



2ND INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT (ICBM 2023)

19-20 January 2023

**Delhi School of Management
Delhi Technological University
Formerly Delhi College of
Engineering Shahbad Daultpur,
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.



ABOUT THE CONFERENCE

Delhi School of Management, Delhi Technological University is organizing 2nd International Conference on Business and Management (ICBM) on Sustainable Development with the theme of “Digitalisation and Sustainable Development Goals” on January 19-20, 2023

Sustainable development is concerned with systems of interconnected actions, consequences, and challenges. It requires that individual, people, communities, businesses, organizations, governments, or cultures think beyond themselves in order to comprehend how the business is sustainable and how other elements affect sustainability.

Businesses are under increasing pressure from society to operate more sustainably. The COVID-19 pandemic has exacerbated these challenges by increasing the uncertainty in the business climate. To meet the demands of their customers, employees, workers, and business partners more sustainably, organizations must operate in an effective and efficient manner.

For the business enterprise, sustainable development means adopting business strategies and activities that meet the needs of the enterprise and its stakeholders today while protecting, sustaining, and enhancing the human and natural resources that will be needed in the future.

India's position on the digitalisation wheel is defined by the phrase "Digital India." The goal of Digital India is to make our nation smart and to advance e-Government in order to reach its 133 Crore citizens. To reach the general public, there are numerous online platforms and programmes including UMANG, Digi Locker, and Digital Literacy.

Inspired by the Digitalisation and United Nations'17 Sustainable Development Goals, the research theme aims to draw on an interdisciplinary wealth of expertise at DSM, DTU. The conference aims at building networks with other universities, providing a platform for students, researchers, think tanks, policymakers, and corporations.

Conference Focus

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 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 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 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 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 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.

S.no	Category	Registration Fee
1.	Delegate from Academics	INR 3000
2.	Delegate from Non-Academic Institutions/ Industry	INR 3600
3.	Research Scholar & Students (India)	INR 1800
4.	Foreign Participants (including Foreign Delegate, Research Scholars, Students etc.)	USD 60

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

Important Dates

Last Date for Submission of Abstract	December 15, 2022
Communication of Acceptance by	December 20, 2022
Last Date Registration and Payment of fee	December 30, 2022
Submission of Full Paper latest by	January 5, 2023
Pre Conference Workshop (Online Mode)	January 18, 2023
Conference Date	January 19-20, 2023

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

Account Number	30875679275
Account Name	Registrar, DTU Receipt A/c
Bank Name & Branch	State Bank of India DCE Campus, Shahbad Daulatpur, Bawana Road, Delhi-110042
IFSC	SBIN0010446

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

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 Daultpur 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/kXa9Pge3QvzdExcG6>

CONFERENCE COMMITTEE

CHIEF PATRON

Prof. J P Saini
Hon'ble Vice Chancellor
Delhi Technological University

ADVISORY COMMITTEE

Prof. Anu Singh Lather
Hon'ble Vice Chancellor
Ambedkar University

Prof. Yogesh Singh
Hon'ble Vice Chancellor
University of Delhi

Prof. Samsher
Hon'ble Vice Chancellor
HBTU, Kanpur

Dr. Vinay Thakur
Managing Director
NICS, Ministry of Electronics &
IT

Prof. P. K. Suri
Professor
Delhi School of Management,
DTU

Prof. Pankaj Sinha
Professor
FMS, University of Delhi

Prof. Rajan Yadav
Professor
Delhi School of Management,
DTU

Prof. G. C. Maheshwari
Professor
Delhi School of Management,
DTU

Dr. Vibhash Kumar
Associate Professor
O. P. Jindal Global University

Prof. Amit Mukherjee
Professor and Head of
Department USME, DTU

Prof. Nand Kumar
Professor and Head of
Department Humanities
Department, DTU

Dr. Aviral Kumar Tiwari
Associate Professor
IIM Bodh Gaya

Prof. Vinita Sahay
Director
IIM Bodh Gaya

Prof. Pankaj Kumar Gupta
Professor & Head
CMS, Jamia Millia Islamia
University

Dr. Mallika Kumar
Associate Professor SRCC,
University of Delhi

Prof. Madhu Vij
Professor (Retired)
FMS, University of Delhi

Prof. Ajay Kumar Singh
Dean & Head
Faculty of Commerce & Business,
DSE, University of Delhi

Mr. Abhinav Gaur
Associate Director
Risk Advisory Deloitte, India

Prof. Justin Paul
Professor
University of Puerto
Rico, USA

CONFERENCE CHAIR

Dr. Archana Singh
Head of Department
Delhi School of Management, DTU

CONVENOR

Dr. Shikha N Khera
Assistant Professor
Delhi School of Management, DTU

CO-CONVENORS

Dr. Sonal Thukral
Assistant Professor
Delhi School of Management, DTU

Mr. Dhiraj Kumar Pal
Assistant Professor
Delhi School of Management, DTU

STUDENT COORDINATORS

Ms. Kamini Mishra
Mr. Harish Kumar
Ms. Amandeep Kaur
Ms. Swati Bagadia

For Queries, please contact: 011- 27296203

Email: dsm@dtu.ac.in

Please mention the following subjects in the mail according to your queries.

Query subject line:

For fee related issues: Fee Payment Query

For Paper related issue: Conference paper Query