



# IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY



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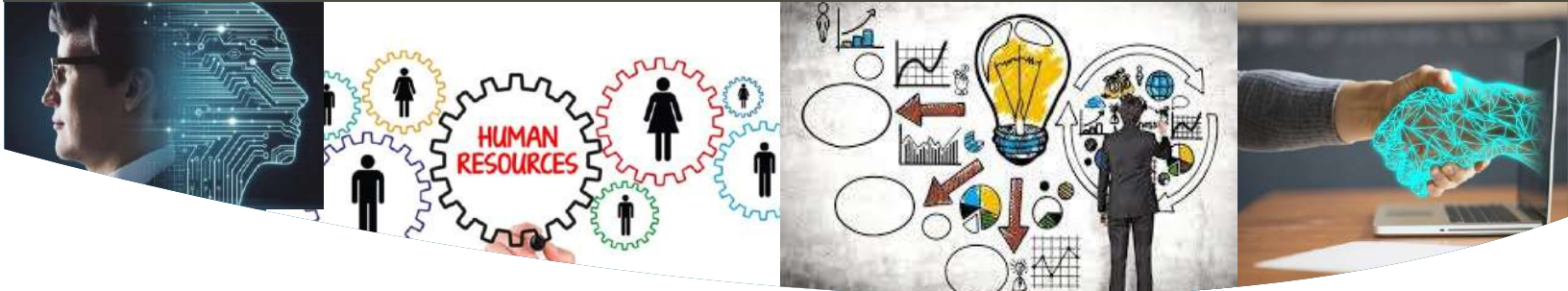


*in association with*

**Amity University, Noida (Uttar Pradesh)**

**Organises**

## 5<sup>TH</sup> INTERNATIONAL CONFERENCE 2021



**on**

### **CHALLENGES, OPPORTUNITIES IN TECHNOLOGY AND INNOVATIVE MANAGEMENT PRACTICES - A FUTURISTIC APPROACH TILL 2050**

**26<sup>th</sup> & 27<sup>th</sup> August, 2021  
(Thursday & Friday)**

#### **CHIEF GUESTS**

**Inaugural Session  
(26th August, 2021)**

**10:00 am onwards**

**Prof. Yogesh Singh**

*Hon'ble Vice Chancellor,*

*Delhi Technological University (DTU), Delhi*

**Valedictory Session**

**(27th August, 2021)**

**1:30 pm onwards**

**Prof. (Dr.) Amarendra Pani**

*Director I/C Research,*

*Association of Indian Universities, Delhi*

#### **GUEST OF HONOUR**

**Valedictory Session**

**Prof. (Dr.) Ajay Rana**

*Dean, Director & Sr. Vice President,  
Amity University, Noida (Uttar Pradesh)*

*Peer reviewed selected Accepted Papers of registered author will be  
considered for publication in IEEE XPLORE*

**16 X, Karkardooma Institutional Area, Delhi-92**

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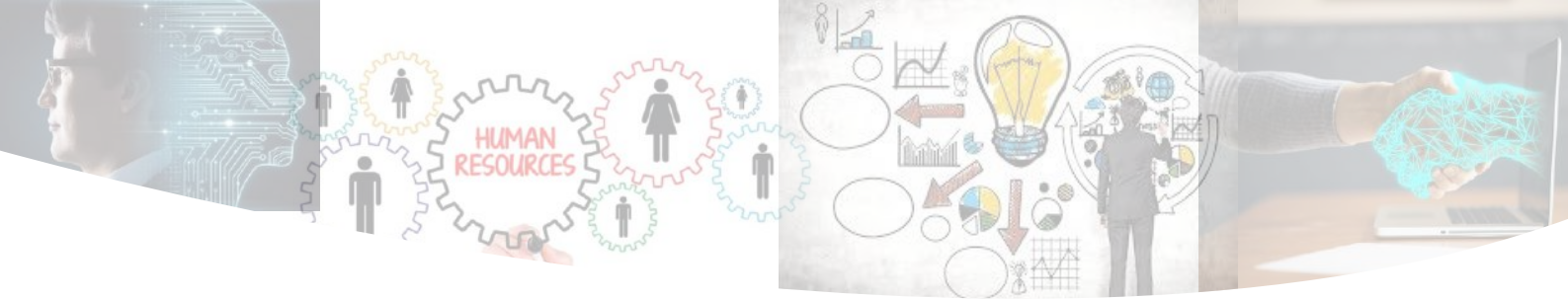


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[www.idealinstitute.edu.in](http://www.idealinstitute.edu.in)



## ABOUT THE INSTITUTE

Ideal Institute of Management and Technology was setup in 1999 under the aegis of New Millennium Education Society, with the sole objective of imparting quality Education and empowering the young generation of today's era to face the growing challenges of Education. Since the very beginning the Institute has acquired a commendable position as a Premier Educational Institution imparting education in the fields of Law, Business Administration topped with Computer Aided Management and conducts B.A.LL.B and B.B.A. programmes of Guru Gobind Singh Indraprastha University, Delhi. The Institute is working for promoting moot culture, providing opportunity and platform to the students to shine in the sphere of moot. The Institute strives hard in every way possible for providing best opportunities to the students.

