



IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY



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Affiliated to
GGS IP University



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for Technical Education



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under the aegis of
Internal Quality Assurance Cell (IQAC)

in collaboration with



VIVEKANANDA COLLEGE
(University of Delhi)

is organizing the

8th INTERNATIONAL CONFERENCE 2024

ON

*Global Progress for Innovation and Imagination: Highlighting
Practices of Management and Technology*



30th August, 2024 (Friday)

Chief Guest
(Inaugural)



Prof. (Dr.) Sunil Kumar Khatri
Dean-Research, Innovation
& Extension Activities,
Amity University, Uttar Pradesh

Guest of Honour



Dr. Hina Nandrajog
(Offg. Principal)
Vivekananda College
University of Delhi

Chief Guest
(Valedictory)



Prof. (Dr.) Sanjeev Bansal
Dean-Faculty of Management Studies &
Director, Amity Business School,
Amity University, Uttar Pradesh

16 X, Karkardooma Institutional Area, Delhi-92



@iimt1999.official

www.idealinstitute.edu.in

ABOUT THE INSTITUTE

Ideal Institute of Management and Technology, affiliated to Guru Gobind Singh Indraprastha University, was set up in the year 1999, under the aegis of New Millennium Education Society. Since its inception, the Institute has acquired a commendable position as a premier educational institution imparting education in the fields of Management and Law. The Institute conducts BA LLB, BBA and BBA (CAM) programmes of GGSIP University, Delhi. The Institute is dedicated to imparting quality education to its students and making them empowered to face the challenges of the real world after their graduation. The Institute also focuses on its role as a contributor to research and encourages its faculty members to write quality research papers in the areas of their interest.



ABOUT VIVEKANANDA COLLEGE

The college was set up in 1970 in Gandhi Nagar by the Delhi Administration (now the Govt. of NCT of Delhi) out of grants from UGC and Delhi Administration with a specific objective of providing opportunities for higher education to women in the Trans-Yamuna area. The foundation stone of the College building was laid on 26th Oct. 1976 by Prof. S. Nurul Hassan and the building was dedicated by Swami Ranganathananda of the Ramakrishna Mission in 1979. The college started in a school building with approximately 300 students admitted to B.A. (Pass). Since then the college has witnessed a meteoric rise in the number of students seeking admission in the different courses offered by it. It is one of the most sought after college in the Trans-Yamuna area for women education. The college offers many discipline and honours courses at the undergraduate level, two post graduate courses – Hindi and Sanskrit, three add-on courses (Hindi Patrakarita, Translation & English Proficiency) and one certificate course (German Language). At present the number of students is around 2000.

ABOUT THE CONFERENCE

The conference "Global Progress for Innovation and Imagination: Highlighting Practices of Management and Technology" will delve into the synergy between management and technology, exploring the latest advancements and applications of digital transformation, artificial intelligence, data analytics, and cybersecurity. This premier event will bring together thought leaders, entrepreneurs, and innovators from around the world to share knowledge, ideas, and best practices in leveraging technology for sustainable growth and development. Attendees will engage with expert presentations, case studies, and panel discussions on cutting-edge topics such as cloud computing and DevOps, blockchain and distributed ledger technology, Internet of Things (IoT) and edge computing, machine learning and natural language processing, and IT service management and agile methodologies. Additionally, the conference will feature keynote speeches from industry experts, interactive workshops, and networking opportunities, providing a comprehensive understanding of the latest technologies and management practices. This will enable professionals to enhance their skills, share knowledge, and drive innovation in their organizations, ultimately shaping the future of global progress.

ABOUT THE RESEARCH & DEVELOPMENT CELL

The Research & Development Cell at our campus plays an integral part in nurturing the values of the institute aligned with its vision of providing quality education and contributing as academicians through our research related to the contemporary issues and challenges. It works to promote a dynamic research culture in the campus and encourages students and faculty members to undertake research problems in the newly emerging fields. It also provides a framework that enables reassessment and refinement of current practices in the world of academia and industry. With the aim of providing a common platform for industry, researchers and academicians to deliberate upon innovative business practices being followed, we are proud to organize the International Conference on “*Global Progress for Innovation and Imagination: Highlighting Practices of Management and IT.*”



