



## ABOUT INSTITUTE

Late Prof. Dr. A. D. Shinde, a renowned Chartered Accountant, Founder of CSIBER Trust to cater the needs of professional education in Sangli district of Maharashtra. He realized the need of a business school in Sangli. His dream of training youth to face the challenges of the new millennium of the twenty first century became a reality when he registered a Charitable Trust "Chhatrapati Shahu Institute of Business Education and Research Trust" (CSIBER) under the guidance of Late Padmabhooshan Vasantraodada Patil, Ex. Chief Minister, Maharashtra State with active support from Late Shri. Sripatrao Bondre, Ex. Minister, Maharashtra State. The establishment of VPIMSR in Sangli proved a blessing in disguise for the rural youth of this area as this is the only Institute which caters to the specific needs of the students coming from country side and from the less privileged classes who cannot afford to join the ostentatious B-Schools in the cities for perusing their academic goals. VPIMSR has enabled such students to venture into the ever expanding dynamic world of business and come out with flying colors in life. The Institute has its own spacious premises situated in the prime location on Sangli- Miraj road at Wanlesswadi. The Institute has excellent infrastructural facilities viz. several imposing buildings, well equipped computer labs connected by networks and Wi-fi, Audio-Visual Hall, Language lab, Library and good learning resource center that includes E-learning facility.

## ABOUT CONFERENCE

### BRIDGE

**Business Resilience In Disruptive Global Environment**  
Running a business is challenging task, especially when unexpected disruptions occur. From a business information perspective, a disruption is any event that causes catastrophic loss, either full or partial, of the data required to run business. While disruption arise from natural causes, political, economic, social and a technology disruptions are also more likely to occur frequently. The global environment is experiencing a level of disruption and business risk not seen in generations. Some businesses freeze and fail, while others innovate, advance, and even thrive. The difference is resilience. Business resilience is business's ability to respond to such disruptions and how quickly business can get back on its feet or keep running smoothly amid these challenges. A Risk Management Plan, Business Impact Analysis and Business Continuity Plan are important tools for building business resilience. Building a resilient business might seem daunting or a low priority, but it's an investment that will pay off in the long run. Disruptions can strike without warning and having a resilient business can mean the difference between a minor setback and closing down the business. Disruptive global environment will put businesses at high risk if they don't have the right technology infrastructure and support for resilience. Being resilient implies focusing on avoiding disruptions to organizational productivity and establishing fast-acting recovery strategies to respond to any crisis.

Organizes  
**International Conference**  
on  
**Business Resilience In Disruptive  
Global Environment (BRIDGE)**  
**8<sup>th</sup> February 2025**

Dear Sir/Madam,

It gives us immense pleasure to inform you that we are going to organize an international conference on **"Business Resilience In Disruptive Global Environment (BRIDGE)"** at V.P. Institute of Management Studies & Research, Sangli on 8<sup>th</sup> February 2025. The aim behind this international conference on **Business Resilience In Disruptive Global Environment (BRIDGE)** is to bring together an academic communities, the researchers from multidisciplinary streams and the industrialists to exchange information, experiences with research results on all aspects of understanding the capability and criticality of global disruptive environment for helping businesses become more resilient.

Dr. R. M. Yallatti

I/C Principal,

VPIMSR, Sangli, Maharashtra- 416416

Phone: (0233)221242

## SUB THEMES OF THE CONFERENCE :

Sub themes for the conference will be as follows but not restricted to

### Organizational Resilience

- Strategic Management
- E-Governance
- Cyber Security
- Information System Audit
- Mergers and Acquisitions
- E-Banking

### HR Resilience

- Artificial Intelligence in HR
- Virtual Onboarding
- HR Analytics
- Cloud based HR Systems
- Remote Work Model
- Online Training and Up-skilling

### Business Model

- Enterprise Resource Planning
- Business Intelligence
- Business Process Reengineering
- Business Process Outsourcing
- Knowledge Process Outsourcing
- Cloud Computing
- Business Analytics
- Environment and Social Governace

### Marketing Resilience

- Green Marketing
- Digital Marketing
- E-Commerce
- M-Commerce
- Tele Marketing

### Operational Resilience

- Industry 5.0
- Environmental Issue
- Technology Integration
- Technology in Supply Chain Management
- Quality and Process Management

### Financial Resilience

- Adoption of Artificial Intelligence and Machine Learning in Finance
- Impact of Geopolitical Events and Trade wars
- Cryptocurrency and Blockchain
- Sustainable and Impact investing
- Fintech & Startups
- Regulatory Changes and Compliance
- Capital Market
- Digital Transformation of Banking and Payments

