About RISHI:
Rishi UBR Group of Institutions started in 1988 with the motto of Empowering young women through education. The three pillars of the group of institutions are Truth, Discipline and Knowledge. Rishi UBR Degree & PG College for Women offers Graduation courses in B.Com (Computer applications), B.Sc (Physical Sciences) with electives in Physics, Electronics and Statistics and BBA. The college offers PG Course in MBA approved by AICTE. The college is affiliated to Osmania University. The college is in a sprawling campus of 5.2 acres in the heart of the city near JNTUH Metro station, Kukatpally.

About IQAC:
Providing Quality Education in a progressive and innovative learning environment is our primary motto. In order to match with our commitment towards quality, IQAC Cell had been constituted in November, 2020 under the chairmanship of Ms M Rajasree, Secretary & Correspondent of Rishi UBR Degree & PG College for Women. The primary objective behind the formation of IQAC Cell is to ensure continuous quality improvement & institutionalize various practices to enhance quality. The IQAC cell since its formation had come up with various initiatives to improve quality of teaching and learning environment, continual development of faculty and non-teaching staff.

About Department Of Business Management:
The Department of Business Management was started in 2003. The vision of the Department is “To evolve as a leading management institution for girl students that provides quality education with global standards and nurtures moral values and ethics in a progressive and innovative learning environment thereby fostering women empowerment”. 17 batches of MBA students have successfully graduated till date. The department has consistently achieved 100% results and some successful entrepreneurs in each batch. The department has experienced faculty who have written and published various research articles and also conducted national and state level webinars. Now the department is moving ahead to conduct a National Conference on the said theme.

About the Conference:
As the world explores solutions to the ongoing pandemic, every aspect of life seems to have been affected and the Business community has its own share of challenges. The pandemic has compelled the business community to look for newer modes of operation and ideas. Quality being the essence of all disciplines of management, it has become imperative to stick to values which are sure to help businesses to sustain despite challenges like these. The conference aims to set a stage for the research scholars and academicians to think and share their thoughts on various perspectives of management with attention to quality in the post COVID era. The conference aims to become a forum for discussion on any thoughts process systems/products that can improve the quality of any of the disciplines of management. The conference also aims to discuss the new challenges posed to various disciplines and their repercussions. The acceptance of technology and its application has been in leaps and bounds in various disciplines of management. Small businesses, startups and entrepreneurs have emerged as the most vulnerable groups that have been badly affected by the pandemic. However, digitalisation and online opportunities have given them possibilities galore. We look forward to becoming a forum for promoting and fostering research on the quality perspectives of management and other related themes on which revolutionized during the past pandemic era.

Patron
Ms. M. Rajasree
Secretary, Rishi Group

Conference Chairman
Dr. P. Kameswara Rao
Principal, Rishi UBR Degree & PG College for Women

Conference Convener -
Co-Convener -
Organizing Secretary -
Organizing Secretary -
Coordinators -
Ms. NSL. Praveena, Assoc. Prof
Ms. M. Rama, Asst. Prof
Ms. Meghna Bandi, Asst. Prof
Ms. B. Sivalakshmi, Asst. Prof
Ms. S. Rani, Asst. Prof
Dr. V. Swathi, Asst. Prof
Ms. M. Pranavi Babu

Conference Advisory Committee:

* Prof. M. V. Ramana Murthy, Hon. Member of Governing body of Rishi M. S. Institute of Engg & Tech, Ex-Chairman BOS of Dept. of Computer Science, Osmania University.

* Dr. K. Nagajothy, AICTE Margadarshak, Advisory member - Ministry of Education, NPTEL Telangana state representative.

* Dr. T. Venkata Seshaiah Naidu, Principal, Rishi M. S. Institute of Engineering & Technology for Women, Hyd.

