2\textsuperscript{ND} INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM 2023)

19-20 January 2023

Delhi School of Management
Delhi Technological University
Formerly Delhi College of Engineering Shahbad Daulatpur,
Main Bawana Road, Delhi - 110042
INDIA

THEME: “DIGITALISATION AND SUSTAINABLE DEVELOPMENT GOALS”
(HYBRID MODE)

011-27296203  dsm@dtu.ac.in
Delhi Technological University (DTU)

Delhi Technological University (formerly known as Delhi College of Engineering) is one of the most well-known engineering institutions in India, with over 75 years of glorious tradition behind it. A non-affiliating, teaching and research University, DTU is poised to create an environment of a synergetic partnership between academia and industry. It aims to follow a major departure from the conventional system of education and research and aspires to imbibe a culture of scientific research in its management and technology. It aims to develop a scientific temper by providing a seamless environment for the integration of science, engineering, and management. The University also endeavours to provide the thrill of a corporate R&D environment with a planned focus on industry-relevant projects. DTU has consistently been ranked among the top institutions of the country in reputed surveys.

Delhi School of Management (DSM)

Delhi School of Management (DSM) was established in 2009. With a vision of inculcating a penchant for innovation, research, and experimentation, DSM aims at extending the seven-decade-long legacy of DCE by incubating and developing techno-managers, who are adept at identifying pertinent and critical business problems and apply their technical skills and competencies in solving those issues. To train its students to face the challenges of information and knowledge-driven work environments, DSM provides them with the Triple E: Education, Experience, and Exposure. DSM strives to inculcate in its students' managerial competence, and other professional services to fulfil its role as a vibrant and model institution capable of imparting quality education in the area of Management Studies. DSM envisions developing a knowledge society by providing equitable access to the masses and broadening the span of their participation in the areas of higher education.
To identify the factors of sustainability and digitalisation which may empower the organizations to create a smart future.

To find the challenges faced by organizations in the implementation of digitalisation and thereby achieve sustainability.

To understand different methods, policies and procedures and models of sustainability and digitalisation adopted by organizations in a dynamic environment.

To bridge the gap between industry and academic research.

The conference is interdisciplinary with the goal of encouraging and promoting excellent research in order to foster conversation and constructive opinions and feedback on digitalisation and sustainability and has the following objectives:

1. To identify the factors of sustainability and digitalisation which may empower the organizations to create a smart future.
2. To find the challenges faced by organizations in the implementation of digitalisation and thereby achieve sustainability.
3. To understand different methods, policies and procedures and models of sustainability and digitalisation adopted by organizations in a dynamic environment.
4. To bridge the gap between industry and academic research.
CALL FOR PAPERS AND SUGGESTED THEMES

Research papers, articles and case studies are invited on the theme of the Conference. Within this overall theme, the main topics of the conference include, but are not limited to:

**Track 1: Finance and Accounting**
- Digital Finance and financial inclusion
- Trends in banking and financial services
- FDI, Productivity & Financial Development
- Emerging trends in investment & Portfolio management
- Green Finance & Economic growth and development
- Behavioral Finance & Efficiency of market
- Cryptocurrency
- FINTECH
- ESG and Sustainability
- Latest taxation policies on accounting
- Cross border merger & acquisitions
- Regulatory changes & innovative accounting standards
- Emerging trends in Finance and Accounting

**Track 2: Human Resource Management**
- Change management and innovative HR practices
- Behavioral strategies for competitive advantage
- Stress management
- Emotional intelligence
- Talent acquisition & skill development
- Strategic human resource management
- Green human resource management
- Motivation and Leadership in future industries
- HR analytics and productivity
- AI integration and Human resource

**Track 3: Marketing**
- Digital, Buzz & Viral Marketing
- Customer Relationship Management
- Services Marketing
- Green marketing for business sustainability
- Tourism & entertainment marketing
- Changing context of consumer behavior in dynamic environment
- FDI in retail business
- Creative and innovative practices in marketing
- Rural and international marketing in dynamic environment
- Marketing innovations in digital era
- Agri-culture marketing

**Track 4: Production, Operations & Logistics**
- Automation & Operational Efficiency
- New product development strategies of business
- Inbound, outbound & reverse Logistics
- Trends in industrial maintenance
- Product sourcing in the digital and technology enabled environment
- EDTECH
- Supply chain analysis & management
- Total Quality Management & improvement in operations

**Track 5: Entrepreneurship**
- Value creation and Competitive advantage of business
- Disruptive innovation
- Sustainable Development of business
- Impact of Covid on the corporate strategy of business
- Gig economy

**Track 6: E-Governance**
- Role of E-governance in different fields
- E-governance and Sustainability
- Digitalisation and E-governance
- Issues related to E-governance

**Track 7: International Business**
- Innovation and management of multinationals
- Global value chain
- Global strategy in transitioning world

**Target audience**
- Academicians
- Corporate Professionals
- Practitioners
- Research Scholars
- Students
Registration Fee (Non-Refundable)

- All the participants attending the conference are required to register for the conference by paying the registration fee as mentioned below on or before December 30, 2022.
- A person who wishes to attend the conference without a paper presentation can also attend the event by paying the registration fee using the same payment information.
- In case the paper has multiple authors, certificates will be issued to only those participants who have registered for the conference and paid the fee.
- Author(s) submitting more than one paper need to pay registration fee for each paper separately.
- Participants/ Attendees have to make their own arrangements for travel and stay.

