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Indian Council of
Social Science Research



Nurturing Leaders with Innovation



A++ Grade NAAC Accredited
Category-1 University

UNIVERSITY SCHOOL OF MANAGEMENT
Kurukshetra University, Kurukshetra

Announces

CALL FOR PAPERS

For

**International Conference on
Innovative Technological Applications
Reshaping Modern Business
(IC-ITARMB)**

15th -16th March, 2024

Sponsored by

**Indian Council of Social Science Research (ICSSR)
NWRC Chandigarh**

About Kurukshetra University (A++ Grade NAAC Accredited , Category-1 University)



Kurukshetra University is one of the premier educational institutions of India. Established in 1956, the University is providing higher education to over half a million students on the campus and its affiliated colleges. By virtue of its commitment to excellence, the University recently has been awarded A++ Grade by NAAC in year 2023-24. Located on the southern bank of famed Brahm Sarovar, Kurukshetra University has a sprawling campus spread over 473 acres. In addition to providing quality education to the students, Kurukshetra University embodies the values of **Yogastha Kuru Karmani**, enshrined in Bhagawadgita, which means performing one's activities while remaining steadfast in Yoga.

The University is in the rapid process of transformation to an institution of excellence. In this process, digitalization of the University is being done to develop an efficient and transparent system that would further facilitate a learner's experience in the University.

The University programmes combine the enduring value of a liberal arts education with the skills and experience offered by professional departments. The University offers 175 courses on the campus in 50+ Departments/Institutes through a highly qualified faculty. The University also plays an important role in providing higher education to the youth of the State through its 282 affiliated colleges and institutes in seven district of Haryana.

The campus of the University has often been rated as one of the most beautiful campuses in India. It resembles a large, self-contained educational village with lecture theaters, smart class rooms, Wi-Fi campus, 24 hrs library facility, laboratories, on campus hostel accommodation, cafeterias, canteens, market, swimming pool, gymnasium, bank, ATM's, post office and world-class sports facilities.

The most remarkable feature of the campus is a seamless interconnection of nature and the built environment. There are a number of lush green gardens, water fountains and sidewalks which provide an ideal environment on the campus for study and leisure.

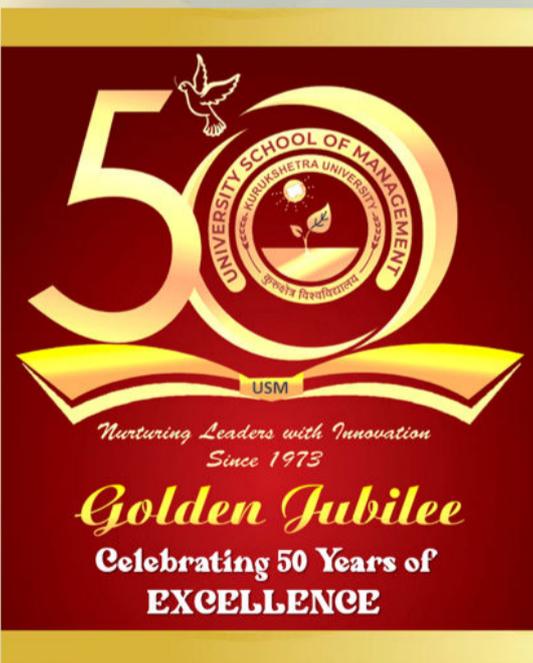
Ever since laying of foundation stone by Dr. Rajendra Prasad, the First President of India, the University has taken quantum leaps and has emerged as an advanced Centre of Study & Research for quality education in conformity with the international standards.

The University has centrally air-conditioned auditorium with a seating capacity of 2500 and 70mm projector, Senate Hall, Conference Hall, well-equipped Sports Complex (Play fields, Gymnasium, Stadium, Swimming Pool, Tennis Courts, Volleyball, Basketball Courts, etc.), Teachers' Club, Club for Administrative staff, 25 Hostels, (11 for Boys & 13 for Girls and 1 for Foreign male students), School, Health Centre, Business Complex, about 700 quarters for all categories of staff. Kurukshetra University has a rich Jawaharlal Nehru Library with more than 3.80 lac books, 181 journals (Foreign & Indian) and 15,328 rare manuscripts, Internet Section of 200 nodes, Computer Centre, Museum, Instrumentation (USIC) workshop, NSS Centre, Students' Guest House, Faculty House, etc.

About University School of Management

University School of Management (formerly known as Department of Management) Kurukshetra University is one of the best business schools in India and globally as well. It came into being in 1973 with a prime focus to impart quality of education in all major functional areas of management along-with humane values.

Presently, the department is running a regular and well accepted MBA program with an intake of 180 (120 budgeted and 60 under self-financing scheme), an exquisite doctoral program with 56 researchers presently enrolled in it, an MBA program through distance learning mode to cater largely to working executives and a Post-graduate diploma in Business Analytics. The syllabi recommended for all these programmes are rigorously designed with active involvement of academicians and industry experts and revised at regular intervals.