CALL FOR PAPERS AND SUGGESTED THEMES

GLOBAL PROGRESS FOR INNOVATION AND IMAGINATION: HIGHLIGHTING PRACTICES OF MANAGEMENT AND IT

TRACK 1

Marketing and Strategy

- ⇒ Focussing on a new consumer segment or building business with the strength of millennials.
- ⇒ Role of social media in building connects and changing consumer preferences in the world.
- ⇒ Significance of 'S-commerce' or social commerce in the world.
- ⇒ Rural markets emerging as the next big target for business growth.
- ⇒ The balance between short-term activation and long term brand building.
- ⇒ Gratification marketing.
- ⇒ Building a cognitive enterprise through AI-powered transformation.
- ⇒ Addressing biases and strategies for avoiding ethical quagmires and A.I.
- ⇒ Examining A.I. use across industries and the lessons they hold for all.
- ⇒ The emergence of "new markets" under the changed global scenario.

TRACK 2

Human Resource Management & Leadership

- ⇒ Digitalization in HR
- ⇒ HR Analytics
- ⇒ Technology and Innovations in HR
- ⇒ Impact of AI on HR
- ⇒ Change Management and Managing Human Capital
- ⇒ Employee Experience & Engagement
- ⇒ Ethics, Values, Trust and Conflict Resolution
- ⇒ Leadership and the New Normal
- ⇒ Boundary less organization – Challenges and Opportunities
- ⇒ HRM Policies and Practices for responding a Disruptive Innovations

TRACK 3

Financial Management

- ⇒ Indian Financial System in New Economic Scenario
- ⇒ Financial Markets- Challenges and Opportunities
- ⇒ COVID 19 Impact on Economic Activities
- ⇒ Digital Innovations in Business and Economy
- ⇒ Mutual Funds, Insurance and Other Financial Services
- ⇒ Banking, Micro-financing and Financial Inclusion
- ⇒ Sustainable Finance and Practices
- ⇒ Cryptocurrency and Blockchain Technology
- ⇒ Financial Literacy & Behavioral Financial
- ⇒ Entrepreneurship & Family Business

TRACK 4

Technology and Information System

- ⇒ Data-driven Analytics and Business Management
- ⇒ Augmented Reality, Block Chain, and Artificial Intelligence
- ⇒ Business Intelligence and Data Visualization
- ⇒ Digital Transformation
- ⇒ Cloud Computing for Business
- ⇒ E-commerce
- ⇒ Artificial Intelligence and Machine Learning
- ⇒ Big Data Applications, Challenges and Opportunities
- ⇒ Data Governance and Security
- ⇒ E-Governance
- ⇒ Virtual Reality for Business
- ⇒ IoT and Edge Computing Applications
- ⇒ Sustainable Computing

TRACK 5

Innovation and Entrepreneurship

- ⇒ Capability to Innovate
- ⇒ Academic Entrepreneurship
- ⇒ Entrepreneurial Learning and Teaching in Higher Education
- ⇒ Intrapreneurship
- ⇒ Green Innovation and Entrepreneurship
- ⇒ Recycling and Waste Management
- ⇒ Business Management and Social Innovation.
- ⇒ Urban Management and Development
- ⇒ Digital Disruption
- ⇒ Hybrid Workplaces and Engagement Skills
- ⇒ VUCA World

TRACK 6

The Science of People Management in Disruption

- ⇒ Performance Management During Crisis
- ⇒ Talent Development
- ⇒ Managing Workforce Diversity
- ⇒ Change Leadership
- ⇒ Engaging Workforce
- ⇒ Fostering Employee Well being

IMPORTANT DATES

Extended Abstract Submission Date	15th June, 2024 (Saturday)
Notification of Abstract Acceptance	30th June 2024 (Sunday)
Full Paper Submission	15th July, 2024 (Monday)
Last Date for Paper/Poster Submission	15th July, 2024(Monday)
Last Date for Registration Fees	15th July, 2024 (Monday)
Notification Acceptance of Full Paper	30th July, 2024 (Tuesday)
CONFERENCE DATE	30th August, 2024 (Friday)

REGISTRATION DETAILS

- Registration fees includes conference kit, lunch and tea.
- Certificates will be given to all the authors
- Publishing of the accepted full papers in the Conference Proceeding with ISBN no. 97881- 937914-0-0
- The Registration for Research Paper should be done using this link:
<https://forms.gle/UQKyTc3PzZNNdGQJ6>
- The Registration for Poster Presentation should be done using this link:
<https://forms.gle/N4CBk7zcd8TmK3qH9>

