



**ALLIANCE
UNIVERSITY**

*Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi*

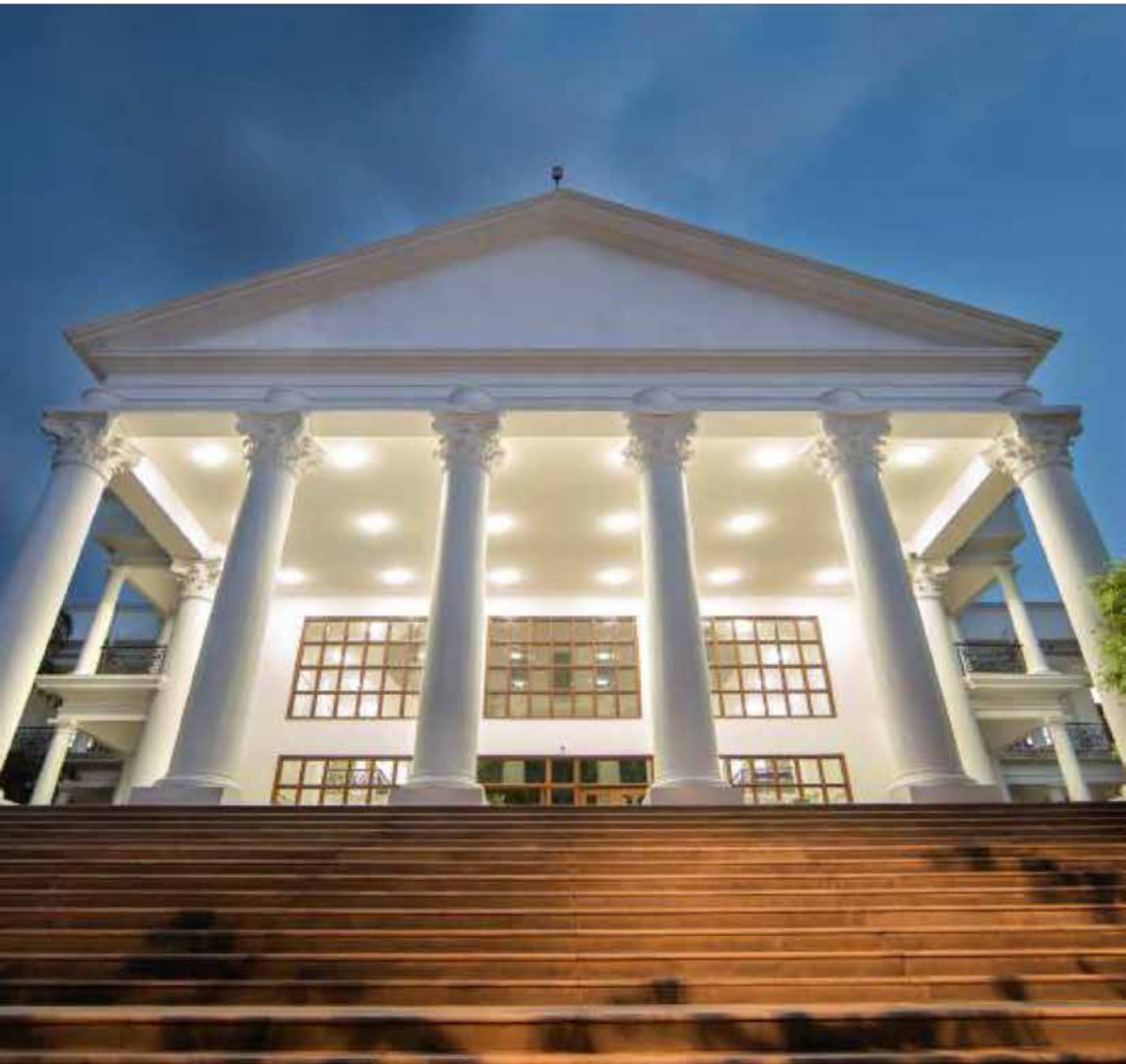
Alliance School of Business

ALLIANCE STUDENT CONFERENCE 2021

Virtual Conference

GLOBAL CRISES: BUSINESS DISRUPTIONS AND RESPONSES

JUNE 10 & 11, 2021



Conference Overview

Crises, such as COVID-19, often disrupt, and most creatively so, the business paradigm and finally lead to a dynamic macro transformation. Such crises may be financial in magnitude, socio-political in ramifications, or even environmental in nature. Such crises result in complex transitions that force businesses to ensure a sustainable position and adapt to the changes. From the perspectives of research, such crises and their impact on business, organization, and market are crucial sites for examination.