- ❑ The department is offering Specialisation in whole gamut of functional areas viz. Marketing, Finance, HRM, Business Analytics, Production, IT, Entrepreneurship and Agriculture Business.
- ❑ Students developed and groomed at the USM are readily accepted by the corporate sector and it has nurtured and nourished a very rich alumni base over the years around the globe that shoulder leadership positions in different facets of business and social life.
- ❑ The department has produced Nobel laureate, triumphant entrepreneurs, splendid corporate managers, discerning academicians, renowned politicians, methodical bureaucrats. They are serving or have served India and other countries with impeccable records.
- ❑ Our alumni are an integral part of the USM, they not only mentor our students but also invited to interact with students through guest lectures, workshops, seminars and networking sessions to hone present students' skills.
- ❑ Extensive industry interaction boosts our placement and training. Our excellent placement record, over the years, only reiterates the fact that at USM pursuit of excellence and striving for perfection are the cornerstones of our rich legacy.
- ❑ Academic life remains full of action at the University School of Management during the entire academic session.
- ❑ Teaching faculty with excellent knowledge and expertise at USM is the most valued resource and the real backbone of the department.
- ❑ The School is equally sensitive to its role and responsibilities in the transitional and transformative India. It makes an endeavor to provide a vibrant and dynamic human talent duly incorporating humanistic values to various stakeholders.

About the Conference

The “*International Conference on Innovative Applications of Technology in Modern Business*” is a landmark event that serves as a beacon of inspiration and knowledge for today's dynamic business landscape. In an era defined by digital transformation and technological revolution, this conference stands as a pivotal gathering of visionaries, thought leaders, and industry experts who are driving the future of business.

In an age where technology is the catalyst for unprecedented change, this conference offers an invaluable opportunity to delve into the pioneering applications of technology that are reshaping the very fabric of modern business. From artificial intelligence and data analytics to blockchain and automation, this event will unveil the latest innovations and strategies that are propelling organizations toward unparalleled success.

As we assemble for this prestigious gathering, we embark on a journey to explore how technology is not merely a tool but the cornerstone upon which the modern business landscape is built. This conference promises to be a nexus of ideas, a platform for collaboration, and a source of enlightenment for all those who are passionate about leveraging technology to drive business excellence. Join us in this transformative voyage as we collectively pioneer the future of modern business through innovation and technology.

Objectives of the Conference

- ❑ Delve into the latest breakthroughs in technology, such as artificial intelligence, blockchain, and data analytics, to understand how these innovations are transforming modern business practices and industries.
- ❑ Create a dynamic platform for the sharing of insights, research findings, and successful strategies, allowing participants to gain a comprehensive understanding of technology's role in modern business.
- ❑ Encourage attendees to connect, engage in meaningful discussions, and establish valuable professional relationships, with the goal of sparking collaborations that drive innovation and business growth.
- ❑ Equip businesses with the tools and strategies needed to adapt, thrive, and maintain a competitive edge within an ever-evolving technological environment.
- ❑ Deliver valuable insights into emerging technology trends, enabling organizations to make informed decisions that ensure the long-term sustainability and success of their operations.

Who Should Attend ?

Academicians, Researchers, Industry Professionals, Consultants, Government Officials from PSU's and Management Students

Themes & Tracks

The Conference is open to any innovative and original ideas in the areas of HR, Marketing and Finance including, but not limited to, the following tracks and sub themes.

Track 1 HR Evolution in the Digital Age

- AI-Powered Recruitment and Selection
- Digital Onboarding and Employee Engagement
- E-Learning and Skill Enhancement Technologies
- Data-Driven Training and Continuous Learning
- HR Analytics and Data-Driven Decision Making
- Predictive Analytics in HR
- DEI (Diversity, Equity and Inclusion) in Digital Age
- Mindfulness in Modern Business World
- Policies and tools for remote work productivity
- Managing remote teams and the digital workforce
- Cybersecurity and Employee Data Privacy in HR

Track 2 Redefining Finance Through Financial Technologies

- Blockchain in Financial Transactions
- Data-Driven Financial Decision-Making
- Automated Financial Planning and Forecasting
- The Role of Cryptocurrencies in Modern Finance
- Fintech Innovations & their Impact in Banking Sector
- Global Dynamic of Finance
- Peer-to-Peer Lending Crowdfunding
- Financial Inclusion and Access
- Green Finance and Sustainable Investing
- The rise of Robo-Advisors
- FinTech Startups and Innovation System

Track 3 Marketing in the Digital Era

- SEO and Content Marketing Innovations
- Social Media Marketing
- Customer Data Analytics and Insights
- E-Commerce Platforms
- Sales Automation Tools and AI-Powered Sales Funnel
- Emerging technologies in Digital Marketing
- Brand Building in the Digital Age
- AI and Chatbots in Digital Marketing
- Email Marketing: Personalization and Automation
- SEM and PPC Advertising Mastery

Call for Papers

Please submit your Manuscript as per the instructions given below:

