



जी. एन. आई. ओ. टी. प्रबंधन अध्ययन संस्थान  
**GNIOT INSTITUTE OF MANAGEMENT STUDIES**  
Approved by AICTE, Ministry of Education, Govt. of India | An ISO 9001:2015 Certified Management Institute

**INNOVATION  
SUSTAINABILITY  
TECHNOLOGY**

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Gimsinternationalconference@gmail.com  
Contact No. :- +91-6395392075 / +91-9958381196

For More Details Kindly Vist The Website:-  
<https://www.gims.net.in/first-international-conference.php>

# INTERNATIONAL CONFERENCE-2024

on

Future Trends in Business:  
Innovation, Sustainability, Technology  
and Growth (ICFTB-ISTG)

14th & 15th March, 2024  
(Thursday & Friday)



#CONFERENCE-2024

# International Conference ICFTB-ISTG

## About The Institute

Greater Noida Institute of Technology (GNIOT) was established by the visionary industrialist, Late Shri Krishan Lal Gupta, who has made notable contributions to business, academia, research, government, and society at large. GIMS, a part of GNIOT, offers the Post Graduate Diploma in Management (PGDM), which is approved by AICTE (All India Council for Technical Education) under the Ministry of Education, Government of India. Our program is also accredited by HLACT United Kingdom (UK). The PGDM at GIMS opens up a world of opportunities for students, emphasizing holistic development through an interdisciplinary approach to teaching, learning, and research. At GIMS, we strive to recognize and nurture the potential of each student, providing them with the best preparation and training to achieve their career aspirations and life goals. Our goal is not only to produce skilled professionals but also to cultivate responsible and worthy citizens who contribute to the progress and development of our great nation.

## About Research & Development Cell

Research Cell is an integral component of our institution, established with the primary objective of overseeing and facilitating research programs for both our esteemed faculty and aspiring students. Our commitment lies in fostering a culture of rigorous inquiry, evidence-based decision-making, and intellectual growth within the academic community. Within our institution, we have established the Research Club as a vibrant platform where students and researchers converge to collaborate on interdisciplinary projects. This collaborative approach not only enriches the learning experience but also nurtures a research-oriented mindset among our scholars. To support research activities, we provide access to a comprehensive array of resources. Our well-stocked library houses reputed journals, encyclopedias, and research publications, ensuring that our researchers have access to the latest academic insights. Additionally, we maintain a state-of-the-art computer lab, equipped with the necessary software and technology for conducting research effectively. We understand the critical role infrastructure plays in research endeavors.

## About The Conference

The International Conference on Future Trends in Business: Innovation, Sustainability, Technology, and Growth (ICFTB-ISTG, 2024) offer an exceptional global platform for the exchange of knowledge and accomplishments in the exploration of innovation, sustainability, technology, and growth. In today's ever-changing business environment, understanding these areas is vital to effectively navigate the challenges and seize the opportunities that arise. This conference welcomes contributions from both theoretical and practical perspectives across various disciplines in management and IT. It aims to facilitate discussions and the exchange of cutting edge developments among scholars and practitioners from academia and industry. We encourage the submission of articles that showcase research findings, projects, surveys, and industrial experiences, highlighting significant advancements in the fields of innovation, sustainability, technology, and growth.

## Call for Papers

We cordially invite authors to submit high-quality original papers on the theme of Future Trends in Business: Innovation, Sustainability, Technology and Growth (ICFTB-ISTG), specifically focusing on recent research and development in the field of Management & Technology. All submitted papers will undergo a rigorous peer-review process, ensuring the highest standards of quality and relevance. Accepted papers will be presented at the conference, and only those presented papers will be eligible for publication. This selective approach ensures that the published proceedings will feature the most valuable and impactful contributions from the conference. We encourage researchers and practitioners to share their innovative work and insights, contributing to the advancement of knowledge in the field of Business and Technology.

