



INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT

Affiliated to
GGSIP University, 'A' Grade by GNCTD & Assessed as 'A' by SFRC
NAAC Grade 'A' & ISO 14001:2015, 17020:2012, 21001:2018 & 50001:2018

DEPARTMENT OF MANAGEMENT UNDER THE AEGIS OF IQAC

Organises

INTERNATIONAL CONFERENCE

on

Technology Integration in Management: Enhancing Efficiency and Innovation (ICTIM-2024)



DATE - 11 May 2024 (Saturday)
(Hybrid Mode)

Special issue of UGC - Care listed Journal -
IITM Journal of Business Studies (JBS) &
ISBN Conference Proceedings

**"Advancing
Vision Bharat,
2047"**



"Advancing Vision Bharat, 2047"

International Conference on Technology Integration in Management:
Enhancing Efficiency and Innovation (ICTIM-2024)

ABOUT THE INSTITUTE

The Institute aims to develop as a Centre of Excellence for imparting technical education and generating competent professionals with a high degree of credibility, integrity and ethical standards. The Institute is passionate about grooming leaders who are not only thorough professionals, but also good human beings with values and "sanskars".



ABOUT THE CONFERENCE

- The theme of the conference is centred around "Technology Integration in Management for Transformative Efficiency and Innovation in Vision Bharat 2047." The conference aims to explore how the strategic integration of technology in management practices contributes to transformative efficiency and innovation, aligning with the broader vision of progress outlined in Vision Bharat 2047.
- The conference objectives extend to addressing the distinctive challenges and opportunities within various management domains, such as HR, marketing, finance, and related areas. The primary emphasis lies in highlighting the transformative impact of technology across these disciplines, particularly its role in enhancing efficiency and contributing significantly to the broader vision and goals of Vision Bharat 2047

OBJECTIVES OF THE CONFERENCE

The conference aims to encourage quality research discussion and debate on business practices, design, and experimentation in the context of changing business requirements. **Contribute to Vision Bharat 2047:** The overarching objective of the conference is to align discussions and outcomes with the economic perspective of Vision Bharat 2047. By showcasing how technology integration in HR, Marketing, Finance, and other management areas contributes to India's economic progress, the conference aims to play a pivotal role in advancing the broader national vision for 2047.

Empower Leadership for Change: Another fundamental objective is to empower leaders with insights and strategies to drive organizational change through the effective integration of technology. By providing leaders with the necessary knowledge and tools, the conference aims to facilitate a transformative shift in management practices, fostering innovation and efficiency in alignment with Vision Bharat 2047.

WHO CAN PARTICIPATE

1. Academics 2. Entrepreneurs 3. Professionals
4. Research Scholars and Students 5. Industry / Business executives

CALL FOR RESEARCH PAPERS

Authors are invited to submit their original and unpublished manuscripts based on empirical research, experiences, reviews, promising ideas that demonstrate research focusing on main theme and sub themes of the International Conference. All submitted work should mandatorily have similarity index below 10%.

Submissions are invited on a diverse range of topics related to the themes, including but not limited to:

Advancing Vision Bharat@2047	Digital Finance Revolution	Tech-Driven HR
• Digital Transformation for Inclusive Growth in Viksit Bharat	•Blockchain in Financial Transactions	• Digital HR Transformation
• Sustainable development Goals	•Role of AI in finance	• Inclusive HR Practices
• Economic Resilience and Growth	•Fintech Solution for Financial Management	• Employee Experience in the Digital Era
• Technological Interventions for Rural and Urban Development	•Cybersecurity in Financial Operations	• HR Analytics for Decision-Making
• Resilience in the face of global challenges	•Data Analytics for Financial Performance	• Remote Work and HR Challenges
• Innovations in Governance for a Developed India	•Cryptocurrency and Finance Integration	• HR Technology Trends and Innovations

Sustainability and Technology Management	Marketing in the Digital Age	Entrepreneurship and Women Empowerment
• Sustainable Business Practices through Technology	• Digital Marketing Strategies	• Technology Adoption and Innovation in Startups
• Green Technologies and Environmental Conservation	• AI-Powered Customer Engagement	• Tech Entrepreneurship in Emerging Markets
• Circular Economy and Technology Innovation	• Social Media Integration in Marketing	• Digital Resilience in Entrepreneurship
• Corporate Social Responsibility in a Tech-Driven World	• Sustainable Marketing Practices	• Technology Education for Women Entrepreneurs
• Sustainable Supply Chain Management with Technology	• Emerging Technologies	• Innovation and Technology
• Renewable Energy for Sustainability	• E-commerce	• Entrepreneurial Education and Skill Development

Important Dates	
Extended Abstract Submission	20th April,2024
Full Paper Submission	5th May ,2024
Last Date of Registration	30th, April,2024

Registration Details:	
Bank Name	Bank of Maharashtra
Account no.	60212532959
IFSC code	MAHB0001188

Registration Amount:	
Corporate/Academician	INR 3000
Student/Research Scholar	INR 1500
Registration Link	http://bit.ly/3SAzoac

Contact Details - conference2024.iitm@iitmjp.ac.in
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(Convener)

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(Co-convener)

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GUIDELINES FOR FULL PAPER SUBMISSION WITH ABSTRACT

The full paper should include the following:

Title Page: The paper should clearly mention the title, name of the author(s) including the corresponding author, affiliation(s), email address(es), phone numbers.

Abstract: Maximum 250-300 words which include purpose of the study, methodology employed, key findings of the study, contribution to the body of knowledge and keywords (maximum 5).

Paper must be of 2500 words (approx) length.

Plagiarism report to be submitted by the author. (less than 10 per cent)

The full paper must include Introduction, Review of Literature, Methodology, Data analysis, Discussion of the results, Managerial Implications, Concluding Observations, and References.

- The manuscript should be formatted as follows: Spacing 1.5, Font: Times New Roman, Font Size: 12 Points, margin of one inch all around can be sent on email id conference2024.iitm@iitmjp.ac.in.
- References: APA formatting style.
- All tables, charts and graphs should be given on separate sheets with title.
- For co-authored papers/abstracts (with more than one author), the submitting author will serve as the corresponding author.
- Paper must not be published or accepted for publication elsewhere, an undertaking to this effect should appear in the cover letter/ email.

PUBLICATION OPPORTUNITY

- Selected papers will be published in Special Issue of UGC- Care listed Journal- IITM Journal of Business Studies (JBS)
- All selected papers will be published in ISBN Conference Proceedings.

CHIEF PATRONS

Shri. Ravi Sharma
(Chairman)

PATRONS

Prof.(Dr.) Monika Kulshreshtha
(Director)

ORGANISING COMMITTEE

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