

**INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT**

**DEPARTMENT OF MANAGEMENT**

**UNDER THE AEGIS OF IQAC**

**ORGANIZES**

**INTERNATIONAL CONFERENCE, 2023**

**ON**

**"REVISITING MANAGEMENT AND BUSINESS  
PRACTICES IN DYNAMIC ERA"**

**FRIDAY & SATURDAY, MAY 26th & 27th, 2023**

***Papers will be published in - Special Issue of UGC- Care  
listed Journal - IITM Journal of Business Studies (JBS)  
and ISBN Conference Proceedings***



## 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". Education is a life-long process, but it must develop from firm and broad foundation. 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. The campus provides a pleasant and intellectually stimulating ambience.

## OBJECTIVES OF THE CONFERENCE

- To identify the existing gaps, challenges and future opportunities in context of sustainable business organization.
- To learn, adapt and innovate ways of flexible business and management practices for better survival strategies in the dynamic environment.
- To undertake revision, recapitulation, and recalibration of strategies for a competitive edge in changing business profiles.



# CALL FOR PAPERS

Academicians, Practitioners, Research Scholars and Students are invited to submit their research papers. Some indicative areas related to the Conference are given below, though submissions are welcome on any other topics aligned with the broad theme of the Conference.

<p><b>Revisiting HR Practices</b></p>	<p><b>Revisiting Operation Management Practices</b></p>
<ul style="list-style-type: none"> <li>• HR Analytics</li> <li>• Flexible Work profiles</li> <li>• Virtual Employees Engagement and digital tracking</li> <li>• Workforce Diversity and ethical leadership skills</li> <li>• Employees Wellness initiatives</li> <li>• Use of Virtual Reality for training and learning programmes</li> <li>• Work from home - Issues &amp; Challenges</li> </ul>	<ul style="list-style-type: none"> <li>• Moving towards Automation</li> <li>• Smart Inventory management system</li> <li>• Digital Supply chain management</li> <li>• Adoption of CAD and CAM</li> <li>• New Quality standards for sustainable business</li> <li>• Lean Manufacturing</li> <li>• Make or Buy decisions</li> </ul>
<p><b>Revisiting Marketing Practices</b></p>	<p><b>Revisiting Economic Practices</b></p>
<ul style="list-style-type: none"> <li>• Marketing Analytics</li> <li>• Influencer Marketing</li> <li>• Green Marketing</li> <li>• Sustainable Marketing</li> <li>• Impact of AI &amp; Chatbot</li> <li>• New Social media marketing trends</li> <li>• Content Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Economic Growth &amp; Development</li> <li>• Diverse Employment Opportunities</li> <li>• Use of Carbon Credits &amp; Ecological Handprints</li> <li>• Environmental Economics</li> <li>• Circular Economics</li> <li>• Economic Power Shifts</li> <li>• Demographical Shifts</li> <li>• Influence of World Economics</li> <li>• Social Inequality</li> </ul>
<p><b>Revisiting Financial and Accounting Practices</b></p>	<p><b>Revisiting Entrepreneurship Development</b></p>
<ul style="list-style-type: none"> <li>• Financial Analytics</li> <li>• Fintech Applicability for Sustainability</li> <li>• Trends of Buy Now &amp; Pay Later</li> <li>• BitCoin Mining</li> <li>• Financial Data security</li> <li>• Environmental Accounting</li> <li>• Micro Finance</li> </ul>	<ul style="list-style-type: none"> <li>• Entrepreneurial Finance for Startups companies</li> <li>• Recent Entrepreneurial trends in India</li> <li>• Sustainable Entrepreneurship</li> <li>• Digital Entrepreneurship</li> <li>• Social Entrepreneurship</li> <li>• Growth Strategies &amp; Internationalization for SMEs</li> </ul>

Revisiting Information and Technological Era	Revisiting Dynamicity in recent era
<ul style="list-style-type: none"> <li>• Business Intelligence</li> <li>• MetaVerse and Robotic Inclusion in business</li> <li>• Big-data Science</li> <li>• Role of machine learning</li> <li>• Quantum Computing &amp; Edge Computing</li> </ul>	<ul style="list-style-type: none"> <li>• Financial emerging trends: Green Bonds</li> <li>• Digitalization of HR practices</li> <li>• Green Tax and Incentives</li> <li>• Cyber security and Dark-Web pros and cons</li> <li>• Incorporate ISO 14001 standards in Product Designs</li> <li>• Mergers and Acquisitions</li> </ul>

### IMPORTANT DATE

Abstract Submission  
29 April, 2023

### LAST DATE OF REGISTRATION

19 May, 2023

### EMAIL ID.:

conference.iitm@iitmjp.ac.in

### FULL PAPER SUBMISSION

1 May, 2023

### REGISTRATION LINK

<https://forms.gle/yaVex3yod5uQVff56>



### REGISTRATION FEES

Academicians/Faculty - 1000/-  
| Scholars - 500/- | Students - 250/-

### BANK DETAILS

INSTITUTE OF INNOVATION IN TECHNOLOGY AND MANAGEMENT  
ACCOUNT NO: 60212532959 IFSC :MAH80001188



IITM Janakpuri Delhi -  
Institute of Innovation in  
Technology & Management



Institute of Innovation in  
Technology and Management



IITM Janakpuri Delhi



IITM Janakpuri Delhi

# 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 [conference.iitm@iitmjp.ac.in](mailto:conference.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

Few selected full papers will be published in –

1. **Special Issue of UGC- Care listed Journal - IITM Journal of Business Studies (JBS)**
2. **ISBN Conference Proceedings.**

### CHIEF PATRONS

**Shri. Ravi Sharma**  
(Chairman)

**Dr. Priyanka Indoria**  
(Conf. Convener)  
Mob - 8860904940

### PATRONS

**Prof.(Dr.) Monika Kulshreshtha**  
(Director)

**Dr. Mansi Vinaik**  
(Conf. Co-ordinator)  
Mob - 9811480907  
**Ms. Neha Gupta**  
(Conf. Co-ordinator)  
Mob 9810867317

### ORGANISING COMMITTEE

**Dr. Renu Sharma**

**Dr. Mohita Mathur**

**Dr. Priyanka Murria**

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