

Chief Guest

Dr. Sindhu, Professor and Director I/c of SMS- JNTUH

Advisory Committee

Dr. Pulapa Subba Rao, Professor, Vice Chancellor, Millennium University, Blantyre Republic of Malawi
Dr. S. Krishnaiah, Professor, Ex-Registrar- JNTUA
Dr. A. Prabhukumar, Professor, Director of Foreign Relations- JNTUH
Dr. B.R.Megharaj, Professor, SKIM, S.K.University

Advisor

Sri. Ch. Malla Reddy, Minister of Labour, Employment, Women and Child Development, Telangana

Chief Patrons

Sri. M. Laxman Reddy, Chairman
Sri. G.Narasimha Yadav, Treasurer
Sri. Ch. Mahender Reddy, Secretary & Correspondent
Sri. G. Chandra Shekhar Yadav, Executive Director
Sri. M. Rajashekhar Reddy, Director
Sri. G. Jai Kishan Yadav, Director
Sri. G. RajaShekar Yadav, Director

Patron & Program Chair

Dr. P. Santosh Kumar Patra, Principal.



Convener

Dr.Y.Venkata Rangaiah
Professor & HOD, Department of MBA

Program Coordinators:

Ms. B.Shravani,
Asst Professor, MBA Dept.
Ms.E.Pranavi
Asst Professor, MBA Dept.

Organizing Committee

Ms.V. Lakshmi Prasanna, Asst Prof., MBA Dept.
Mr.Ch. Narsimha Raju, Asst Prof., MBA Dept.
Mrs. Yamini Bhargavi, Asst Prof., MBA Dept.
Mrs. B. Kanaka Laxmi, Asst Prof., MBA Dept.
Mr. S. Srinivas, Asst Prof., MBA Dept.
Mrs. B. Mounika, Asst Prof., MBA Dept.

About the College

St.Martin's Engineering College, an Autonomous Institution, situated in an eco-friendly environment, with state-of-art infrastructure. College has achieved the prestigious grade A+ from NAAC, UGC Paramarsh mentor, NBA accredited, ISO certified, DSIR Recognition, Remote center of IIT Bombay, Member of CII and MSME certified Institution. Signed more than 82 MoUs with major companies' and institutions. Careers 360 Certified as AA+; Competition Success Review Ranked 3 out of 20; Career Connect Ranked 13 'Best Engineering Colleges of India and Wikipedia Ranked 8th in Telangana. The college is bestowed with the glorious Governor Award twice; The Engineering Educators' Award 2019; NIRDPR Award (Govt. of India); IDF Best Partner Award; Dewang Mehta Award; TCS ION Award; CSI Award (Students Chapter); Best Innovation by Federation of Gujarat Industries and Street Cause-Most Dedicated Division. Best Sports College by Stumagz, Telangana, National Leadership Excellence Award- 2019 byICCI



Online
International Conference
on
Recrafting Strategies for
Post Covid-19 Business
Turbulence
(ICRSPCBT-2021)
www.smec.ac.in
23rd & 24th July, 2021



Organized by
Department of MBA
St.Martin's Engineering College
An Autonomous Institute

A Non Minority College | Approved by AICTE | Affiliated to JNTUH, Hyderabad | NAAC-Accredited „A+“ Grade | 2(f) & 12(B) status (UGC) ISO 9001:2008 Certified | NBA Accredited | SIRO (DSIR) | UGC-Paramarsh | Recognized Remote Center of IIT, Bombay

Dhulapally, Secunderabad - 500100,
Telangana state, India
website:www.smec.ac.in

About Conference

ICRSPCBT 2020 aims to provide common platform to all the leading academic scientists, researchers and research scholars to exchange and share their experiences and research ideas in the Recrafting Strategies in business environment. The rapid technological changes and increased globalization, which has swept away industry and market conditions that previously defined competitive conditions. Such environment requires recrafting strategies that respond quickly to these rapid changes. Therefore look at the need for dynamic strategy in today's business basing on the systemic review. The Online International Conference on "Recrafting strategies for Post Covid - 19 Business Turbulence." will allow deliberations from a variety of perspectives to deal with challenges posed by the pandemic COVID 19 and strive to propose strategies to stimulate growth and revival from the imminent recession.

