



St. Francis Institute of Management and Research

Approved by AICTE, DTE (Govt. of Maharashtra) and affiliated to Mumbai University

(An ISO 9001-2015 Certified and NAAC 'A' Grade Accredited Institute)

Gate No. 5, Mt. Poonam, S.V.P. Road, Borivali (West), Mumbai - 402 112

To,
The Registrar,
Mumbai University,
Attention To,
Director,
BEUD



Date: 23/11/2020

Sub: Mumbai University logo for Research Conference to be conducted on 15th Feb. 2020

Dear Sir,

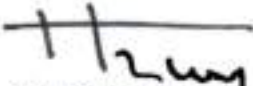
We are pleased to inform you that St. Francis Institute of Management and Research, Mumbai is organizing 15th International Research Conference - **Pathh 2020 on 15th February 2020**. The event is to provide a platform for researchers to explore their thoughts & experiences. This will be a great opportunity for pooling of knowledge and disseminating the same leading to overall development of the society.

Pathh is an assembly of academicians and researchers, where they present their papers and share their valuable findings. This is the annual International Research Conference named '**Pathh**'. Participants will be coming from various destinations to present their papers.

We request you to allow us to use Mumbai university logo for our research conference. Details of the conference are attached along with this application.

Thank you!

Yours Sincerely,


Dr. D. Henry
Director, SFIMAR



University of Mumbai



Academic Planning and
Development Section
No. APD/ICD/2019-20/31157
1st February, 2020

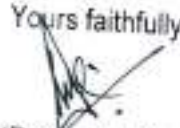
To

The Director,
St. Francis Institute of Management and Research,
Gate No 5, Mt. Painsur, S. V. Road,
Borivali (W),
Mumbai-400 103.

Sir,

With reference to your Ref. Letter dated 20th January, 2020, this is to inform you that as per the decision taken by the Management Council at its meeting held on 11th March, 2016, vide item No. 2 your request for permission to collaborate with University of Mumbai to Organizing **15th International Research Conference** on the topic "**Pathh**" to be held on **15th February, 2020** is granted, subject to the conditions that there shall not be any financial liabilities on University and no misuse of University Logo".

Yours faithfully,


(Deepak V. More)
Assistant Registrar

Pathh 2020



Address by the Guest at the Inaugural of Pathh 2020



Paper Presentation at Pathh 2020



Prize Distribution Pathh 2020



Organizing Team Pathh - 2020



ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Approved by AICTE and Affiliated to Mumbai University
An ISO 9001:2015 Certified, Accredited with grade 'A' by NAAC

PRESENTS

Pathh 2020

THEME : "IMPACT OF FOURTH INDUSTRIAL REVOLUTION ON GLOBAL ECONOMY"

15th Annual
International
Research
Conference



DATE: **15th** February 2020

VENUE: St. Francis Institute of Management & Research Borivali (W), Mumbai - 103.

Conference Proceedings CD will Carry ISBN Number.



Introduction

St. Francis Institute of Management & Research (SFIMAR) was established by “The Society of the Congregation of Franciscan Missionary Brothers” in 2002. SFIMAR presents PATHH 2020, the 15th Annual International Research Conference of the Institute. PATHH aims at enhancing and strengthening a research culture in burning business topics among the academic fraternity by providing a platform to explore new ideas, concepts and methodologies. This conference focuses on the theme **‘IMPACT OF FOURTH INDUSTRIAL REVOLUTION ON GLOBAL ECONOMY’**

About the Theme

“The Fourth Industrial Revolution can compromise humanity’s traditional sources of meaning—work, community, family, and identity—or it can lift humanity into a new collective and moral consciousness based on a sense of shared destiny. The choice is ours.” —Professor Klaus Schwab, Founder and Executive Chairman of the World Economic Forum.

Fourth Industrial Revolution, like all the previous revolutions is likely to disrupt the way various stakeholders operate in business. There are new opportunities and challenges which are created for businesses.

The 15th International Conference of Pathh invites thought leaders, academicians and researchers to address these trends and practices which are evolving in managing the business due to The Fourth Industrial Revolution. The conference will address how various stakeholders can sustain, nurture and maintain their growth and development in business.

The main theme will cover the following sub-theme with a focus on the Fourth Industrial with respect to disruption in employment, equality, communication, economies, marketing, technology and finance.

Sub-Themes

Finance

- Cashless transactions
- Mobile Banking
- Block chain technology
- Corporate Governance
- Trade War and Financial Markets
- Mutual Fund Regulations
- Banking Regulations
- Venture Capital and Private Equity

Marketing

- Social Media Marketing
- Digital marketing

- Big Data Analysis
- User Experience
- Customer relationship Management
- Rural Marketing
- Market Research

Human Resources

- Freelance Workforce
- Work from home
- Social entrepreneurship
- Performance Management
- Cross Cultural Workforce
- Change Management and Leadership

Entrepreneurship, Operations and IT

- Artificial Intelligence
- Robotics
- Data Privacy and Security
- Total Quality Management
- Women Entrepreneurship
- Business Entrepreneurship
- Family Business Management
- Operation and Supply Chain Management

(List of sub-themes is illustrative & not exhaustive)

Call for Papers

Papers are invited for PATHH - 2020 from Scientists, Academicians, Researchers, Executives and Government Representatives.