The United Nations has currently listed 22 major global issues and 17 SDGs (Sustainable Development Goals) as a 2030 agenda for member countries to usher into a world of peace and prosperity. Such Global issues are the ones for which businesses, organizations, and markets must brace and accordingly prepare.

ASCON 2021 intends to probe how the business/markets/organizations responds to such crises.

ASCON 2021 is a unique student-driven platform designed by Alliance University, Bangalore, India, for students and research scholars from across the globe to showcase their research skills and get trained through workshops by internationally acclaimed experts. The conference pledges to inspire the harbingers of a better world by honing their research potentials.

Keynote Speakers



Dr. June Cotte

Scott and Melissa Beattie Professor of Marketing
Ivey Business School
Western University, Ontario, Canada Continental India



Dr. Dannie Kjeldgaard

Professor, Dept of Marketing and Management
University of Southern Denmark, Denmark



Dr. Ozlem Sandikci Turkdogan

Professor in Marketing (Management)
Adam Smith Business School
University of Glasgow, Scotland, UK



Dr. Sanjit K. Roy

Associate Professor of Marketing
UWA Business School
University of Western Australia, Perth, Australia

Tracks and Sub-tracks



Marketing

- Marketing Innovations
- Marketing Model
- Digital Marketing
- Brand Strategies/Communications
- Consumer Culture
- Consumption Effects
- Sustainable Marketing/Consumption



Finance & Economics

- Behavioural Finance and Critical Historical Analysis of Financial Sectors
- Financial Sectors
- Microfinance and Alternative Finance
- Global Financial & Economic Crisis: The Road Ahead Corporate Governance
- Technological disruptions in Finance
- Risk Management
- Bankruptcy and Insolvency Prediction
- Accounting Disclosure Practices in Organisation
- International Financial Reporting Standards
- Mergers, Acquisition and Corporate Restructuring
- Capital Structure and Dividend Policy
- Financial Markets
- Emerging trends in Banking and Insurance sector



Organizational Behavior & Human Resource

- Transformative CSRs
- Managing OB during Global Crisis
- Leadership in Organization
- SDGs, Organizational Goals
- Emerging Markets and HR Practices
- (Post)Capitalism and Organizational Culture
- Global Workforce



IT & Operations Management

- Supply Chain Management & Operations Strategy
- AI and Machine Learning for Organization/Market
- IOT & Block Chain for Organizational Resolution
- Sustainability and Supply Chain Management
- Disruptive IT
- Business Analytics
- Quality Management



General Management

- Critical Organizational/PR Communication
- Role of Communication and PR during Global Crisis
- Social Media Communication
- Cross-Cultural Organizational Communication
- Strategic Planning for PR
- Leadership Communication

Key Dates

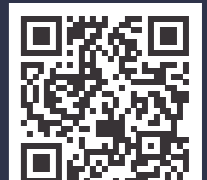
Last date for abstract submission: **June 5, 2021**

Communication of accepted abstracts: **June 7, 2021**

Last date to register: **June 8, 2021**

Registration Link

<https://www.alliance.edu.in/ascon-2021/#>



Registration Fees

| Particulars | Indian (Including SAARC countries) | Foreign (Including NRI) |
|-------------------|------------------------------------|-------------------------|
| Scholars/Students | INR 500.00 | USD 10.00 |

Last date for registrations and payment of accepted papers - **JUNE 7, 2021**

Bank Details

Payment to be made via demand draft or wire transfer, drawn in favour of:

Bank Name : **Punjab National Bank**

Branch : **HSR Layout**

Name : **Alliance University**

Account Number : **1202005900000014**

IFSC : **PUNB0477400**

Account Type : **Current Account**

Swift Code : **PUNBINBBDIB**

Core Committee

| | |
|-----------------------|---|
| CHIEF PATRON | Mr. Abhay Chebbi Pro Chancellor, Alliance University |
| PATRON | Dr. Anubha Singh Vice-Chancellor, Alliance University |
| CO-PATRON | Dr. Ray Titus Pro Vice-Chancellor (Academics and Research), Alliance University |
| CHAIRPERSON | Dr. Arindam Das Associate Professor |
| CO-CHAIRPERSON | Prof. Mihir Dash Associate Professor & Area Chair, General Management |

Student Co-ordinators

| | | | |
|--|---|---|--|
| Ms. Aruza Awasthi +91 98826 60659 MBA, Semester 1 | Mr. Anil Raykwade +91 86051 61311 MBA, Semester 1 | Ms. Sanjana +91 90358 53166 MBA, Semester 1 | Mr. Prince Kumar +91 89696 08667 MBA, Semester 1 |
| Email: ascon.b@alliance.edu.in | | | |



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