Scope of conference

The Conference aims to bring together the Doctoral students, Research scholars, Academicians, Industry Professional, Practitioners, who are working / has an interest in "Digital World" and its allied field. We also encourage business researchers to participate to create an ideal connection between the research fraternity, academics and industry priorities from all over the world under a roof to exchange and share their experiences and research results through brain storming sessions on Recrafting strategies and latest innovations covering all aspects. The conference will have keynote address from illustrious speakers and peer-reviewed high quality technical paper presentations.

Note: The authors of the registered paper will be issued Registration kit, proceeding with ISBN (Soft Copy), and international certificate of publication will be provided to all participants

Registration Fee:

Faculty / Research Scholars	: Rs 3500/-
Student	: Rs 3000/-
Deligates from Industry	: Rs 4000/-
Foreign Deligates	: \$100
Last Date for Registration	: 15 th July 2021

Announcement of selected papers : Within 2 days after submission

Send your full papers only in .doc/.docx
format to: icrspcbt@smec.ac.in

***Selected High quality papers will be published for free of Cost in SCOPUS Indexed Journals**

- Turkish Journal of Computer & Mathematics Education
- International Journal of Modern Education and Computer Science
- Elementary Education Online
- Turkish Journal of Physiotherapy and Rehabilitation
- Turcomat Journal and many more in the list....

Advisory Committee

Dr. SVS. Rama Krishnam Raju, Professor, Dean Academics
Dr. D.V. Srikanth, HOD, MECH
Dr. D. Ranadheer Reddy, HOD, H&S
Dr. N. Ramchandra, HOD, EEE
Dr. B. Hari Krishna, HOD, ECE
Dr. M.Narayanan, HOD, CSE
Dr. R.Nagaraju, HOD, IT
Dr.T.Poongothai, Professor & HOD, CSE (AI&ML)
Mrs.J.K.Sandhya Kiran, I/C HOD, CIVIL

Contact us

Ms.B.Shravani, Asst Professor, MBA Dept.
Contact No: 7680967187

Ms.E.Pranavi, Asst Professor, MBA Dept.
Contact No: 8125225655

Conference Topics

Perspective authors are invited to submit their unpublished significant research work.

Topics of interest but not limited to:

- Innovations in banking and Financial services
- Innovative product or service
- Strategies for increasing sales for new products
- Improve customer service
- Cornering a young market
- Product differentiation
- Pricing strategies
- Technological advantage
- Improve customer retention
- Sustainability
- Marketing Intelligence
- Analytics in Marketing
- Advertising, Promotion and Branding
- E-HRM and Virtual HR
- ERP for HRM
- Smart HR 4.0
- Global Innovation and Economic Growth

Note: The call for papers is not restricted to the above-mentioned list.

PUBLICATION

All accepted papers will be published free of cost in UGC CARE List I journals.

- Shodh Sarita
- South Asian Journal of Evaluation in Practice
- Shodh Sanchar Bulletin
- Int Journal of Gender, Science and Technology
- Kala Sarovar
- Madhya Bharti and many more in the list....



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An Autonomous Institution
Dhulapally, Kompally,
Secunderabad-500100,
Telangana, India



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23rd & 24th July, 2021
Registration form

Name:

Designation:

Department:

College / Industry

Phone:

E-Mail ID:

Transaction Ref No.

Transaction Date:

Paper ID:

(After receiving the acceptance letter, make the payment and submit scanned copy of the registration Form)

Payment Details: Online Transaction Only
Account Details: (Current Account)
PRINCIPAL

St. Martin's Engineering College
Bank Name: SBI, Kukatpally, Hyderabad
Account No: 30667640268
IFSC Code: SBIN0011664

Swift Code: SBININBB725 (Only for International Delegates).

Registration Link:

<https://forms.gle/34PbV94pLvJVHAsY7>

*Paytm option also available

