# NATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN INNOVATIONS, ENTREPRENEURSHIP AND BUSINESS MANAGEMENT
## FEBRUARY 17 - 18, 2023

**ORGANIZED BY :**
**INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,**
**MAHARSHI DAYANAND UNIVERSITY, ROHTAK**

**Registration Form Weblink**
https://docs.google.com/forms/d/e/1FAIpQLSc
wBhdu5lBXPskDPkvx66WY5iAVLot8pnL_Co
oWVMHq0KqKRQ/viewform?usp=pp_url

**Due date for registration & full paper submission - 20 January, 2023**
**Conference Date - 17 & 18 February, 2023**
**Time - 9 am to 6 pm, Mode - Offline**

**Location - IMSAR, M.D. University, Rohtak**
https://goo.gl/maps/SQ5PC877RtZ5497X8

## ABOUT THE CONFERENCE

Business management landscapes are undergoing radical transformation due to a new wave of technological innovations, resulting in escalating competition and vague opportunities for enterprises. In response, industry professionals and researchers continuously seek innovative solutions to business problems, which will assist enterprises in maintaining their competitive advantage. Academic knowledge, empirical evidence from rigorous analysis and expertise can help inform, design, improve and test business management strategies and action plans for enhancing an enterprise's performance. Furthermore, rigorous research provides evidence that policymakers can use to adjust policy changes that stabilize the business environment and facilitate economic growth. Thus, with the aim of establishing a synchronized account of recent advancements, the present conference provides a platform for sharing multi-disciplinary research papers and case studies that discuss contemporary innovation, entrepreneurship and business management issues.

The objective is to stimulate new ideas with implications for business, government, and academic research. The conference participation process will start with the authors' registration and submission of their respective research paper or case paper before due date through an online registration form. It will be followed by the main conference being a research summit-like event to gather working professionals, academicians and researchers, and provide them with a forum to converse on ideas, research findings, various field advancements, tools and techniques, which can lead to new horizons. Consequently, we hope to improve our understanding of the issues and generate lasting contributions by integrating the knowledge of different experts. Having the opportunity to meet peers, exchange experiences, and form collaborations with others will allow researchers to sharpen their skills and refine their ideas.

## ABOUT THE UNIVERSITY

Maharshi Dayanand University (MDU) is one of the leading research-oriented universities in India. The University has a well-defined 'Research Promotion Policy' aimed to foster a culture of outstanding peer-reviewed research and houses state-of-the-art academic and research facilities to promote advanced research. MDU has provided research-based evidence and consultancy for policy formulation to numerous central and state levels of ministries, government and non-government organizations, institutions of national and international reputes, corporations and chairs. The overall progress made by the University in all fields resulted in the University receiving the 94th  NIRF ranking in 2022 and the 'A+' grade from NAAC in March 2019. MDU has contributed to 6111 research works published in Scopus-indexed sources to date, with 603 publications in the year 2022 alone.

## ABOUT THE INSTITUTE

Institute of Management Studies and Research (IMSAR) is one of the prestigious business schools in north India. Over the last three decades, it has emerged as a widely recognized centre of excellence in management education and research. Institute is enriched with well-qualified and diversified faculty members who provide the advantage of a much broader view and deeper understanding. It offers distinguished Master and Doctoral programmes in business education. The institute's faculty members have contributed to development of high-quality Massive Open Online Courses (MOOCs). Many of its alumni with entrepreneurial talents have set up their enterprises generating employment opportunities for others. Over the years, the Institute has produced many management doctorates that have made their mark in the field of academia

**Prof. Rajbir Singh**
**Vice-Chancellor, MDU, Rohtak**

Conference Patron

**Prof. Satyawan Baroda**
**Director – IMSAR, MDU, Rohtak**

Conference Director

**Prof. Pardeep K. Ahlawat**
**Director - RUSA, MDU, Rohtak**

Conference Convener

**Dr. Sanjay Nandal**
**IMSAR, M.D. University**

Conference Coordinator

**Dr. Naresh Kumar**
**IMSAR, M.D. University**

Conference Coordinator

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**Secretariat Team**
Dr. Deepak Gupta
Sanjay Gupta
Manoj
Balwan

# PARTICIPATION IN CONFERENCE

All participants need to register themselves using the Google Forms based Registration Form (weblink provided on first and last page of this brochure). This conference is for 2 types of participants - Type 1 Participants, who want to learn and discuss content on conference theme and sub-themes by attending the conference without presenting research paper/case (type 1 participants are required to provide their personal profile details in the registration form). Type 2 Participants, who want to attend the conference and present research paper/case (type 2 participants are required to provide personal profile details and upload full research paper/case in registration form). Further, all the registered participants will be required to make conference fee payment (online mode) in advance.