## ABOUT THE CONFERENCE

As the today's global economic environment is undergoing transformation so managing change is vital to ensure sustainable growth. Innovation and emerging opportunities has become one of the key strategic task. This conference will help to renew key challenges and opportunities in today's dynamic world. This conference is to improve the research and theory building in every area by facilitating the exchange of knowledge, ideas, latest trends, developments, and contemporary challenges. The aim of this conference is to provide a platform to researcher, practitioners in sharing their ideas and to discuss current issues dealing with changing economic and competitive environment and to also get acquainted with latest developments and trends.





# CALL FOR PAPERS AND SUGGESTED THEMES

*The Conference invites full length original research contributions of professionals from Academic Institutions, Government Undertakings, Research Scholars and Student community across the Nation.*

## TRACK 1

### Innovative General Management Strategies & Entrepreneurship

- ⊖ Corporate Social Responsibility and Corporate Governance
- ⊖ E-Governance
- ⊖ Business Ethics and Human Values
- ⊖ Sustainable Innovation and Eco Entrepreneurships
- ⊖ Spirituality in Organisation/Spiritual Empowerment
- ⊖ Commercial Procurement and Innovative Strategies
- ⊖ Quality Management
- ⊖ Technology and Cyber Innovation
- ⊖ Cross Culture Management
- ⊖ Leveraging Digitalization for Organizational Success
- ⊖ Situational Leadership

## TRACK 3

### Innovative Marketing Strategies in Economic Environment

- ⊖ Creating Business Value by meeting Consumer Expectations
- ⊖ Price Instabilities & Economic Volatilities - Inflation & Recession
- ⊖ Macroeconomics and Monetary Economics
- ⊖ Innovative Economic Strategies for Emergence of New Market
- ⊖ Impact of Online Business Model on Indian Economy.
- ⊖ Imparting Marketing Strategies in Aatm Nirbhar Bharat Mission
- ⊖ Role of B2C in Imparting Economic Growth
- ⊖ Role of E-Marketing in creating New Employment Opportunities
- ⊖ Dynamics of 4P's in India
- ⊖ Economic Reforms and Frameworks

## TRACK 5

### Innovative and Disruptive Computing Technologies

- ⊖ Digital Government Innovations
- ⊖ Digital Business Innovations
- ⊖ Digital Entrepreneurship
- ⊖ Case Studies on Innovation Hubs
- ⊖ Sustainable Energy Innovations
- ⊖ Big Data and Analytics
- ⊖ Innovations in STEM Disciplines (Science, Technology, Engineering & Mathematics)
- ⊖ Innovation Policies & Instruments
- ⊖ Innovations in Data Sciences
- ⊖ Innovations in Information Engineering
- ⊖ Innovations in Health Informatics
- ⊖ Innovations in Project Management
- ⊖ Innovation Ecosystems
- ⊖ Innovations in Information Sciences
- ⊖ Innovations in E-Learning & E-Health
- ⊖ Internet of Things
- ⊖ Innovations in High-performance Computing (HPC)
- ⊖ Innovations in Climate Change and Food Security
- ⊖ Innovations in Materials Science and Engineering

## TRACK 2

### Human Resource Management & Leadership

- ⊖ Leadership & Change Management
- ⊖ Managing Workforce Diversity
- ⊖ Behavioural Strategy for Competitive Advantage
- ⊖ Employee Relationship Management
- ⊖ Reward Management
- ⊖ HR Outsourcing & Employee Leasing
- ⊖ Manpower Planning
- ⊖ Leadership & Organizational Development
- ⊖ HR Consulting
- ⊖ Balanced Scorecards & HR Scorecard

