

IMS
GHAZIABAD
UNIVERSITY COLLEGE CAMPUS



INTERNATIONAL CONFERENCE ON

21ST – 22ND APRIL, 2022
VENUE: IMSUC CAMPUS

**BUILDING RESILIENCE AND SUSTAINABILITY
FOR INDIA IN AN EVER CHANGING
TURBULENT WORLD: *A Vision for 2030***



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IMS GHAZIABAD

(UNIVERSITY COURSES CAMPUS)



ABOUT IMS GHAZIABAD

IMS 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.

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

ABOUT UNIVERSITY COURSES CAMPUS

IMS 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.



**NATIONAL ASSESSMENT
AND ACCREDITATION
COUNCIL**

13th

**BEST BBA INSTITUTE
IN NORTH INDIA**

2nd

**ASIA PACIFIC EDUCATION
LEADERSHIP AWARD**

ABOUT THE CONFERENCE

The disruptions and innovations transforming the world today would pave the path for future direction and growth. The existing conditions and ecosystems are no longer capable for delivering superior results that would fuel the next wave of development. The Covid-19 pandemic has challenged the earlier ways of working in a multi-dimensional manner impacting each aspect of the world's business working. The core pillars of every business now have to be reinitiated with a completely new and unique approach for the interest of all the stakeholders. Collaboration between research and practicality thus would provide the right answers to all future problems. The implications of research have further been strengthened by the transformational business changes creating the need for disruptions and incremental changes to take place. With a vision to always build academic excellence and research depth, IMSUC, Ghaziabad is pleased to announce the "International Conference on Building Resilience and Sustainability for India in an Ever Changing Turbulent World: A vision for 2030" on 21st - 22nd April, 2022.

The multi-disciplinary nature of 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 future India would look like. Under the current conditions and V shaped economic recovery of the country leaves many questions unanswered about how the post pandemic era would impact each industry like education, pharmaceuticals, technology, banking, media, services, manufacturing, etc. 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 future to adopt. With the changes that have taken place in the global economy, organizations and institutions have been pressurized to change their ways of working and also revise their future growth objectives. The new normal in the current disrupted world needs to be further researched for the possible solutions that can be developed by both academia and industry for survival.

MAIN THEME OF THE CONFERENCE

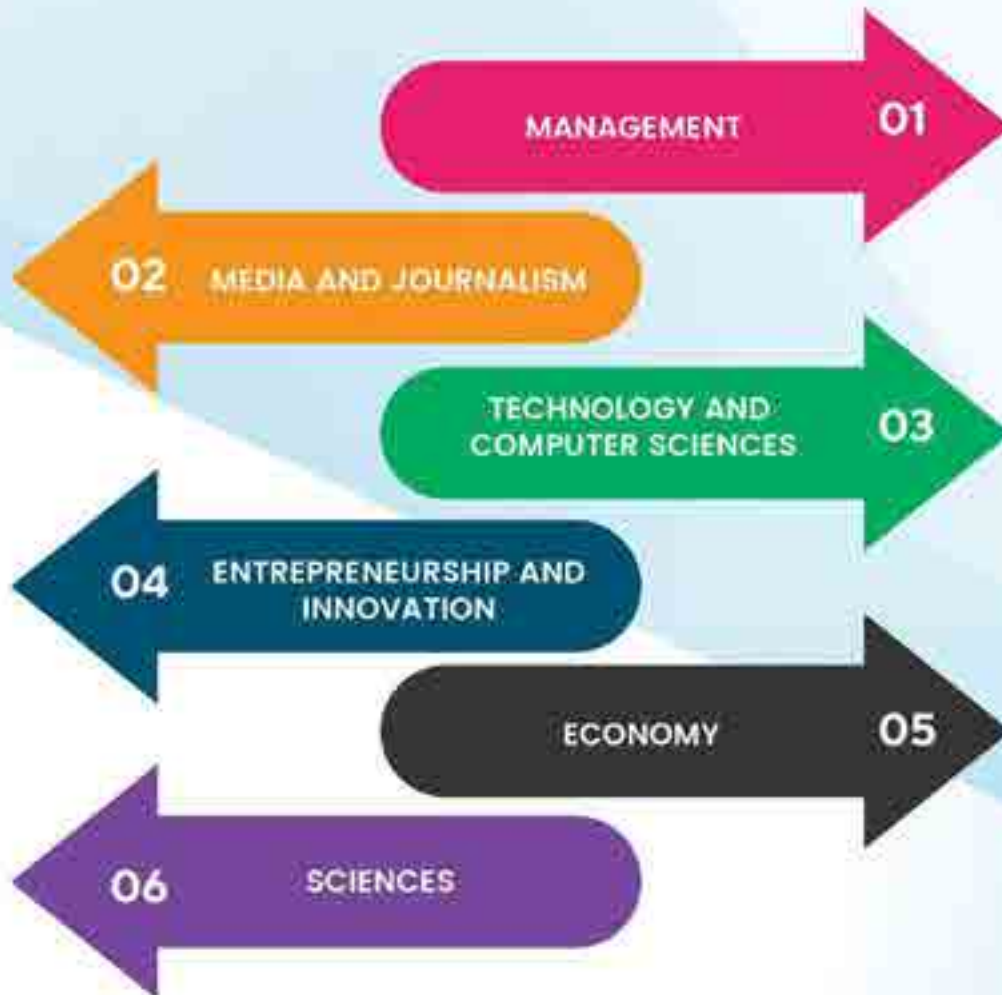
The transformational journey of the economy from the pre-pandemic era to the economic recovery in the post pandemic world will be remembered in history by all the main stakeholders. In this changed world, each business and sector is aiming at survival and sustainability. The worst is over and what now the world contemplates is the new transformation which will determine the future course of action. Advancements in various fields of technology and medicine would lead to the post pandemic recovery of building the India of 2030. This vision needs to be based on the holistic approach for the economy where technology and people driven focus would lead to sustainability.

