

INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT

Rated as Category 'A +' by SFRC | NAAC Accredited, Recognized 2(f) of UGC & ISO Certified

DEPARTMENT OF MANAGEMENT

UNDER THE AEGIS OF IQAC

ORGANIZES

INTERNATIONAL CONFERENCE 2022



“REDESIGNING MANAGEMENT AND ORGANISATIONS IN NEW PARADIGM”

SATURDAY, MARCH 19, 2022

Campus: IITM, D-27 & 28 Institutional Area, Janakpuri, New Delhi-110058



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ABOUT IITM



The Institute of Innovation in technology and management runs in affiliation with Guru Gobind Singh Indraprastha University, Delhi and is approved by the Government of NCT of Delhi. 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”. The goal of the Institute is to inculcate in the students a love for learning and a desire to excel at every level. The Institute also aims at equipping the students with the intellectual and practical skills that are necessary to meet the inevitable challenges in the future. Thus, campus provides a pleasant and intellectually stimulating ambience.

ABOUT THE CONFERENCE

The International Conference on Redesigning Management and Organisations in new paradigm, 2022 organised by Institute of Innovation in Technology & Management aims to provide a platform to academicians, researchers, industrialist, university representatives, research scholars and management students to learn, share and discuss the emerging issues and the reshaping strategies for the management and organization to sustain and grow in the present dynamic environment. There is a noticeable transition in technology, economy, environment, and government policies across all sectors in the present time that force the management and organisations to adopt innovative ways to remain competitive. This conference will help researchers and academicians to bridge the gap between theory and practice and get an insight related to Redesigning strategies to cope in the present business scenario.

OBJECTIVES OF THE CONFERENCE

- To provide an ideal platform where practitioners, academicians, researchers and students can meet and deliberate upon the redesigning strategies for management and organisations for a competitive edge in the changing global environment.
- To bridge the gap between academia and industry through knowledge sharing related to the themes of the conference.

CALL FOR PAPERS

Redesigning Human Resource Management	Redesigning Operations Management
<ul style="list-style-type: none"> • New Age HR • People Analytics • Future of work • Role of Social Security in emerging scenario • Employees Engagement • Role of Leadership • Employees Training • Talent Management • Salary and Compensation • Work from home – Issues & Challenges 	<ul style="list-style-type: none"> • Physical distribution • Inventory Planning • Demand Forecasting • Production Planning & Control • Quality Control • Just in time • Issues in Procurement
Redesigning Marketing Management	Redesigning Economic Environment
<ul style="list-style-type: none"> • Marketing Analytics • Consumer Behaviour • Supply chain Innovations • Green Marketing • Sustainable Marketing • Innovative Marketing practices • Direct Marketing • Digital Marketing 	<ul style="list-style-type: none"> • Economic Development • GDP • Economic growth • Econometrics • Economic Institutions • Employment & Unemployment • Energy Economics • Income Distribution • International Economics • Banking • Inflation • Economic Systems • Micro economics
Redesigning Marketing Management	Redesigning Economic Environment
<ul style="list-style-type: none"> • Finance Analytics • Fintech 	<ul style="list-style-type: none"> • Entrepreneurial Finance • Entrepreneurial ecosystem in India

<ul style="list-style-type: none"> • Applicability of Blockchain • Future of cryptocurrency • Financial Data security • Financial Inclusion • Financial Literacy 	<ul style="list-style-type: none"> • Social and Sustainable Entrepreneurship • Entrepreneurial education • Women Entrepreneurship • Growth Strategies & Internationalization for SMEs
Redefining Information Technology	Redefining Covid-19 Pandemic Situation
<ul style="list-style-type: none"> • Business Intelligence • E-governance • Big-data Analytics • Role of Technology in Business & Management • Cyber security • Enterprise Resource Planning 	<ul style="list-style-type: none"> • Financial challenges • HR transformation • Risk management • Cyber security • Product Innovations • Brand marketing

IMPORTANT DATES AND CORRESPONDENCE

EXTENDED ABSTRACT SUBMISSION - 25TH FEB, 2022

FULL PAPER SUBMISSION – 5TH MARCH, 2022

LAST DATE OF REGISTRATION – 8TH MARCH, 2022

Email: conferenceiitm2022@iitmjp.ac.in

REGISTRATION DETAILS

Registration Fee: INR 2500 (For Academician/Industry expert)

INR 1000 (Research Scholars/Students)

BANK NAME - BANK OF MAHARASHTRA

A/c No 6021 253 2959

IFSC – MAHB 000 1188

REGISTRATION LINK

[Bit.ly/RMONP2022](https://bit.ly/RMONP2022)

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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 and keywords (maximum 5).
- **Abstract:** Maximum 250-300 words which includes purpose of the study, methodology employed, key findings of the study and contribution to the body of knowledge.
- Paper must be of 2500 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 and 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 conferenceiitm@iitmjp2022.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 have not been published or accepted for publication elsewhere an undertaking to this effect should appear in the cover letter / email.

PUBLICATION OPPORTUNITY

ACCEPTED PAPERS WILL BE PUBLISHED IN SPECIAL ISSUE OF
IITM JOURNAL OF BUSINESS STUDIES
(UGC CARE LISTED, ISSN 2394-5028).

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