



IMS
GHAZIABAD
UNIVERSITY COURSES CAMPUS
Status of 12(B) by UGC



IMS GHAZIABAD (University Courses Campus)

presents

5th INTERNATIONAL CONFERENCE

on

**Building Global Competitiveness through Innovation
Integrity and Inclusion in
Atmanirbhar Bharat**

(BGCIII-2024)

10th - 11th May, 2024



Venue

**India International Centre
Max Mueller Marg, New Delhi**



where ideas grow



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About Institute of Management Studies, Ghaziabad (University Courses Campus)

Institute of Management Studies Ghaziabad was founded in 1990 by a group of visionaries and intellectuals to impart quality education in a stimulating and innovative environment where students are empowered with knowledge and professional skills while upholding the values of integrity, tolerance and mutual respect. Since its inception the group has promoted education in the areas of Management, International Business, Tourism, Information Technology, Bio-Sciences, Engineering Sciences and Journalism through its three educational campuses equipped with state of art infrastructure. IMS has attained a unique and a highly respectable place amongst the best professional education institutions in India.

Institute of Management Studies Ghaziabad (University Courses Campus) has a unique trilogy of students, faculty members and learning resources, producing some of the best human capital in the country. IMS intends to graduate with a global perspective with faculty who are competent, innovative professionals having high potential and character. Its aim is to impart a quality educational experience, delivering both knowledge and skills to use that effectively in their related professional areas. It has consistently produced University toppers which speaks volume about the quality of education imparted by its erudite faculty members.

Recognitions

From the time of inception, IMS Ghaziabad (University Courses Campus) has promoted education in the areas of Management Sciences, Tourism, Information Technology, Bio-Sciences, Engineering Sciences and Journalism through its three educational campuses equipped with state of art infrastructure. IMS has attained a unique and a highly respectable place amongst the best professional education institutions in India. The institute is an ISO 9001:2008 certified and accredited by National Assessment and Accreditation Council (NAAC) with Grade "A". The institute has been ranked as 13th Best BBA Institutes in North India by Times B School Survey. It was also conferred as Best Campus for Industry Oriented Management Education in India during 2nd Asia Pacific Education Leadership Awards 2019 organized by ASSOCHAM and Education Post.

About the Conference

Atmanirbhar Bharat which translates to 'self-reliant India', is a phrase used and popularized by the Prime Minister of India Narendra Modi and the Government of India in relation to the economic vision and economic development in the country to making India a larger and more involved part of the world economy, pursuing policies that are efficient, competitive and resilient, that encourage equity, and being self-sustaining and self-generating. The conference will emphasize the need of having a unique selling proposition, which can help a business prosper in the market, as well as the secret to sustaining a competitive advantage. The most significant part of conference will be the whole concept of becoming a self-reliant entrepreneur or individual through her own professional experience and journey. The conference will also emphasize on the importance of incorporating technology into business enterprises and the steps necessary to commercialize it.

Advancements in information technology are widely seen as catalysts for organizational change programs within the knowledge management literature. Recent breakthroughs in deep learning have dramatically improved the capacity for algorithms to simulate human capabilities such as "seeing" (image recognition), "hearing" (voice recognition, natural language processing), and "deciding". Combined with an abundance of data and increased computational power, such artificial intelligence (AI) tools are increasingly finding their way into commercial uses. Artificial intelligence is implemented in a variety of ways in business today. In



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upsetting practically every business function in every industry, from the routine to the astounding. For keeping a competitive edge, AI technologies are becoming more and more significant. AI and machine learning are transforming how businesses can communicate with customers and provide more in less time, ranging from predictive analytics and deep learning to picture recognition and chatbots. Furthermore, in various industries, including healthcare, HR, operations, sales, manufacturing, marketing, and technology, AI technology can be used in various use cases.

Up to 85% of all economic progress may be attributed to innovation, which is essentially the foundation of modern society. The ability of innovation to spur economic growth is one of its main advantages. Consumers, businesses, and the economy as a whole all get benefit from innovation, which is a critical engine of economic development. Innovation in the economic sense refers to the creation and use of concepts and methods that enhance products and services or increase the effectiveness of their production. Simply, innovation can increase productivity, which translates to increased output from the same input. The economy expands as productivity increases because more goods and services are produced. Innovation typically begins on a modest scale. However, for innovations' full benefits to be realized, it must diffuse across the economy and equitably benefit businesses in various sectors and of various sizes. It is in charge of finding effective, long-lasting solutions to economic issues.