Types of Papers

1. Abstract of Thesis:

Participants who are interested in participating in the Doctoral Thesis Conference will submit abstract of their thesis submitted. Participants will present their research, focusing on the main theme of their thesis. Experts in the respective fields will review all the submissions and express their point of view on the thesis as well as on the presentation.

2. Working papers of PhD Topic:

Research scholars who are interested in participating in the working papers conference will submit research paper focusing on the main theme of their PhD topic.

3. Independent Research Paper:

Participants who are interested in participating in the Independent Research paper conference will submit research paper based on the above given indicative sub-themes.

Guidelines for Paper Submission

- ❖ Abstract should describe the broad content of the paper and should not be more than 1500 words. Research background, Aims, Methodology, Results/Findings, and Implications are essential elements of the abstract.
- ❖ The length of the paper should not exceed 6000 words. The paper should contain the Title of the paper, Author’s name and details, Introduction of the topic, Need of the study, Objectives, Hypothesis, Research methodology, Data collection & Analysis, Testing of Hypothesis, findings & Interpretations, Implications, Conclusions, Suggestions and References.
- ❖ The author(s) name must not be mentioned anywhere else except on the cover page of the research paper.

- ❖ Papers should be typed in MS-WORD with single spacing on A4 size page in Times New Roman style with font size 12 and 1 inch margin on all four sides.
- ❖ A soft copy of the abstract should be submitted as an e-mail attachment. For the full paper, one hard copy and one soft copy should be submitted on or before 7th January 2020.

Evaluation Criteria For Selecting Paper

- 1) Relevance: Does the subject of the paper broadly cover the conference theme?
- 2) Methodology: Does the paper use sound and appropriate method (s) to support the objectives & test the hypothesis?
- 3) Originality: Does the paper bring in new ideas and insights, create new body of knowledge / Theory / Concept / Model etc.?
- 4) Triangulation: Does the paper compare and relate findings of the work with that of works done by others?
- 5) Conclusions: Are the conclusions sound and justified?
- 6) Implications: Are the relevance and implications of the decision problems demonstrated?
- 7) References: Are the works of others used in the paper duly acknowledged?

Review Process

- ❖ The submitted papers will be blind reviewed by the screening committee and the accepted papers will be selected for presenting in the conference. The authors of the accepted papers will be intimated as per the scheduled date.

Paper Presentation in Absentia

Papers in absentia will be accepted in the conference proceedings with a registration fee. A certificate of participation and conference proceedings in CD form will be sent to the author of the research paper.



Proceedings of Pathh 2020

All accepted papers will be published in proceedings of the conference in CD form. The authors of accepted papers will be awarded Certificates and Mementos. A few of the best papers will be selected and published in ISSN SFIMAR Bi-Annual Research Journal.

Prize and Certification

- Best Research Papers will be rewarded with cash Prizes.
- Remaining participants will be given Certificates of participation.

Important Dates

- Submission of Full Paper : **7th January 2020**
- Intimation of Acceptance of Paper : **21st January 2020**
- Submission of the Registration form : **31st January 2020**
- Research Paper Presentation : **15th February 2020**

Registration Form

Registration form can be downloaded from SFIMAR website www.sfimar.org

Registration Fees (Including GST)

Research Scholars : ₹ 1500/- (INR) per author
 Delegates from Academics : ₹ 1800/- (INR) per Author
 Delegates from Industry : ₹ 2200/- (INR) per Author
 (Each author needs to register separately)

Accommodation Facility

Accommodation will be provided on requested at a rate of

Room Type	Rates per Day	
	AC	Non AC
Single Occupancy	₹ 1000	₹ 800
Twin Sharing (per person)	₹ 500	₹ 400

Accommodation is available in the Institute premises.

*Rates include accommodation only



ORGANIZING COMMITTEE

Conference Board Members

Rev. Bro. Alphonse Nesamony, Chairman, SFIMAR

Dr. D. Henry, Director, SFIMAR

Mr. Augustine Kurias, Member & Observer, SFIMAR

Dr. Thomas Mathew, Academic Adviser, SFIMAR

Convener

Dr. Sulbha Raorane 9619551840 sulbha@sfimar.org

Mr. Pushkar Parulekar 9664012760 pushkar@sfimar.org

Student Representatives

Mr. Oreste Joseph 9764829154 orestej3@gmail.com

Mr. Karen Silveira 8879076304 karensilveira20@gmail.com

Mr. David Shetty 7738553792 davidshetty10@gmail.com

Conference Contacts

Tel.: 022 - 2891 7089, 2895 8403. Email: pathh@sfimar.org

PATHH - INTERNATIONAL RESEARCH CONFERENCE





ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Borivli (W), Mumbai 400 103.