## TRACK 4

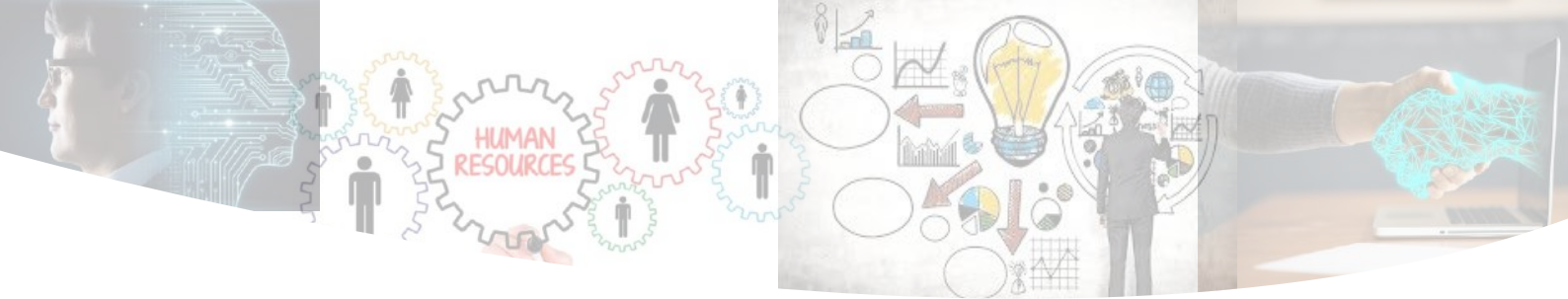
### Innovative Financial Strategies

- ⊖ Micro-Finance & Rural Development
- ⊖ Green Investing
- ⊖ Innovative Economic Strategies for Financial Inclusion
- ⊖ Financial Performance & Accounting Practices
- ⊖ Financial Innovation, Engineering & Analytics
- ⊖ Global Taxation Practices
- ⊖ Crypto Currency & Block Chain
- ⊖ Digital Banking Practices, Paytm & E-Wallet
- ⊖ Accounting Challenges
- ⊖ Creative Accounting and Earnings Management
- ⊖ Internet Banking and Emerging Markets

## TRACK 6

### Social Innovation in IT, Operations & SCM

- ⊖ Scheduling Problems in Manufacturing and Service Organizations
- ⊖ Supply Chain Management & Reverse Logistics
- ⊖ SCM Solutions in Retail Industry
- ⊖ Quantity Control & Six Sigma Management
- ⊖ Eco Design and Green Management
- ⊖ Behavioral Operation Management & Industry 4.0
- ⊖ Smart City & Urban Planning
- ⊖ Health-Care Management
- ⊖ New Product & Service Management through Robotic
- ⊖ Data Science & Machine Learning
- ⊖ Robotics & Artificial Intelligence
- ⊖ Big Data Analysis for Supply Chain
- ⊖ Social Media Analytics
- ⊖ E-Governance
- ⊖ Digital Transformation and Innovation Management



## **IMPORTANT DATES**

<b>Full Paper Submission</b>	<b>30<sup>th</sup> May, 2021</b>
<b>Notification Acceptance of Full Paper</b>	<b>5<sup>th</sup> June, 2021</b>
<b>Last Date for Poster Submission</b>	<b>15<sup>th</sup> July, 2021</b>
<b>Last Date for Registration Fees</b>	<b>15<sup>th</sup> July, 2021</b>
<b>Conference Date</b>	<b>26<sup>th</sup> &amp; 27<sup>th</sup> August, 2021</b>

## **PROGRAMME SCHEDULE**

### *Day 1 (26th August, 2021)*

<b>Inaugural Session</b>	<b>10:00AM - 10:45 AM</b>
<b>Networking Tea</b>	<b>10:45AM - 11:00 AM</b>
<b>Technical Session - I</b>	<b>11:00AM - 01:00 PM</b>
<b>Lunch Break</b>	<b>01:00PM - 01:30 PM</b>
<b>Technical Session - II</b>	<b>01:30PM - 03:30 PM</b>

### *Day 2 (27th August, 2021)*

<b>Technical Session - III</b>	<b>10:00AM - 12:30 PM</b>
<b>Lunch Break</b>	<b>12:30PM - 01:30 PM</b>
<b>Valedictory Session</b>	<b>01:30PM</b>

## REGISTRATION FEES (Per Paper)

	Indian	International
1. Industrialist/Academician:	₹ 2500	\$ 75
2. Research Scholar:	₹ 1500	\$ 40
3. Student:	₹ 1000	\$ 20
4. Participants	₹ 800	\$ 10
5. Poster Presenters	₹ 500	\$ 10

*\*Publication Charges are to be paid within 7 days after the acceptance of full length paper.*

## PAYMENT DETAILS

*Bank Details for NEFT/Online Transfer:*

**Beneficiary Name:**

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**Bank Name :** Central Bank of India,

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*Programme Code :*

International Conference 2021

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**The registration fee includes :**

1. Publishing of the accepted full papers in the Conference Proceeding with ISBN no. 97881-937914-0-0 .
2. The conference review committee will qualify the selected papers to be sent for publication in IEEE XPLORE

**The registration fee does not includes Publication Charges**

For Paper submission Click Below

<https://forms.gle/6YUEGuaVB7zLn3zy6>

## AWARDS

- \* Best Paper Presenter
- \* Best Poster Presenter
- \* Certificate of Appreciation for Best Paper Presenter in the track

## POSTER PRESENTATION

Poster Gallery Exhibition during the Conference.