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<tr>
<th>S.no</th>
<th>Category</th>
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<tbody>
<tr>
<td>1.</td>
<td>Delegate from Academics</td>
<td>INR 3000</td>
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<tr>
<td>2.</td>
<td>Delegate from Non-Academic Institutions/ Industry</td>
<td>INR 3600</td>
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<td>3.</td>
<td>Research Scholar &amp; Students (India)</td>
<td>INR 1800</td>
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<td>4.</td>
<td>Foreign Participants (including Foreign Delegate, Research Scholars, Students etc.)</td>
<td>USD 60</td>
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Important Dates

<table>
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<tr>
<th>Event</th>
<th>Date</th>
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<tr>
<td>Last Date for Submission of Abstract</td>
<td>December 15, 2022</td>
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<tr>
<td>Communication of Acceptance by</td>
<td>December 20, 2022</td>
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<tr>
<td>Last Date Registration and Payment of fee</td>
<td>December 30, 2022</td>
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<td>Submission of Full Paper latest by</td>
<td>January 5, 2023</td>
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<tr>
<td>Pre Conference Workshop (Online Mode)</td>
<td>January 18, 2023</td>
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<td>Conference Date</td>
<td>January 19-20, 2023</td>
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Online Payment Details

Please retain the fee payment proof (Screenshot and Payment ID) post payment since it would be required to upload on conference registration link

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<tr>
<th>Account Number</th>
<th>Account Name</th>
<th>Bank Name &amp; Branch</th>
<th>IFSC</th>
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<tr>
<td>30875679275</td>
<td>Registrar, DTU Receipt A/c</td>
<td>State Bank of India DCE Campus, Shahbad Daulatpur,Bawana Road, Delhi-110042</td>
<td>SBIN0010446</td>
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Conference Highlights

- The best papers of the conference shall be awarded with the cash prize
- Best paper in each technical session shall be awarded a certificate for the best paper in that specific session
- All the Delegate registered and attending the Conference without any paper presentation will receive a ‘Certificate of Participation’. Persons accompanying the paper presenters can also register as Delegate

Publication Opportunities

Selected papers from the conference submissions might be considered for publications in book with ISBN or following associated journals*

- Annals of Financial Economics (Web of Science- ESCI, Scopus)
- Advances in Decision Sciences (Scopus)
- Business Analyst Journal (Emerald)
- Ramanujan International Journal of Business and Research (UGC Care)

More Journals collaborations under process*

* Subject to Journal review Process
ABSTRACT SUBMISSION GUIDELINES

Abstracts of original research papers are invited on the conference theme and in all areas of management.

Guidelines for Abstract Submission

Structured abstract between 250 to 500 words, should have the Purpose of the Study, Design/Methodology/Approach, Findings, Implications, and Scope for future work / Limitations.

It should also include up to five keywords. Headings should be short and clearly defined.

Margins: 1.5 inches, Font: Times New Roman, 12-point Spacing: 1.5 References: Any standard style.

A cover page with the title, author’s name and affiliation, complete address, telephone number, and email id must be submitted.

The Abstract shall be submitted in Microsoft Word (.doc .docx).

The Abstract should be submitted at the Abstract submission link provided below as per the format stated above latest by December 15, 2022.

Abstract submission link: (https://forms.gle/kXa9Pge3QvzdExcG6)

All submitted abstracts shall be reviewed and after the review process, acceptance to the selected abstracts will be communicated latest by December 20, 2022.

After acceptance of the Abstract, the author(s) must register for the conference at the conference registration link below after fee payment, latest by December 30, 2022

Conference Registration link: (https://forms.gle/DMRwVWS7WLM6uiSi8)

Venue of the Conference

The conference will take place in HYBRID MODE
Participants can attend the conference either in online or offline mode

Online: Google Meet
Offline: Delhi School of Management, Delhi Technological University, Bawana Road, Shahbad Daulatpur Village, Rohini, New Delhi, Delhi 110042
PAPER SUBMISSION GUIDELINES

Full papers submitted at the conference should be the original work of the authors and should not be previously published or under review with any academic publication. All papers will undergo a double-blind review process.

Guidelines for full paper submission

1. The Full paper should cover the following aspects:
   - Title of the paper
   - Authors' name(s) with their affiliation
   - Email ID of the Authors
   - Abstract (not exceeding 250 words)
   - Keywords (minimum 4-5 words)
   - Introduction
   - Literature review
   - Methodology
   - Findings of the study
   - Implications of the study
   - Recommendations
   - Discussion and Conclusion

2. The full paper should not exceed 9000-10000 words (including the title page, abstract, main text, figures, tables, graphs, and references).

3. All text should be in 1.5 line spacing with 1-inch margins on all the sides on A4 size paper using the font Times New Roman of size 12 and headings should be bold with font size 12.

4. All tables, charts, and graphs should be placed wherever required along with the respective text and numbered continuously as Table 1 / Figure 1/Graph 1 & so on.

5. References should be in line with the APA (American Psychological Association) Guidelines.

6. Incomplete submissions or full papers that do not follow the above format will not be sent out for review.

Paper Submission Link

The Paper should be submitted at the paper submission link provided below as per the format stated above latest by January 5, 2023.

Paper Submission Link https://forms.gle/kXa9Pge3QvdExcG6
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For fee related issues: Fee Payment Query
For Paper related issue: Conference paper Query

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