



**IMS**  
**GHAZIABAD**  
UNIVERSITY COURSES CAMPUS  
Estd. 1990



# IMS Ghaziabad

(University Courses Campus)

Under the aegis of Internal Quality Assurance Cell (IQAC)

**Announces**

## INTERNATIONAL CONFERENCE

on

**इसतानाहलत अहल इनुवतलत इलुतलतलस  
तलर इनुवल @ 75: अ जुरुनल तलवलरुस  
अतलनलरुतलर तललरत**

(A multi-disciplinary conference in Management,  
IT, Media and Science)

**12<sup>th</sup> - 13<sup>th</sup> MAY'23**

**Research Partner**

 Vallabhbhai Patel Chest Institute  
University of Delhi



**Publishing Partner**

**BLOOMSBURY**  
LONDON • OXFORD • NEW YORK • NEW DELHI • SYDNEY



**Academic Partner**

**Venue:**

Institute of Management Studies, Ghaziabad  
(University Courses Campus)

 **Lifescience  
Intellipedia**  
**Corporate Partner**

## About IMS Ghaziabad

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.

## About IMS UC Campus

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.

For more details log on to our website:  
[https://www.imsuc.ac.in/upcoming-events/index.html#gallery\\_events-1](https://www.imsuc.ac.in/upcoming-events/index.html#gallery_events-1)

## About the Conference

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 4th International Conference on "Sustainable and Innovative Solutions for India @ 75: a Journey Towards Atmanirbhar Bharat"; (a multi-disciplinary conference in Management, IT, Media and Sciences) from 12th to 13th May, 2023.

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 that can be any of the following but not limited to:

### a. Reinventing Business Management for Sustainability

- Marketing of sustainable products and ideas
- Financing of the new innovative sustainable innovations
- Reorienting of the HR towards innovation driven culture
- Strategizing sustainable innovations for growth
- Entrepreneurial opportunities for innovations
- Transforming sustainable global businesses
- Strategic Innovation management

### b. 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

### c. 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
- AI based Machine Learning Algorithms in Disease Management
- Personalized Medicines

### d. Journalism and Mass Communication

- Social Media and Civic Participation
- Post pandemic impact of social media on society
- Power of advertising and public relations in healthcare communications
- Media Coverage: 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

### e. 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

## Submission Guidelines

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

- a. Research problem
- b. Objectives of the study
- c. Research Methodology
- d. Findings of the study
- e. 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.

## Publications

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 (Peer Reviewed)

\* Publication charges would be applicable.

## 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.

### CASH PRIZE

- Academicians - Rs. 5000/-
- Research Scholars - Rs. 3000/-
- Students - Rs. 2000/-

## Best Poster Award

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

## Registration Fees

- Academicians/Faculty- **Rs. 2500**
- Research Scholars/ Postdoctoral Fellow- **Rs. 1500**
- Students (UG/PG)- **Rs. 1000**

## Submission Details

### Easy Chair - ICSIS123

<https://easychair.org/cfp/all.cgi?a=29891589>

Send abstract to : [conference@imsuc.ac.in](mailto:conference@imsuc.ac.in) by January 25, 2023

Complete Paper submission on Easy Chair by March 31, 2023

## Important Dates

Abstract Submission opens	- November 15, 2022
Submission closes	- January 25, 2023
Acceptance of Abstracts	- February 15, 2023
Registration Opens	- February 15, 2023
Submission of Full paper	- March 31, 2023
Registration Closes	- April 15, 2023
Conference Dates	- May 12-13, 2023

## 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 (hard and soft copy).

All the Case Studies would be published in the form of book with ISBN no. by reputed publisher.

## 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

PAYTM Link:

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

## Conference Secretariat

### Research Cell



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