*For Registration of Participants and poster presentation , kindly click below:*

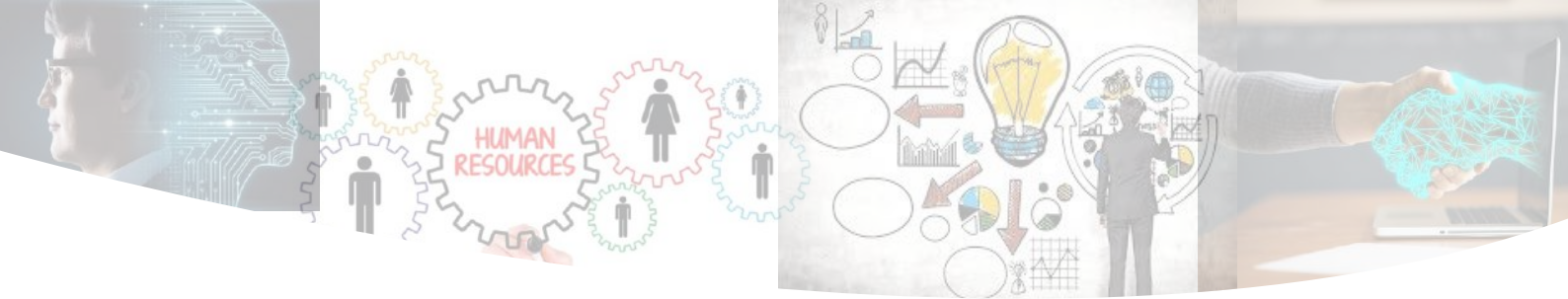
<https://forms.gle/GXvxd88rHW2DRbyw7>

## PUBLICATION

1. All Accepted Papers of the Conference will be published in Conference Proceedings bearing ISBN No. 978-81-937914-0-0.
2. Selected papers will be published in Ideal Journal of Management and IT (IJM) bearing ISSN No. 2277-8489 after blind review by the expert reviewers.

## NO-SHOW POLICY

Papers that are accepted must be presented at the Conference, either by the authors themselves, or via proxy. In case a paper is not presented at the conference, it shall be deemed a No-Show.



## PAPER SUBMISSION GUIDELINES

*The manuscript should be prepared in the following format :*

- Title of the Paper, Name, Position, Affiliation, Contact No. & Email Id.
- Abstract of not more than 500 words with 3-4 keywords at the end of Abstract.
- Abstract font size (12, Times New Roman, 1.5 line spacing)
- Title of the Paper should be font size 16 & aligned.
- Paper should be submitted in Ms-Word format.
- All references should follow APA style (8th edition) - <http://www.apostyle.org>
- All Tables & diagrams should be properly numbered and provided at the end of the paper.

## POSTER GUIDELINES

### ELEMENTS OF A POSTER

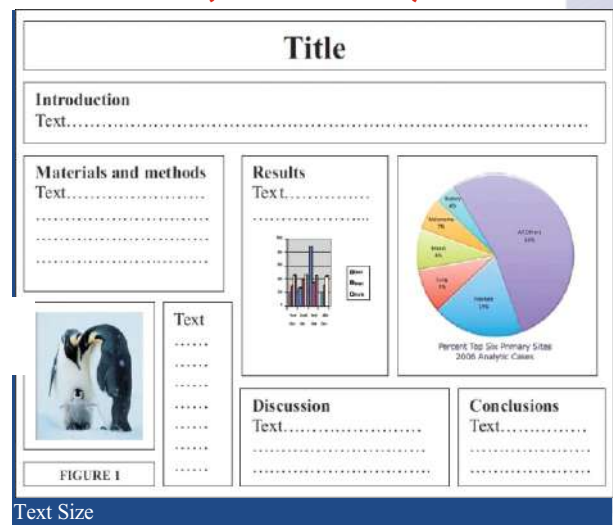
Your poster should include following elements :

**Title with Author(s), with affiliations and emails**

If your poster is a representative of a research study, then it shall include the following sections :

- Introduction or Objective**
- Methods**
- Results**
- Conclusions and/or discussion**
- Acknowledgments (optional)**

### TEMPLATE FOR POSTERS (SIZE 2' X 3')



- ] The font size of the body of your poster should be between 18-24 point font, depending on the content of the Poster. Viewers should be able to read your smallest text from a few feet away .
- ] Do not use all uppercase letters for the title or body of the poster .



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