# CALL FOR RESEARCH PAPERS AND CASES

This conference strives to provide a platform for presenting new advances and research results in business management theory and practice. The invitation is extended to national (working in India) as well as international (outside India) academicians, researchers, students, entrepreneurs, scientists, policymakers and professionals working in the industry to provide conceptual, applied or empirical contributions towards the various contemporary perspectives in innovations, entrepreneurship and business management. The submissions are needed to be made in the form of a research paper or a case paper. **Original papers or cases on the following indicative topics, but not limited to, are welcome to be submitted for the conference:**

# SUB-THEMES OF THE CONFERENCE

- Impact of Recent Innovations on Business Processes
- 21st Century Technologies for Business Management
- New Products Dominating the Global Market
- Artificial Intelligence and Automation for Solving Business Related Problems
- Global Trends and Advancements in Marketing Management
- Innovations in Product Design and Development
- Emerging Trends Social Media Marketing
- E-commerce Developments
- Breakthroughs in Human-Technology Interactions
- Startup Ecosystem in Emerging Economies
- Impact of Changes in Government Policies and Schemes on Entrepreneurship Development
- Research papers/cases on other topics, not included in this above sub-theme list, will also be considered if their content is relevant to the conference's main title.

- Bilateral and Multi-lateral Trade Issues
- Recent Developments in Digital Transformations of Organizations
- Applications of Analytics in Businesses
- Post Covid-19 Business Management Practices
- Governance and Public Policy Issues Related to Business
- Wellness and Work-Life Balance after COVID-19
- Reconfiguring Business Practices for Environmental Sustainability
- Emerging Trends in Financial Management
- New Directions for Human Resource Management
- Advancements in Operations and Supply Chain Management
- Contemporary Issues Affecting Industry-Labour Relations
- Impact of Make-in-India Movement on International Trade

# RESEARCH PAPER SUBMISSION GUIDELINES

- ·The research paper submitted by an author must be original, unpublished and have not been presented in any other conference.
- ·A maximum of 3 authors (including co-authors) are allowed to enlist in one research paper. Each author per paper needs to fill out a separate online registration form. one person. One person is allowed to participate in a maximum of total 3 research paper/case submissions.
- The research paper should be submitted in the format given below :
- Paper must be prepared in clear English language with correct grammar and spelling of a quality suitable for publication
  - Submission file format - Microsoft Word Document File Format .doc or .docx
  - Title of the Paper, Name, Position, Affiliation, Contact no. and Email address.
  - Abstract should be approximately 250-300 words and it must include the following: purpose of study; brief of research methodology; key findings and implications; 4-5 keywords below the abstract.
  - The final full-paper word limit is 4000 (minimum) to 8000 (maximum) words, including the abstract, references and appendix.
  - Title of the paper should be in font size 16 and should be centrally aligned.
  - Name of the author should be in font size 12, and the affiliation in font size 11.
  - The subheadings and the body of the text should be in font size 12.
  - All references should follow APA style (6th edition)-http://www.apastyle.org
  - All the tables, illustrations, charts, figures, formulae etc. should be placed within the text at appropriate places, they should be numbered and should mention its' source.
  - The abstract should be in font size 12. (Times New Roman, 1.5 Line spacing). Body-text font size: 12 (Line spacing 1.5 and alignment "justify" with 1 inch margin on all sides). Headings and sub-headings should be in bold.
  - Authors of research papers are advised to include below mentioned sections in the paper -
    - Title of the Paper
    - Name of the author(s) with designation and complete address of affiliating institution
    - Abstract
    - Keywords
    - Introduction
    - Research Objectives
    - Relevance of the Study
    - Theoretical Background
    - Literature Review
    - Propositions/Hypotheses formulation (if any)
    - Research Methodology
    - Results and Findings
    - Discussion
    - Conclusion
    - Implications of the Research
    - Limitations and Future Research Directions (if any)
    - References
    - Appendix (if any)
  - The organizers anticipate the inflow of many participants' research papers for conference participation. All the registered participants will be allowed to attend the conference sessions and be awarded a certificate of participation upon verifying their attendance. Only selected research papers and cases will be allowed for stage presentation on conference day (the screening committee will shortlist the best research papers and cases after reviewing all received papers based on relevant quality assessment parameters). For evaluation, following criteria will be adopted by reviewers to accept paper for stage presentation- relevance, originality, methodology, major findings and implications.
  - Participant must upload a full-paper file in .doc or .docx format at time of filling online registration form (upload section is provided) (Last Date of Submission is 20 January 2023, 11.59 PM IST). The file name of the uploaded file should be 'first name of participant - mobile number - paper'. Example: Amit - 9834567890 - paper.docx
  - All submitted papers shall be subjected to scrutiny and plagiarism checks (maximum limit 10%). Participant must upload a plagiarism/similarity check report of the full-paper file (in .pdf format) along with the online registration form (upload section is provided). Research papers having plagiarism/similarity greater than 10% will not be accepted for participation in the conference. Allowed filters and settings for plagiarism/similarity checking process - Exclude Quotes, Exclude Bibliography, Exclude sources that are less than 14 words (Last Date of Submission is 20 January 2023, 11.59 PM IST). Plagiarism/ similarity check report must be generated from any one of the following software – Turnitin; Urkund; Scribbr; Quetext; Grammarly; ProWritingAid; Copyscape; Quillbot; Writer.Com; Plagiarismcheck.org; Unicheck; PlagScan; Plagiarism Checker X; Chegg. A maximum of 10MB file size is allowed for uploading the report. The file name of the uploaded file should be 'first name of participant - mobile number – plagiarism report'.
    Example: Amit - 9834567890 – plagiarism report.pdf