Mode of Payment for registering:
GPAY: 9966202876, Rama Mokkabala

NEFT Details:

Name of the Account: RISHI UBR WOMEN'S COLLEGE
Name of the Bank: UNION BANK OF INDIA
A/c Number: 15121011100088
IFSC: UBIN0815128
Branch: NIZAMPET ROAD

For any Queries Contact:
Ms. Bhargavi / Ms. Vishnupriya: +918977445309
Mail us: rishiconf21@gmail.com

RISHI UBR DEGREE & PG COLLEGE FOR WOMEN
Rishi Campus, Near JNTUH Metro Station, Kukatpally, Hyderabad - 085. www.rishiubrpg.org | Ph # 040-23050898

Internal Quality Assurance Cell (IQAC) in association with
Department of Business Management
Announces
Rishi’s Online National Conference

“Management Perspectives for Quality Outlook in the Post COVID Era”

SEPTEMBER 4th & 5th, 2021

CALL FOR PAPERS:
Rishi’s IQAC and Department of Business Management invite authors to submit their original and unpublished manuscripts based on their empirical research, reviews or ideas that are aligned with the given theme. The sub themes given are only indicative and Papers need not be restricted to it.
Who can participate:
Academics, Research Scholars, Students who wish to contribute their research work or share their thoughts on the above theme.

Registration Fee:
Rs. 1800/- for Academicians & Industry Professionals
Rs. 1500/- for Research Scholars
Rs. 800/- for Students
Rs. 200/- for Delegates (Attending the Conference)

Attractions of the Conference:
* All the authors who present their papers would receive an e-Certificate of Presentation and a digital copy of conference proceedings with ISBN Number.
* The papers will be blind reviewed by the Conference Review Committee. The papers approved by the Conference Review Committee will be published in a Peer Reviewed Journal.
* Best Papers: Two best papers from each track would be awarded merit certificates.
* All the delegates would receive E Certificates of Participation.

Publication Opportunities:
* All the abstracts would be published in Conference Proceedings with ISBN Number. All the authors would receive Digital copy of the proceedings with ISBN Number.
* All the papers selected by the Conference Review Committee will be published in the Peer Reviewed Journal “International Journal of Innovative Research in Engineering & Multidisciplinary Physical Sciences” with a special link to the Conference.
* The journal is indexed in Google Scholar along with other indexing partners.

**Important Dates**

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<tr>
<td>August 20, 2021</td>
<td>Last date for Submission of Abstract</td>
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<tr>
<td>August 22, 2021</td>
<td>Notification of acceptance of Abstract</td>
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<td>August 26, 2021</td>
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<td>September 1st, 2021</td>
<td>Last date for submission of Full paper</td>
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Submit abstracts & full papers: rishiconf2021@gmail.com

**Registration Guidelines:**

* The paper Contributors are requested to send the abstract in the format prescribed to the mail id given below rishiconf21@gmail.com
* On the Notification of acceptance of the abstract, the author is requested to fill in the registration form after paying the registration fee.
* The Registration link for Paper Contributors will be communicated through mail.
* Registration will be confirmed only after the acceptance of abstract, payment of registration fee and filling the registration link.
* In joint submission, author and co-author should register individually. At least one of the authors is expected to present the paper in the conference.
* The delegates can register themselves using the link given below after paying the registration fee.
* There will be no refund of the registration fee.
* Delegate Registration Link: https://forms.gle/5YeB5paB7A7heQCJ6

**Submission Guidelines:**

* Submit the abstract and full paper in the word document to the given mail id.
* Font Style: Times New Roman
* Font Size: Headings: 14, Regular text: 12
* Spacing: 1.5
* Abstract should be of 250 words with 4 to 5 keywords. It should have a brief introduction, importance, objectives, methodology and broad findings of the study.
* The complete research paper should be of 2500 to 3000 words including tables, figures and references.
* The first page in the manuscript/ Full Paper should have the details of the Author/ Authors with their name, Title of the paper, Affiliating institution, Contact Mail ID.
* APA 6th style referencing has to be used.
* The papers submitted should have plagiarism below 20%.