- Original and unpublished Manuscripts must be submitted and will be accepted in electronic format only. Submit the manuscript at usmkuk_itarmb2024@kuk.ac.in
- A separate title page should include title, author name(s), affiliations, address(es) of Institute/Organization, corresponding address, email id(s), contact no(s) of all authors.
- Abstract should be of 200 - 300 words written in italics followed by a list of 5-6 keywords which are to be written in alphabetical order.
- Manuscript should be of 3000 - 5000 words approximately, excluding tables, graphs and charts.
- All text should be in 1.5 space with 1-inch margins on all the sides on A4 size paper using the Font Times New Roman of size 12.
- All charts, graphs, pictures should be drawn and labelled legibly in MS Word.
- References should be arranged in alphabetical order and as per the APA Guidelines.
- Last page of the manuscript must have a brief autobiographical sketch of the author(s), about 100 words.
- All manuscripts would be checked for plagiarism.

For any other query you can write to: usmkuk_itarmb2024@kuk.ac.in or Call us at following nos. 98965 44852 (Dr. Ajay Solkhe), 99966 25112 (Dr. Bhanwar Singh), 83760 40224 (Dr. Vivek Kumar)

Best Papers Awards

- There will be one Best Paper award for every track.

Types of Submission

- Research Papers, Articles, Working Papers, Case Studies.

Publication Opportunity

JOURNALS

- Selected Quality research papers presented during the conference will be published in the following peer reviewed Journals.
 - International Journal of Marketing and Business Communication*
 - International Journal on Customer Relations*
 - International Journal on Leadership*
 - Journal of Entrepreneurship & Management*
 - Journal of Strategic Human Resource Management*
 - Journal of Supply Chain Management Systems*
 - Journal of Rural and Industrial Development*
 - Indian Journal of Sustainable Development*
 - International Journal of Applied Marketing and Management*
 - International Journal of Business Analytics and Intelligence*
 - International Journal of Business Ethics in Developing Economies*
 - International Journal of Knowledge Management and Practices*
- Publication process will be as per journal guidelines. Interested Author(s) must submit the full manuscript for publication opportunity.

EDITED BOOKS

- The edited collection of selected papers from the conference would be published in an edited book published by **Bharati Publication (IN) bearing ISBN No.**
- All contributors whose papers will be selected for publication have to pay additional amount of Rs. 1000 for getting the Edited Book.

REGISTRATION DETAILS

- ❑ Online Registration will start on **1st March, 2024** through registration link mentioned below.
- ❑ Registration is necessary. One author must register for the paper's inclusion in the conference proceedings. Each participant needs to register himself/herself with a registration fee as mentioned below.
- ❑ On the spot Registration for Presentation of Full Papers is also allowed.
- ❑ The registration in physical manner will start on **15th March 2024** from **8:30 AM** onwards. Participants will register themselves at Registration Counter in Crush Hall, Bhagavad Gita Sadan, K.U.K.
- ❑ The Certificates will only be distributed in the Valedictory Session
- ❑ The registration fee includes Conference kit, Tea, Lunch and Refreshments. The registration fee has to be deposited in Cash on the Registration Counter on 15th March 2024 only. There is no other mode of payment.
- ❑ Selected **Accommodation** is available in University Guest House on payment basis. Shared Rooms will be allocated on first come first serve basis.

➔ Important Dates

Stages	Important Dates
<i>Submission of Full Paper</i>	25 rd February, 2024
<i>Acceptance Intimation</i>	29 th February, 2024
<i>Intimation of Presentation Schedule</i>	8 th March, 2024
Registration	
<i>Online through Google Form Link</i>	1 st March, 2024 Onwards
<i>On-Spot Registration</i>	15 th March, 2024

➔ Fee Details

Participants Category	Amount (in Rupees)
<i>Research Scholars</i>	Rs 800
<i>PG Students</i>	Rs 500
<i>Faculty/Academician</i>	Rs 1200
<i>Industry Participants</i>	Rs 2500
<i>Foreign Delegates</i>	5000/70 USD

Scan to
Register



Click to Register

<https://bit.ly/RegnFormITARMB2024>

All seminar related communications may please be sent to: usmkuk_itarmb2024@kuk.ac.in

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Nurturing Leaders
with Innovation

Presents

PRE-CONFERENCE WORKSHOP

(Online)

on Research Publication & Ethics

Publishing in High Impact Journals: Do's and Don'ts

14th March, 2024 | 10:00 AM Onwards | Google Meet

Distinguished Speaker

Dr. Satish Kumar

Professor of Finance & Chairperson Doctoral Programs @
IIM Nagpur | Basant Kumar Birla Distinguished Research
Scholar Awardee 2023 | Careers360- Most Outstanding
Researcher in Economics, Econometrics and Finance
2023 |



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Event Dr. Bhanwar Singh (99966 25112)
Coordinator(s) Dr. Vivek Kumar (83760 40224)

Scan to
Register



**No Registration Fee | Limited Seats | Only for Registered
Participants | E-Certificates will be provided**

Click to Register

<https://bit.ly/RegnFormITARMB2024>

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