# CASE SUBMISSION GUIDELINES

- Cases featuring compelling stories about business management practices based on real-world experiences that shall be instructive and of interest to other members of the community. Based on the concrete cases of research and design, business management practitioners and researchers will learn how principles and methods can be applied in practical work.
- Cases should describe how a problem was addressed by business management work carried out. They should describe the challenges experienced and how they were tackled, reflect-on the experience, what could have been improved, and describe why the case study is of importance to the business management community. Case Studies can also inspire business management researchers to further investigate issues that arise from practical research and design work. Case papers can illustrate, explore, report, analyze, summarize, challenge, or simply describe practical work carried out to address a problem. They might focus, for instance, on the following topics:
  - Research of a specific domain, user group, or experience, discussing its insights and lessons learned
  - Management and strategy of research in organizations
  - Pilot studies preceding and informing larger-scale investigations
  - Application, critique, or evolution of a method, process, or tool
  - Innovation through Research or Design (disruptive or otherwise)
- Case should represent the original and unpublished work.
- Case papers should be 5 (minimum) -12 (maximum) pages (excluding references).
- Authors are strongly encouraged to include explanation of what they did and what they learned.
  - Submissions should include all author names, affiliations, and contact information.
  - The presenting author must be listed as the first author
  Presenting/First Author and Co-authors Details:
  - Full Name of Presenting Author*, Full Name of Co-authors
  - Affiliation Details: Department, Institution/University Name, City
  - Email of presenting author
  - The case contents should be submitted in the format of MS Word. The text should be in Times New Roman font, 1.5 Line Spacing, 12 point and A4 size paper with 1 inch margin on all sides
  - Case paper must be prepared in clear English language with correct grammar and spelling of a quality suitable for publication.
  - Participant must upload a case paper file in .doc or .docx format along with an online registration form (section is provided). The file name of the uploaded file should be 'first name of participant - mobile number - paper'. Example: Amit - 9834567890 - paper.docx
  - All submitted cases shall be subjected to scrutiny and plagiarism checks (maximum limit 10%). Participant must upload a plagiarism/similarity check report file of the case (in .pdf format) along with the online registration form (section is provided). Allowed filters and settings for plagiarism/similarity checking process - Exclude Quotes, Exclude Bibliography, Exclude sources that are less than 14 words. A maximum of 10MB file size is allowed for uploading the report. The file name of the uploaded file should be 'first name of participant -mobile number – plagiarism report'. Example: Amit - 9834567890 – plagiarism report.pdf

# PRESENTATION OF PAPER AND CASE

- Only selected research papers and cases will be allowed for stage presentation on conference day.
- The time allotted per research-paper/case presentation will be 15 minutes (10 minutes for a presentation and 5 minutes for a question-answer session).
- The acceptance of the research/case paper implies that at least one of the authors will attend the conference and present the same.
- No participation/presentation certificate shall be given for participation in absentia.