Therefore, IMS decided to focus on the most significant aspects related to the importance of innovation and coming up with its **5th International Conference on "Building Global Competitiveness Through Innovation, Integrity and Inclusion in Atmanirbhar Bharat" from 10th- 11th May, 2024.**

The International Conference would seek to collaborate with global level institutions and reputed journals to stimulate the best of thoughts and practices to guide how the innovation can impact Indian Economy. By simultaneously addressing the societal need and making better use of resources and assets, these new technologies, goods, and services boost capacities and promote developed economies. The purpose of the conference is to bring together the best of thoughts, practices and innovations from both industry and academia that would contribute in developing the right framework for the innovative economy. Organizations and institutions are under pressure to modify their working practices and future growth goals as a result of the changes in the global economy. It is necessary to conduct deeper research on the new normal in the current disrupted world in order to identify any potential remedies that might be produced by academia and industry in order to survive.

Call for papers

Full research papers with maximum word count of 5000-6000 words are invited for the conference in all areas of marketing, human resource, strategy, finance, information technology, life sciences, media and journalism, entrepreneurship, economics, international business and case studies closely related to the theme of the conference. Quality manuscripts will be considered for publication in a special issue of **Scopus/WoS/ABDC/UGC-CARE journals.**

***APC will be applicable for the manuscripts depending on the journal's guidelines.**

For more details log on to our **website: <http://www.imsuc.ac.in/internationalconference>.**

Submit Abstract/Full Paper to the link below



<https://forms.gle/LakbYkQKZzQ3fpS48>



Conference Tracks/Themes/Subthemes

A STRATEGY AND MARKETING

- Social Media and New age media channels
- Managing consumer experience innovatively
- The power of divergent thinking in consumer behaviour
- Innovative audience engagement
- Audio-Visual storytelling through immersive technologies
- Artificial Intelligence, Big Data and Analytics in marketing
- Innovative communication and multi-media campaigns
- Strategic Innovation

B REINVENTING HR

- Developing innovating culture
- Innovative HRM
- Disruption in HR processes and systems
- Innovative leadership styles
- The new normal of human resources
- Impact of Digitalization on processes and systems
- Tools and techniques for people innovation
- Innovation driven decision making

C FINANCE TECHNOLOGY

- IT-enabled decision making in Finance
- Application of IoT and AI in finance
- Data Driven Analytics and Machine Learning
- Applications of innovation in financial management
- Business Models for Fintech
- Development of Internet of Things (IoT) - Based Applications
- New age financial tools
- Data Science and Machine Learning Tools for financial management

D INNOVATION AND ENTREPRENEURSHIP

- Innovation and Entrepreneurship
- Innovative Start Up Business Models
- Entrepreneurship in post pandemic India
- Knowledge-based Innovation and Technology
- Revisiting the business strategy in new ecosystem
- Redefining Cultural Transition for promoting entrepreneurship
- Strategies for Reshaping Business & Economy

E ECONOMICS AND INTERNATIONAL BUSINESS

- Innovations in Banking
- Innovative Government Ecosystem
- Micro Financing and MSME's
- Digitalization of Financial markets
- Entrepreneurial Financing
- Financial Sustainability
- Transformation of the International Business
- Innovative Global Strategies
- Taxation structures and moratoriums
- Investor sentiments and market movements

F CASE STUDIES

- Conceptual cases
- Functional cases in marketing, finance, HR, innovation, strategy
- Sector specific case studies
- Phenomenon based cases
- New Emerging areas, topics, companies, etc.
- Government and research-based case studies

G INFORMATION TECHNOLOGY & COMPUTER SCIENCES

- IT-enabled decision making in Business Applications
- Applications of IoT in Healthcare, Engineering and Medicine
- Data Driven Analytics and Machine Learning
- Applications of Social Networks Analysis in IT-enabled applications
- Artificial Intelligence
- Development of Internet of Things (IoT)- Based Applications
- AI for Sustainable Development
- Data Science and Machine Learning Tools