## IMPORTANT DATES

- Last date for submitting full paper – 15<sup>th</sup> Jan. 2025 along with abstract
- Intimation of paper acceptance – 20<sup>th</sup> Jan. 2025
- Last date of Registration – 21<sup>st</sup> Jan. 2025

## BEST PAPER PRESENTATION AWARD

Best research paper presentation awards will be given in fond memory of our Founder President Late **Prof. Dr. A. D. Shinde.**

## CHIEF PATRON

- Shri. R. A. Patil Trustee, CSIBER, Kolhapur

## ADVISORY BOARD

- Dr. R.A. Shinde, President and Managing Trustee CSIBER, Kolhapur, MH, India
- CA H.R. Shinde - Trustee, CSIBER, Kolhapur, MH, India
- Dr. Kabali P. Subramanian, Arab Open University, Mascat
- Dr. Nitya Ramchandran, IBRA College, Sultanate of Oman
- Dr. Mizuho Matsuho, Lecturer, National Museum of Ethnology, Osaka, Japan
- Dr. Christina Koutra, Associate Professor College of Business, Abu Dhabi University, UAE

## JOINT ADVISORY BOARD

- Dr. R.M. Yallatti, I/C Principal, VPIMSR, Sangli
- Prof. Dr. S.P. Rath – Director, CSIBER, Kolhapur.

## CONFERENCE COORDINATORS

- Dr. (Ms.) N.U. Deshpande, Faculty, VPIMSR, Sangli
- Dr. A.A. Sattikar, Faculty, VPIMSR, Sangli

## CONFERENCE SECRETARY

- Dr. P.Y. Mulla (Sharikmaslat), Faculty, VPIMSR, Sangli

## ORGANISING COMMITTEE

- Dr. V.S. Jadhav, Faculty, VPIMSR, Sangli
- Prof. M.M. Samudre, Faculty, VPIMSR, Sangli
- Dr. S.T. Bhosale, Faculty, VPIMSR, Sangli
- Dr. A. B. Patil, Faculty, VPIMSR, Sangli
- Dr. S.V. Chavan Faculty, VPIMSR, Sangli

## IMPORTANT CONTACT NUMBERS

Dr. R.M. Yallatti: 9420677273  
Dr. (Ms.) N.U. Deshpande: 9834619939

- Link for registration  
<https://forms.gle/jRZBSofRwgZMbgQ8A>
- After Registration join Whatsapp group  
<https://chat.whatsapp.com/Cvn4GWFvooV3gM4wYhzFFe>



## REGISTRATION FEES

The Registration fee is to be paid by each author and co-author(s) separately.

Foreign Delegates/Students	Rs. 500 /-
Indian Delegates	Rs. 300 /-
Students	Rs. 200 /-

Publication charges per paper

ISBN	Rs. 500 /-
ISSN DOI	Rs.1000 /-

- The papers received after last date of registration will not be published but the delegates can present their papers & receive Certificates for presenting the paper only after registration.
- Registration fee once paid will not be refunded.

## PAYMENT DETAILS

Delegate fees shall be paid by means of Cash / Demand Draft/ NEFT /UPI online transfer.

D.D. should be drawn in favour of “The Principal, VPIMSR, Sangli”, payable at Sangli.

### Bank Details:

**Account name:** The Principal, VPIMSR, Sangli  
**Name of the bank:** Karnataka Bank Ltd, Sangli  
**A/C No:** 7292000100051701

**IFSC: Code:** KARB0000729 **MICR Code:** 416052151

Delegates who opt for online payment are requested to send the Transaction ID along with their name on the following

**WhatsApp No. 9011984123**

## GUIDELINES FOR PAPER SUBMISSION

All Academicians and Administrators are invited to submit their research papers on any of the listed topics of the conference for consideration. The abstract should be limited to **250 words** and the research papers should be ideally around **2000 words** typed in English, **12 point font size in Times New Roman**. The paper should contain Title, Name of Author/ Authors, Brief profile of authors, Mailing Address, Contact Number, Email address and under which sub theme the paper is to be considered. The Paper should be sent through e-mail only at: [icbridge@vpimsr.edu.in](mailto:icbridge@vpimsr.edu.in).

All accepted paper will be published in peer reviewed Referred and UGC listed journal No. 47100 “GENIUS” ISSN-2279-0489 with impact factor 7.5

### UPI

