



MAHARSHI DAYANAND UNIVERSITY, ROHTAK

(A State University established under Haryana Act No. 25 of 1975)

NAAC Accredited 'A' Grade



INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Organizes

NATIONAL CONFERENCE

on

T	Technology and Innovation	2024
R	Research and Development	
E	Entrepreneurship	
N	New Age Management	
D	Diversity and Social Inclusion	
S	Sustainable Development	



Hybrid Mode

08th-09th March, 2024

ABOUT UNIVERSITY



Maharshi Dayanand University, Rohtak, established in 1976 as a residential University to promote inter-disciplinary higher education and research with special emphasis on studies of environmental, ecological, and life sciences, is making rapid progress to emerge as a leading educational institution of the nation. Now it is a teaching-cum-affiliating university with a formidable track record in academics, research, literacy and cultural activities, and sports. Currently, there are 38 Post-Graduate Departments and 11 Faculties in the University. The territorial jurisdiction of the University extends to 10 districts of

Southern Haryana. Excellent standards of teaching and research, well-qualified faculty members, effective administrative functioning, congenial academic environment, pulsating campus life, key national and international linkages, timely holding of examinations and time-bound declaration of results, ample avenues for holistic development of personality of the students, a community-service approach, special emphasis on providing opportunities for students of rural background, girl students, and students from marginalized communities, administrative mechanism based on e-governance etc. are the salient features of this University. The overall progress made by the University in all fields resulted in the University receiving an 'A+' grade from NAAC in March 2019. University, with its large campus, provides excellent infrastructural facilities and necessary student support services, benefiting the students. We are all set to emerge as a pioneer University with overall excellence and global outlook and deep commitment towards social and community causes in times to come.

ABOUT INSTITUTE

Institute of Management Studies and Research (IMSAR) is one of the prestigious business management schools in north India. The focus is on thought leadership with in-depth knowledge of management education. IMSAR enjoys the privilege to be a founder part of one of the NAAC accredited 'A+' grade state Universities – Maharshi Dayanand University, Rohtak. The Institute is enriched with well-qualified and diversified faculty members which provide the advantage of a much wider view and deeper understanding. IMSAR offers three distinguished 2 Year MBA programmes, namely MBA (Business Economics), MBA (Honours), and MBA (General). In addition, IMSAR offers 5 Year Integrated MBA programme and Ph.D. programme. All programmes are full-time. The institute has adopted Choice Based Credit System for 2 Year MBA programmes. The approach to pedagogy blends industrial visits and research studies with a strong emphasis on issues relevant to societal transformation. Our alumni have been serving different spheres of society covering corporate world, administration, and politics. Many of them are successful entrepreneurs as well. Some IMSAR scholars have achieved competitive profiles and become faculty at top management schools.

ABOUT CONFERENCE

The "National Conference on TRENDS 2024" is an academic platform that brings together scholars, researchers, practitioners, and industry experts to explore and discuss the dynamic landscape of global business management. This conference serves as a crucible for the exchange of cutting-edge research, innovative ideas, and practical insights related to the challenges and trends shaping the global business environment. With a focus on fostering intellectual discourse, the conference aims to address key issues such as globalization, technological advancements, sustainable business practices, and the intricate interplay of cultural and economic factors in the international arena. Participants will have the opportunity to engage in interdisciplinary discussions, share their research findings, and gain valuable perspectives on navigating the complexities of contemporary global business. As a collaborative platform, this conference aspires to inspire meaningful dialogue and contribute to the collective knowledge that drives advancements in the field of global business management. Whether you are an academician, researcher, student, or industry professional, this conference provides an enriching environment to explore, learn, and connect with peers who share a passion for understanding and addressing the challenges and opportunities in the global business landscape.

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Participation in the Conference: All the participants need to register themselves using the Google Form-based Registration Form (Weblink and QR Code are provided on the Last page of the brochure). This conference will be conducted in hybrid mode (Offline Mode and Online Mode). Participants from long distance may join the conference through online mode. After registration participants will receive confirmation of paper acceptance and further all the confirmed participants will be required to make conference fee payment (Online Mode) in advance and link for payment will be shared via Email and WhatsApp group.

THEMES AND SUB-THEMES FOR THE CONFERENCE

1. Technology and Innovation

- Sub-theme 1: Digital Transformation
- Sub-theme 2: Emerging Technologies in Business
- Sub-theme 3: E-commerce and Online Business

2. Research & Development

- Sub-theme 1: Interdisciplinary Research in Business
- Sub-theme 2: Artificial Intelligence and Business
- Sub-theme 3: Industry 4.0

3. Entrepreneurship

- Sub-theme 1: Start-ups and Innovation
- Sub-theme 2: Global Entrepreneurial Ecosystems
- Sub-theme 3: Challenges and Opportunities for Entrepreneurs

4. New Age Management

- Sub-theme 1: Green Human Resource Management
- Sub-theme 2: Sustainable Supply Chain Management
- Sub-theme 3: Public Policy Management

5. Diversity and Social Inclusion

- Sub-theme 1: Talent Acquisition and Retention in Global Teams
- Sub-theme 2: Business and Social Inclusion
- Sub-theme 3: Equality, Diversity, and Inclusivity and Its Growth Implications

6. Sustainable Development

- Sub-theme 1: Transition to Green Economy: Benefits and Challenges
- Sub-theme 2: Economic Sustainability
- Sub-theme 3: Sustainable Development Goals and Business

PAPER 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 is allowed to participate in a maximum of total 3 research papers.

The research paper should be submitted in the format given below :

The 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.

- The abstract should be approximately 250-300 words and it must include the following: purpose of the 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.
- The title of the paper should be in font size 16 and should be centrally aligned.
- The 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.
- All submitted papers shall be subjected to scrutiny and plagiarism checks (maximum limit 10%). Participants 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).

Publication Opportunity and Awards

- Selected papers/cases will be considered for publication in the form of an edited book (with ISBN).
- The authors of the selected papers/cases whose research paper is selected for publication in a journal/ or edited book will be informed by the screening committee on 25th February 2024 via email.
- There will be no publication charges applicable for papers selected for publication in edited book.
- Best Paper Awards: Theme-wise best paper award (Six Themes and One for Online Mode)

IMPORTANT DATE

- Last date of registration: February 20, 2024
- Last Date of full paper Submission: February 25, 2024
- Acceptance of paper and conference fee submission by: February 29, 2024
- Conference Date: March 8-9, 2024

CONFERENCE FEES

- Rs. 1000 for Students
- Rs. 1500 for Research Scholars
- Rs. 2000 for Persons from Industry/Academics

Selected papers will be published in UGC Care listed and Peer Reviewed Journal.

NOTE

“ Paper will only be published by the confirmation of author/authors and separate fee for publication will be borne by author/authors themselves. ”

Registration Link



<https://forms.gle/3dKURNH21xVC9GXc6>



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