H INNOVATION IN LIFE SCIENCES

- Human Health & Nutraceuticals
- Environment and Sustainable Development
- Biomedical Science & Technology
- Entrepreneurship and Innovation in Sciences
- Digital Health System
- Government Intervention in Public Health
- Role of Biotechnology in Agriculture
- Toxicology in Health & Environment
- AYUSH
- Personalized Medicines



- AI based Machine Learning Algorithms in Disease Management
- Medical Biotechnology and Biotherapeutics
- Nanobiotechnology
- Plant Biotechnology
- Bioinformatics
- Industrial Microbiology and Biotechnology

I **ADVANCES IN COMPUTER SCIENCES**

- WEB -3.0 and Metaverse
- Future of Internet- Web 3.0
- Web3.0 and Metaverse
- Power of ChatGPT's Sentiment Analysis
- AI Chatbot App
- ChatGPT Prompt Engineering
- Augmented Reality
- Internet of Things
- Advancements in Blockchain

J **JOURNALISM & MASS COMMUNICATION**

- Mobile Journalism
- Data Journalism
- Fake News and Misinformation
- Social Media and Journalism
- Ethics and Accountability of Media
- Media Literacy and Education
- Media Convergence
- Crisis Communication and Journalism
- Global Journalism
- Diversity and Inclusion
- Rural Journalism
- Community and Hyperlocal Journalism
- Sustainability in Journalism
- Media Ownership and Control
- Media Regulation and Policy
- Environmental Journalism
- Emerging Technologies Like AI, Virtual reality and Blockchain

REGISTRATION FEES

- Academicians/Faculty- Rs. 2000
- Research Scholars/ Postdoctoral Fellow- Rs. 1500
- Students (UG/PG)- Rs. 1000

SPONSORSHIP FEES

Platinum- Rs. 50,000 | Gold- Rs. 25,000 | Silver- Rs. 15,000

Submission Guidelines

All the full papers should have an abstract of around 250-300 words covering the following areas:

- Research problem**
- Objectives of the study**
- Research Methodology**
- Findings of the study**
- Key Words**

- Paper should be typed in A-4 format with 1.5 spacing left aligned, with one-and-a-half-page margin and typed in 12-point font (Times New Roman) in MS-Word (PDF would not be accepted). Presenting Author's name should be bold.
- Graphs or pictures should be in JPEG format or compatible with MS Office formats such as Excel or Word.
- All accepted papers MUST be presented in the conference by at least one of the authors in order to receive the certificate.
- The total word count of the full paper should not exceed 6000 excluding references and appendix.

PUBLICATION

Selected high quality and original papers would be considered for publication in:

- International Journals indexed in UGC Care/SCOPUS/Web of Science/ABDC
- International Journal of Business Research and Excellence

** Article Processing Charges applicable for selected papers*

BEST PAPER AWARD

Paper submission would be evaluated for originality of thought, academic rigour and contribution to theory and practice. Selective high-quality papers would be presented with Best Paper Award in the three categories of Academician, Research Scholars and Students.

BEST POSTER AWARD

Selective high-quality poster would be selected for Best Poster Award in the categories of Research Scholars and UG/PG Students.



Important Dates

Abstract Submission opens	December 15, 2023
Submission closes	January 31, 2024
Acceptance of Abstracts	February 15, 2024
Registration Opens	January 10, 2024
Submission of Full paper	March 20, 2024
Registration closes	April 15, 2024
Conference Dates	May 10-11, 2024

Academic Output

The shortlisted Research Abstracts would be compiled and included in the proceedings of the Conference which would be published in the form of Compendium (hard and soft copy).

PAYMENT DETAILS

THE PAYMENT CAN BE MADE THROUGH NEFT/RTGS IN THE FAVOUR OF:

A/c Name	INSTITUTE OF MANAGEMENT STUDIES
Bank	PUNJAB NATIONAL BANK
Account No.	51461131000392
IFSC	PUNB0514610
Branch	IMS LAL QUAN, GZB

**UPI Payment
QR Code**



CONFERENCE SECRETARIAT

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