REGISTRATION FEES

	Online Fee Structure
1. Academicians:	₹ 600
2. Research Scholars:	₹ 600
3. Students:	₹ 300
4. Participants	₹ 300
5. Poster Presenters	₹ 300

PAYMENT DETAILS

Bank Details for NEFT/Online Transfer:

Beneficiary Name: Ideal Institute of Management & Technology

Bank Name: Central Bank of India, S.D. Sr. Sec. School, Shahdara, Delhi-32

Account No.: 1021422987

IFSC Code: CBIN0283323

Click Below for Direct Payment Link

<https://eps.eshiksa.net/DirectFeesv3/IIMTMobile>

AWARDS

- * Best Paper Presenter - Cash Prize
- * Best Poster Presenter - Cash Prize

PROGRAMME SCHEDULE

Registration & Tea	09:00 AM - 09:30 AM
Tree Plantation	09:30 AM - 10:00 AM
Inaugural Session	10:00 AM - 11:00 AM
Panel Discussion Session	11:00 AM - 12:00 NOON
Poster Presentation by Students	12:00 PM - 01:00 PM
Lunch Break	01:00 PM - 02:00 PM
Technical Sessions	02:00PM - 03:30 PM
Valedictory Session	03:30PM - 04:30 PM

PAPER SUBMISSION GUIDELINES

The full paper in the format given below is to be sent to the conference email Id- iimtconference2024@gmail.com by **30th JUNE 2024** after the notification of abstract acceptance. The subject of email must be labelled with the paper id. Submissions must be plagiarism free and are subject to double blind review process. Only accepted papers which are presented (oral presentation only) during the conference will be eligible for submission for publication. The experts will review the full paper and based on reviewer remarks the papers will be accepted/rejected. Acceptance of the paper implies that at least one of the authors will attend the conference and present the paper. A Soft copy (MS Word) of the full-length paper in 5000 words is to be sent in the following FORMAT. Each contribution should be organized in the following order:

- Ø Abstract (outlining the purpose, scope and conclusions of the paper) of 150 Words and 4-5 Keywords
- Ø Introduction
- Ø Literature Review
- Ø Objectives of the Study
- Ø Research Methodology
- Ø Analysis
- Ø Results/Findings
- Ø Implications of the Research
- Ø Conclusions or Summary
- Ø References & Citations
- Ø Appendices (wherever applicable)

The manuscript should be prepared in the following format:

- Ø Title of the Paper, Name, Position, Affiliation, Contact No. & Email Id.
- Ø Abstract font size (12, Times New Roman, 1.5 line spacing)
- Ø Title of the Paper should be font size 16 & aligned.
- Ø Paper should be submitted in Ms- Word as Doc or Docx. (Alignment: Justified)
- Ø All references should follow APA/IEEE style (8th edition) - <http://www.apastyle.org>
- Ø Tables and figures: Tables and figures should be numbered consecutively in numerals and should be referred to in the text as Table 1, Table 2, Fig 1, Fig 2 etc. Each of these items must be cited.

REVIEW PROCESS

- Ø All submissions will go through a plagiarism check and only those submissions which pass through plagiarism check will go for double blind review process constituted of experts from Institutions/ Universities/ Organizations of repute in and outside India. It is to be noted that similarity up to 10% is acceptable.
- Ø Only original, unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published, under review for another conference or publication will not be considered.
- Ø In the covering letter accompanying the manuscript, the contributors should certify that the manuscript has neither been published anywhere nor is it at present being considered anywhere for publication.
- Ø Sources of the data need to be given below each table and figure; and should be included in reference list.

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.

POSTER GUIDELINES

ELEMENTS OF A POSTER

Your poster should include the 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

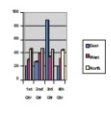
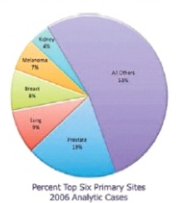

Methods

Results

Conclusions and/or discussion

Acknowledgments (optional)

TEMPLATE FOR POSTERS (SIZE 2' X 3')

Title		
Introduction Text.....		
Materials and methods Text.....	Results Text..... 	 Percent Top Six Primary Sites 2006 Analytic Cases
 FIGURE 1	Text	Discussion Text.....
		Conclusions Text.....

Text Size

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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