Texas at San Antonio,
United States of America



Guest of Honour:
PROF. MALAYENDU SAHA,
Chairman, West Bengal Joint
Entrance Examination Board, India
Professor, Department of
Commerce, University of Calcutta

Day-1 - Technical Sessions from 12:15 PM onwards

Day-2 - Technical Sessions from 12:30 PM onwards



Address:
Department of Management & Business Administration
Aliah University,
7th Floor, Left Block,
II-A/27, Action Area – II, New Town, Kolkata
West Bengal – 700160
Email: aliah.icmpb@gmail.com

Conference webpage: <https://sites.google.com/view/icmbp2021>

ICMBP-2021

Day – 2: Panel Discussion

Date: 9th February, 2021 from 10.30 AM to 12 Noon

Platform: Google Meet

‘BALANCING SUSTAINABILITY & UNCERTAINTY – A CHALLENGE IN THE NEW NORMAL’

THE PANELISTS

Dr. Santus Kumar Deb,
Faculty of Business Studies,
University of Dhaka
Bangladesh



MS. TASNIM PARTAPURI,
Technical Officer,
Health and Nutrition Section, UNICEF,
LAO People’s Democratic Republic

DR. DEV NARAYAN SARKAR,
Director, East & Exports, Pepsico
India Pvt. Ltd.



DR. SUMAN MEYUR, MD, MRSPH (UK),
Radio Oncologist,
Member. Association of Radiation Oncologists of India,
Society of Medical Oncology and Royal Society of
Public Health



Moderator: CS MOHIT SHAW,
FCS - Motivational Speaker & Co-Founder, Career Keeda

Conference Website: <https://sites.google.com/view/icmbp2021/>

CONFERENCE SCHEDULE

INAUGURAL SESSION on 8th February, 2021 (Monday)
at Virtual Platform (Google Meet) from 9.45 AM - 11.00 AM

9.30 AM - 9.45 AM	Participants login to Google Meet
9.45 AM - 9.55 AM	Welcome address by Chairperson, ICMBP-2021 Prof. Arup Kumar Baksi
9.55 AM - 10.05 AM	Address by Hon'ble Vice Chancellor, Aliah University, Kolkata Prof. Mahammad Ali
10.05 AM - 10.10 AM	Address by Registrar, Aliah University, Kolkata Dr. Syed Nurus Salam
10.10 AM - 10.15 AM	Address by Dean of Science & Technology, Aliah University, Kolkata Prof. Mehedi Kalam
10.15 AM - 10.20 AM	Address by Dean of Humanities & Languages, Aliah University, Kolkata Prof. Mir Rejaul Karim
10.20 AM - 10.25 AM	Address by Dean of Students' Welfare, Aliah University, Kolkata Prof. Amzed Hossein
10.25 AM - 10.35 AM	Address by Guest of Honour Prof. Malayendu Saha Chairman, West Bengal Joint Entrance Examination Board
10.35 AM - 11.05 AM	Address by Keynote Speaker Prof. Suman Basuroy University of Texas at San Antonio, USA
11.05 AM	Vote of Thanks by Convener, ICMBP-2021 Prof. Gholam Syedain Khan

DAY – 1: TECHNICAL SESSIONS 8th February, 2021 (Monday)

Technical Session – 1 12.15 PM – 1.45 PM	Track – 1: Finance – I Chairperson: Prof. Ayan Majumdar Coordinator: Prof. Rasheed K Jt. Coordinator: Prof. Kaushik Kundu
Technical Session – 2 2.30 PM – 4 PM	Track – 2: Marketing – I Chairperson: Prof. Arup Kumar Baksi Coordinator: Prof. Asima Sarkar Jt. Coordinator: Prof. Samiran Sur
Technical Session – 3 2.30 PM – 4 PM (Parallel Session)	Track - 3: Human Resource Management - I Chairperson: Prof. Parveen Ahmed Alam Coordinator: Prof. Mirza Mabood Ali Beg Jt. Coordinator: Prof. Furquan Uddin

DAY – 2: PANEL DISCUSSION & TECHNICAL SESSIONS 9th February, 2021 (Tuesday)

10.30 AM - 12.00 Noon	PANEL DISCUSSION
Technical Session – 4 12.30 PM – 2.00 PM	Track - 4: Marketing – II Chairperson: Prof. Somnath Chatterjee Coordinator: Prof. Asraful Islam Jt. Coordinator: Prof. Samiran Sur
Technical Session – 5 12.30 PM – 2.00 PM (Parallel Session)	Track – 5: General Management Chairperson: Prof. Mirza Mabood Ali Beg Coordinator: Prof. Adnan Ahmed Siddiqui Jt. Coordinator: Prof. Parveen Ahmed Alam
Technical Session – 6 3.00 PM – 4.30 PM	Track - 6: Human Resource Management – II Chairperson: Prof. Kaushik Kundu Coordinator: Prof. Nasreen Nasar Jt. Coordinator: Prof. Asima Sarkar
Technical Session – 7 3.00 PM – 4.30 PM (Parallel Session)	Track – 7: Finance - II Chairperson: Prof. Abdul Motin Ostagar Coordinator: Prof. Zarnigah Parwez Jt. Coordinator: Prof. Ayan Majumdar

Duration of the paper presentation: 12 minutes for presentation followed by Q/A session.
All decisions related to paper presentation will be taken by the Chairperson of the Session.
All participants are requested to join Google Meet 5 minutes before the session starts.
All Sessions will be on Google Meet Platform. Link will be sent to the participants.