# TERMS & CONDITIONS FOR REGISTRATION FEE, CERTIFICATE

- Participation in the conference is allowed only for all participants who fill out the online registration form (by due date 20 January 2023). Paper submission link is provided in the online registration form for participants who wish to present research/case paper. Further, all the registered participants will be required to make conference fee payment (in online/digital mode) in advance to conference bank account.
- **A conference registration fees of INR 1000 (through online mode only) per author per paper will have to be mandatorily paid by all the registered participants. This above-mentioned conference registration fee amount of INR 1000 is going to be same for all types of participant profiles (scholar/faculty member/industry member or others). Registration fee is non-refundable and non-adjustable.**
- **Registration fee payment has to be made by all registered participants in advance through mode of online/ digital payment to conference bank account. Due date for registration fee payment is 03 February 2023.**
- **Relevant details of IMSAR Conference bank account will be shared through email (on 26 January 2023) with all the participants who successfully fill the registration form online. Participants will be required to pay registration fees in IMSAR Conference bank a/c and provide relevant information along with the payment proof document/image in fee verification form (google form online) that the organizers will email to participants on 26-Jan-2023.**
- Only selected research papers and cases will be allowed for stage presentation on conference day. The screening committee will shortlist the best research papers and case papers after reviewing all received research papers and the list of shortlisted papers will be announced on 26th January 2023 through email. Such selected participants will be issued a 'Certificate of Participation and Paper Presentation'. For the remaining participants whose papers/cases do not get shortlisted for stage presentation, a 'Certificate of Participation' will be issued.
- Certificates with valid serial numbers and other important information will be issued to participants after verifying the participant's attendance.
- For multiple-author paper/case paper submissions, each participating author must make separate individual registration and separate individual payment. A maximum of 3 authors (including co-authors) are allowed to enlist in one research paper/case paper.
- Multiple paper/case authoring and submissions by one individual are also acceptable; such individuals will need to fill out separate registration forms and submit separate fees for the additional paper/case they submit.
- Participants will not be paid any T.A./D.A. for participation and presentation of paper/case.
- If any participant wishes to cancel their participation, he/she must send email to conference organizers and request cancelling his/her participation one week prior to conference event date. Registration fee paid by him/her will not be refunded or adjusted.
- The conference organizers reserve the right to add or remove or modify the terms, rules or conditions related to registration, participation, paper/case submission, review process, acceptance or any other aspect related to conference at prior, during and post stages of conference.

# PUBLICATION OPPORTUNITY

- Selected papers/cases will be considered for publication in the form of an edited book (with ISBN) or in the IMSAR Journal.
- The authors of the selected papers/cases whose research paper is selected for publication in journal/ or edited book will be informed by screening committee on 26th January 2023 via email.
- Additional payment (separate than the conference registration fees) will have to be made by the authors of papers/cases selected for publication in edited book (in lieu of book publication expenses). The published authors will be provided with the hardcopy/softcopy of their chapter in the finalized edited book (with ISBN) and a certificate of publication.
- There will be no publication charges applicable for paper selected for publication in IMSAR Journal.

## IMPORTANT DATES

- **Due Date and Time for Registration (by participants): 20 January 2023, 11:59 PM (Ind Std Time)**
- **Due Date for Full-paper/ Case Paper Submission (by participants): 20-Jan-2023, 11:59PM**
- **Announcement of Research Paper/Case Accepted for Presentation (by organizers): 26-Jan-2023**
- **Intimation of Conference Bank Account Details to Registered Participants (by organizers): 26-Jan-2023**
- **Due Date for Making Registration Fee Payment in Conference Bank Account (by participants): 03-Feb-2023**
- **Conference Dates: 17 - 18 February 2023 (09 AM to 06 PM)**

## CONFERENCE VENUE

- **Institute of Management Studies and Research (IMSAR) / IHTM Conference Hall**
  **Maharshi Dayanand University, Rohtak, Haryana**
  Location of Conference Venue on Google Maps -    https://goo.gl/maps/SQ5PC877RtZ5497X8
- If in case, any unforeseen situation arises due to which offline mode conference venues become unavailable for conference organizers. Then in such case, the conference will be conducted through online mode (Webex platform) and new relevant information and weblink for participation will be shared with participants in advance.

## ONLINE FORM FOR REGISTRATION AND PAPER SUBMISSION

**Access Following Weblink for Making Registration and Full-paper Submission in Conference using Google Form (online) -**

https://docs.google.com/forms/d/e/1FAIpQLScwBhdu5lBXPskDPkvx66WY5iAVLot8pnL_CooWVMHq0KqKRQ/viewform?usp=pp_url

## ONLINE FEES PAYMENT FOR REGISTRATION

Relevant details of IMSAR Conference bank account will be shared through email (on 26 January 2023) with all the participants who successfully fill the registration form online. Participants will be required to pay registration fees in IMSAR Conference bank account and provide relevant information along with the payment proof document/image in fee verification form (google form online) that the organizers will email to participants on 26-Jan-2023.

## FOR QUERIES, CONTACT

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https://goo.gl/maps/SQ5PC877RtZ5497X8