The nation and the political setup need to focus on the new capabilities that need to be identified and developed for the country to reach its vision for 2030. To restart the process of globalization and economic recovery, the support of all the stakeholders is needed. The future holds much larger and bigger opportunities in the area of public health care system that needs to be amalgamated with digital technologies. The post pandemic era requires resilience to be build through focus on science, technology and innovation. The conference also aims to build upon innovative methods to rebuild healthcare and well being of the people through integration of technology. The goals need to be achieved in the right direction leading to environment and sustainable development. The key outcomes can be achieved only with the help of involving entrepreneurs into the entire ecosystem of developing the post pandemic resilient nation leading to the successful achievement of Vision 2030 for the country.

CALL FOR PAPERS

Abstracts of research papers with maximum word count of 250-300 words are invited for the conference in all areas of management, sciences, media, journalism, technology and computer sciences that are related to the theme of the conference that can be any of the following but not limited to:

CONFERENCE TRACKS



MANAGEMENT

- Transformations in management styles
- Remote working impact
- Digitalization of processes and systems
- Disruptive leadership styles
- The new normal of human resources
- Impact of Digitalization on processes and systems
- Tools and techniques for sustainability
- Changing face of supply chain and logistics
- Financial reforms and inclusion
- New age digital marketing tools

MEDIA AND JOURNALISM

- Social Media and Civic Participation
- Post Pandemic impact of social media on society
- The power of advertising and public relations in healthcare communications
- Media Convergence: Changing media and changing audience
- Audio-Visual storytelling through immersive technologies
- Artificial Intelligence, Big Data and Analytics in communication industry
- Communication and multi-media campaigns
- Advantages and barriers to digital communication

TECHNOLOGY AND COMPUTER SCIENCES

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

ENTREPRENEURSHIP AND INNOVATION

- Start-up Bubble: Survival of the fittest
- Self-reliant India
- Entrepreneurship in India
- Knowledge-based Innovation and Technology
- Revisiting the business strategy in new ecosystem
- Redefining Cultural Transition for promoting entrepreneurship
- Strategies for Reshaping Business & Economy

ECONOMY

- innovations in Banking
- Role of Government Schemes to save economies
- Micro Financing and MSME's
- Digitalization of Financial markets
- Entrepreneurial Financing
- Financial Sustainability
- Issues in Rural Financing
- Unemployment trends and financing requirements
- Taxation structures and moratoriums
- investor sentiments and market movements

SCIENCES

- Healthcare and well being
- Environment and Sustainable Development
- Technology for the medical future
- Entrepreneurship and innovation in sciences
- Digital Health System
- Government Intervention in Public health

SUBMISSION GUIDELINES

The abstract of around 250-300 words covering the following area need to be submitted:



- Papers 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.
- 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.

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



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.

REGISTRATION FEES

- *Academicians/Faculty* –
Rs. 2000
- *Research Scholars* –
Rs. 1500
- *Students* –
Rs. 1000

IMPORTANT DATES

- *Submission Opens* –
January 20th, 2022
- *Submission Closes*
March 15th, 2022
- *Communication of Acceptance* –
March 30th, 2022
- *Conference Date* –
April 21st-22nd, 2022

ACADEMIC OUTPUT

The shortlisted Research Papers would be compiled and included in the proceedings of the Conference which would be published in the form of Compendium and CD. **NOTE**

In case conference cannot be held physically on the dates scheduled due to Covid 19 then a decision to reschedule the conference to a later date or holding a virtual conference will be made by the organizers.

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PAYMENT DETAILS

The payment can be made through NEFT/RTGS in the favour of:

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<https://www.imsuc.ac.in/online-payment.php>

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