## Marketing

### Track - 1

Marketing Innovation  
E-Commerce: Planning & Execution  
Retailing  
Branding & Product Strategies  
Marketing strategy for Business  
Destination Marketing and Customer Engagement  
Entertainment Marketing  
Rural Marketing  
Buzz Marketing  
International Marketing  
Green/Eco-Centric Marketing  
Marketing Analytics  
Changing Context of Consumer Behavior  
Digital Marketing strategies  
Gamification Technologies Neuromarketing VR, AR, and Mixed Reality  
Marketing Automation Holistic Marketing

## OB & HRM

### Track - 2

HR Analytics  
Building Agile organizations Sustainable HR practices  
Strategic Recruitment  
People, Process and Performance  
Organizational Learning  
Spirituality in Organizations  
Talent & Career Management  
Stress management & Psychological Aspects of Workforce  
Employee Happiness  
Managing Diversity at Workplace  
Work-life balance  
Knowledge Management

## Finance

### Track - 3

Innovation in Financial Markets/Services  
Goods & Service Tax—Opportunities and Challenges  
Financial competitiveness  
Sustainable investment to earning Management  
Business Process Optimization  
Services Co creation Marketing  
Financial Informatics  
Managing Business Risk and Performances  
Green Finance / Green Accounting  
Internal Control and Auditing  
Digital Currency  
Fintech

## Operations & SCM

### Track - 4

Product design and commercialization  
Production planning and scheduling  
Service parts logistics and maintenance  
Product service systems  
Operations / supply chain strategy  
Sustainable production and logistics  
Purchasing / Procurement  
Inventory planning and control  
Warehousing & material handling  
Transportation management  
Distribution management  
Closed-loop supply chain  
Maritime logistics  
Airline logistics  
Retail & City logistics  
Management of logistics services  
Digital Supply Chain  
Industry 4.0 and its impacts to Supply Chain  
Information systems and technology  
Global supply chain  
Human factors in logistics and supply chain  
Supply chain & social responsibility  
Organization issues in logistics and supply chain  
Humanitarian / disaster relief supply chain  
Supply chain risk and uncertainty  
Agricultural supply chain  
Supply chain for project context  
Operations & SCM for Asian context  
Cost analysis in operations and logistics  
Pedagogical issues in SCM  
Research methodology in SCM  
Project Management  
Advances in Inventory Management  
Behavioral Operations Management

## Information Technology & Business Analytics

### Track - 5

Emerging trends in Information Technology and Business Analytics  
Blockchain the Future Technology  
Applications of Artificial Intelligence & Machine Learning  
Cloud Adoption & its applications  
Remote Management of Technology Infrastructure  
Emergence of Data Engineering and Data Technology  
Cyber bullying & Cyber Crime  
Internet Addiction  
Emerging IOT technologies  
Mining Fuzzy Analytics Applications

# Conference Tracks

## General Management & Interdisciplinary

Track - 6

Sustainable Development  
Leadership in risking diversity equity and inclusion in the hybrid work environment  
Airline logistics  
Role of creativity and innovation to rebuild & renovate  
Total Quality Control in businesses during crisis  
Economic growth and job creation  
Role of Communication in leading the change  
Strategic communication in the digital world  
Strategic inertia, turnaround and renewal strategies Innovation as a strategy  
Corporate Social Responsibility & Social Business  
Entrepreneurship for Innovation & Sustainability and business Re-engineering  
Artificial intelligence in Marketing  
Education Policy and Leadership  
Learner Engagement & social media

## Entrepreneurship & Innovation

Track - 7

Entrepreneurship  
Academic entrepreneurship  
The future of Entrepreneurship Education  
Entrepreneurial ecosystem  
Female Entrepreneurship  
Knowledge management and knowledge transfer in Entrepreneurial firms and SMEs  
Sustainable development goals and SMEs  
Entrepreneurial Mindset  
Entrepreneurship Skills for the future Open innovation  
Creativity for innovation  
Entrepreneurship and entrepreneurial ecosystem Entrepreneurship Ethics  
Entrepreneurship in the MSME Sector  
Innovation in Eco-Entrepreneurship  
Cultural and Social Orientations for Entrepreneurship Development  
Recent Trends in Entrepreneurship and Startups

## Economic Dimensions of Equality, Diversity And Inclusivity

Track - 8

Globalization: Economic Exclusion to Economic Inclusion  
Equality, Diversity and Inclusivity and Its Growth Implications  
International Migration, Ethnic Rights and Economic Development  
Socio-Economic Inclusion in 21st Century  
Human Resource Development and Human Capital Formation Cross National Economic Inequality and Groupings  
Role of Globalization and International Trade in Bridging Inequalities Demonetization  
Digital Economy  
GIG Economy

### Important Dates :

#### Abstract & Full Paper Submission

20<sup>th</sup> December, 2023

#### Notification For Paper Acceptance

10<sup>th</sup> January, 2024

#### Last Date of Registration

12<sup>th</sup> January, 2024

#### Review Time

30<sup>th</sup> January, 2024

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## Registration Fees (Per Paper)