PRESENTS

Pathh 2020

15th Annual International Research & Thesis Conference

THEME : 'IMPACT OF FOURTH INDUSTRIAL REVOLUTION ON GLOBAL ECONOMY'

VENUE: St. Francis Institute of Management & Research, Borivali (W), Mumbai

DATE: 15th February, 2020



Registration Form

Name: _____

Designation: _____ Organisation: _____

Mailing Address: _____

DD / Cheque bearing No. _____ dated _____ for Rs. _____

Drawn in favor of '**SFIMAR-MDP**' OR Direct Payment / Bank Transfer / NEFT Payment to be made to:

Bank Name : Catholic Syrian Bank (CSB), Borivali (W), Mumbai

A/C No. : 033100479173190001

IFSC Code : CSBK 0000331

Date: _____ Signature: _____

Registration Fees:

Researchers / Presenters ₹ 1500/- (INR) per Author (including cost of proceedings)

Delegates from Academics ₹ 1800/- (INR) per Author

Delegates from Industry ₹ 2200/- (INR) per Author

Accommodation will be provided in the Institute premises on request at a rate given in the Brochure.

NOTE:

1. Registration Fees should reach within **one week** from the date of intimation of acceptance of paper
2. Each Author needs to register separately.
3. Photo copies of the form can be taken if more than 1 Author. (Maximum 2 authors for 1 paper)

St. Francis Institute of Management & Research
PATHH 2020
15th Annual International Research Conference

Theme: "IMPACT OF FOURTH INDUSTRIAL REVOLUTION ON GLOBAL ECONOMY"

SATURDAY, 15TH FEBRUARY 2020

8:30am-9:30am : Registration and networking over Breakfast (*Assembly hall – Ground Floor*)

INAUGURAL SESSION (*Auditorium 3rd Floor*)

9:30am-9:50am : SFIMAR Anthem & Lighting of the Lamp.

9:50am-9:55am : Presentation on the theme of PATHH 2020

9:55am-10:05am : Welcome Address by Rev. Bro. Alphonse Nesamony.
Chairman, SFIMAR

10:05am-10:15am : Guest of Honor address by Mr. Prashant Karmalkar
CEO Circular Angle

10:15am-10:25am : Chief Guest address by Dr. Sajeev Kumar Nair
Senior VP Reliance Industries Ltd.

10:25am-10:30am : Concluding note on inaugural session by Dr. D. Henry.
Director SFIMAR

10:30am-12:10pm : **Technical Session**
(Reference: list of presenters)

VALEDICTORY SESSION (*Auditorium 3rd Floor*)

12:10pm-12:35pm : Chairpersons' views about the papers

12:35pm-12:40pm : Address by Mr. Augustine Kurias
RDC Member and Observer, SFIMAR

12:40pm-1.15pm : Certificate Distribution

01:15pm-01:20pm : Vote of Thanks

01:20pm-02:00pm : **Lunch** (*Assembly Hall- Ground Floor*)

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St Francis Institute of Management and Research

PATHH 2020

List of Guests and Chairpersons

CHIEF GUEST

Dr. Sajeev Kumar Nair

Senior VP Reliance Industries Ltd.

GUEST OF HONOUR

Mr. Prashant Karmalkar

CEO Circular Angle

CHAIRPERSONS

Dr. Sangeeta Pawar

Associate Professor & Ph.D. Guide, University of
Mumbai

Dr. Rajeshwary

Professor

KPB Hinduja College of Commerce and Economics

DIGNITARY

Mr. Augustin Kurias



ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH PATHH 2020

SR NO	NAME OF PRESENTERS	TOPIC NAME
1	DR. RUPA SHAH	AN ANALYSIS OF SOCIAL MEDIA MARKETING WITH REFERENCE TO SURROGATE ADVERTISEMENTS ON GLOBAL LEVEL
2	SHIVALI PANDYA THAKAR	Impact Investment India – An Economic and Social Implications
3	DR. SHRAWANKUMAR ROONGTA	“Surviving and thriving in the Era of 4th Industrial Revolution: A view from the trenches of the Indian market”.
4	DR. NEHA GOEL	A STUDY ON FRAUDS IN BANKING SECTOR: GENESIS AND SAFEGAURDS
5	MS. GANGUR SHARMA	Review of Growth, Challenges and Difficulties faced by Airlines in India
6	PROF. RAVIKANT SANGURDE	Moving towards cashless economies
7	CARAL D'CUNHA	An AI Perspective to transform HRM Experience in Organizations
8	DR. KAVITA VENKATACHARI	Predicting the buying behavior pattern of grocery items by women consumers: An empirical study of Thanjavur
9	SAMITA SENGUPTA / DR.SUHASHI	Women’s Participation In Agricultural And Allied Agricultural Activities : An Analysis of Women Empowerment
10	DR. (MRS) BABITA A. KANOJIA	A STUDY ON DIGITAL HUMAN RESOURCE MANAGEMENT ITS IMPACT ON EMPLOYEE TURNOVER
11	MRS. SABINA ASHFAQUE SHAIKH	To study the new retails format in Mumbai city and its impact on customers