

# THE MANAGEMENT ACCOUNTANT

## PAPERS INVITED

Cover Stories on the topics given below are invited for *'The Management Accountant'* for the four forthcoming months

January 2021	Theme	Catalytic role of the Banking Sector for India's Economic Revival	Subtopics	<ul style="list-style-type: none"> <li>• Inclusion of Startups in Priority Sector Lending: a welcome move towards inclusive development of the nation</li> <li>• Loan Restructuring Scheme for COVID-19 hit stressed borrowers</li> <li>• Future of Banking post-Covid 19 pandemic</li> <li>• Credit guarantee to MSMEs in support of Atmanirbhar Bharat Abhiyaan</li> <li>• Loan Moratorium: an Aid to Ease Financial Stress</li> <li>• Door Step Banking: a Revolutionary Initiative</li> <li>• The Digital imperative for Banking in the New Normal</li> <li>• Emerging Cyber Security Threats in the Banking Sector</li> <li>• Artificial Intelligence (AI): A major game-changer in the Bank Risk Management</li> <li>• EASE 3.0 — Smart, Tech-enabled Banking for Aspiring India: Exploring professional scope for CMAs</li> </ul>
February 2021	Theme	Healthcare Cost Management in India: The Way forward	Subtopics	<ul style="list-style-type: none"> <li>• Cost Benefit Analysis (CBA) in Healthcare Industry</li> <li>• Time-driven Activity Based Cost Model for improved Healthcare Resource Mapping</li> <li>• Balanced Scorecard: A Powerful Organizational Tool for Strategic Planning and Driving Performance in Healthcare Industry</li> <li>• Impact of Artificial Intelligence for Cost-Effective Clinical Trials in the New Normal</li> <li>• Price-Transparency in the age of COVID-19: The growing importance of Cost Accounting</li> <li>• Health Insurance: Demystify New Challenges, Products, and Opportunities during COVID-19 and beyond</li> <li>• Wellness Programmes: A remedy for reducing Healthcare Costs</li> <li>• Frugal Innovation, Digital Health and Data Sciences: the Way forward for India to attain Trillion Dollar Economy</li> <li>• Government Policies to curb Healthcare Cost and provide affordable Healthcare Services for the mass</li> <li>• Value Addition to Healthcare: Role of CMAs</li> </ul>
March 2021	Theme	Women in the Workplace: Stepping towards Generation Equality	Subtopics	<ul style="list-style-type: none"> <li>• Social, Political and Legal Dimension of Women Empowerment</li> <li>• Self Help Group (SHG): An effective approach towards Women Empowerment in India</li> <li>• Electronic and Print Media: A significant tool to accelerate Women Empowerment</li> <li>• Dynamic Role of Women in the Workforce</li> <li>• Factors concerning female participation in the Corporate Sector</li> <li>• Breaking Barriers: Women Change-makers in this era of digitization</li> <li>• Gender Equality Efforts by the Government</li> <li>• Female leaders shaping the future world: Building a New Normal</li> <li>• Women in Board Rooms</li> <li>• Women Entrepreneurs in India</li> </ul>
April 2021	Theme	Foreign Direct Investment (FDI) and Economic Growth	Subtopics	<ul style="list-style-type: none"> <li>• Insights on India's FDI Policy</li> <li>• FDI: Crucial for India's post-Covid growth story</li> <li>• Reforms and Liberalization of foreign investment policy in Civil Aviation, Coal and Mineral Sector</li> <li>• FDI in Defence to enhance Self-Reliance</li> <li>• FDI in SMEs</li> <li>• Atmanirbhar Bharat Abhiyaan &amp; FDI</li> <li>• FDI Inflow in the Capital Market</li> <li>• Foreign Direct Investment process for Startup businesses</li> <li>• Issues and Prospects surrounding FDI inflows in Information and Broadcasting Sector</li> <li>• FDI and International Trade Correlations</li> <li>• Foreign Direct Investment in India: Reporting &amp; Compliance</li> </ul>

*The Above Subtopics are only suggestive and hence the articles may not be limited to them only.*

Articles on the above topics are invited from readers and authors along with scanned copies of their recent passport size photograph and scanned copy of declaration stating that the articles are their own original and have not been considered for anywhere else. Please send your articles by e-mail to [editor@icmai.in](mailto:editor@icmai.in) latest by the 1<sup>st</sup> week of the previous month.



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