Conference Fee	INR	USD
International/ National Academicians	1500	18
Research Scholar	1000	12
Participants	500	06
Industry Delegate	2500	03
Research Workshop Fee	INR	USD
International / National Academicians / Research Scholar/ Participants / Industry Delegate	1000	12
Poster Presentation Fee	INR	USD
Students & Participants	500	06
Research Workshop cum Conference fee	2000	24

## Programme Schedule

### Day - 1

Poster Presentation	09:45 AM - 12:00PM
Research Workshop session - I	12:00PM - 02:00PM
Research Workshop Session - II	02:30PM - 04:30PM

### Day - 2

Inaugural Session - I	10:00AM - 10:45AM
Technical Session	11:00AM - 02:30PM
Valedictory Session	03:00PM - 05:00PM

## Awards

1<sup>st</sup> -7k, 2<sup>nd</sup> -5k & 3rd-3k Position in Best Paper Presentation Category  
 1<sup>st</sup> - 5k , 2<sup>nd</sup> - 3k & 3rd- 2k Position in Best Poster Presenter Category  
 Certificate of Appreciation for Paper & Poster Presenters

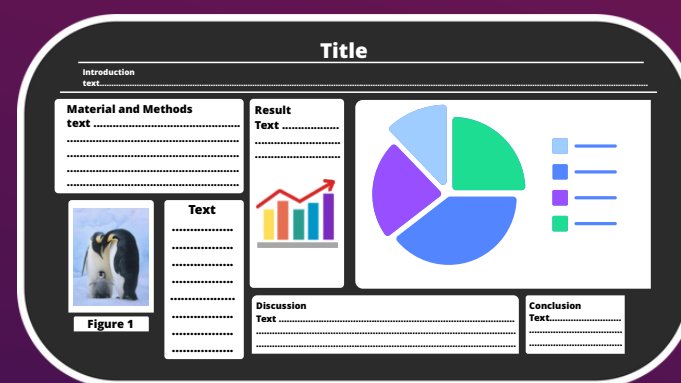
## Poster Presentation

Poster Gallery Exhibition during the Conference. For Registration of Participants and poster presentation, kindly click below:  
<https://forms.gle/DbZNPWspDN4QVR98>

## Poster Guidelines

### Elements of a Poster

- Your poster should include following elements:
  - Title With Author(s) name, affiliation and emails
- If your poster is a representation of a research study, then it shall include the following sections:
  - 1) Introduction or Objective
  - 2) Methods
  - 3) Result
  - 4) Conclusion/Discussion
  - 5) Acknowledgment (optional)



The font size of the body of your poster should be between 18-24 points font, depending on the content of the poster. Viewers should be able to read your smallest text from a few feet away. Do not use all uppercase letters for the title of body of the poster. Poster fee will be 500 for a team of Two.

## Paper Submission Guidelines

The manuscript should be prepared in the following format:

Title of the Paper, Name, Position, Affiliation, Contact No. & Email Id.

Abstract of not more than 500 words with 3-4 keywords at the end of Abstract.

Paper font size (12, Times New Roman, 1.5 line spacing)

Title of the Paper should be font size 14 & aligned.

Paper should be submitted in MS - Word as Doc or Docx.

All references should follow APA/IEEE style (8th edition) - <http://www.apastyle.org>

All Tables, Figures and Images should be properly numbered and have appropriate captions. Each of these items must be cited.

## Important Note To Authors

1. All Accepted and presented paper will be submitted for inclusion into Journal of Global Management Perspectives
2. Publication will depends on the quality and policy of the journals
3. Papers that are accepted must be presented at the Conference, either by the authors themselves, or via proxy. In case a paper is not presented at the conference, it shall be deemed a No-Show.
4. Selected paper will be published in Scopus/ABDC/UGC care journal. Authors have to pay the article processing fees if their paper is selected for Publication in mentioned Journals.

## Payment Details

### Bank Details for NEFT/Online Transfer:

Account Number	923020018609833
IFSC CODE	UTIB0001149
GNIOT Institute Of Management Studies	GIMS
Bank	AXIS BANK

### For Abstract and Paper submission click Here

<https://forms.gle/1iVf6CJwUZnGvvBg7>

### Registration Link

<https://forms.gle/eH8Cge9bAmVeWCDj9>

The registration Fee Includes :

Conference Kit | Tea and Lunch during Conference

### Chief Patron

Swadesh Kumar Singh

### Patron

Dr. Bhupender Kumar Som

### Conference Head

Dr. Anshika Rajvanshi

### Conference Conveners:

Dr. Md. Rashid | Ms. Prachi Pachaury

### Conference Co-convenor

Mr. Vibhanshu

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