

4th International Conference on **CONTEMPORARY ISSUES IN BUSINESS MANAGEMENT AND INFORMATION TECHNOLOGY** (CIBMIT 2024)

**THEME: BHARTIYA MODEL OF DEVELOPMENT:
RETHINK, REORIENT, AND REINVENT INDIA**

25th and
26th, April 2024
(Hybrid Mode)

Organised by:



AMITY
BUSINESS SCHOOL

Publication Partners:



Springer



ABOUT CIBMIT 2024

The great movement of India's independence was aimed at not only political freedom, but it was also a quest for **Selfhood**. The 75th independence speech of Prime Minister Shri Narendra Modi carried two important messages that needs to decolonise our mindset & entail to work on a **Bhartiya Model of Development**.

After independence, India's development was highly influenced by Socialism and then after with market driven Capitalism resulting in development which was modelled on western design because of which quest for selfhood was derailed and millions of Indians were left out of India's growth story. Only a selected group of people reaped the benefits, and a large section of Indians were left untouched with this development.

The Bhartiya Model of Development aims to redefine and transform the socioeconomic and technological fabric of India by fostering a comprehensive approach that emphasizes re-thinking existing paradigms, re-orienting policies and strategies, and reinventing India's

development trajectory. This model envisions a sustainable, inclusive, and self-reliant nation that addresses the unique challenges and aspirations of its diverse population.

It is about having a developed India, taking pride in our heritage and promote unity; and focus on our duties towards our nation. It strives to include everyone by ensuring their participation and by bringing the left-out masses into the mainstream of economic development. This will give way to an aspirational society with a capability and potential to show rest of the world a new model of development which is sustainable, brings greater equality and ends all kinds of conflicts.

The major goal of this International Conference is to bring together, Academicians, Corporate Delegates, Professionals, Researchers and Industrialists from all disciplines and streams to explore, exchange, deliberate, discuss required developmental changes regarding education, industry, social welfare, service sector etc. This will help unfold a roadmap by Re-think, Re-orient & Re-invent for the next 25 years to realise India's selfhood to make it a developed nation.



ABOUT AMITY UNIVERSITY, PATNA

Amity University Patna Bihar is a part of a 25-year-old renowned Amity Education Group, which has global presence and providing quality education and research across various disciplines. Amity University is ranked amongst the top 3% universities globally by QS-2018 ranking, set up with a vision to build the nation and the society by providing total, integrated, and trans-cultural quality of education and to be the global front runner in value education cum research and nurturing talent in which Modernity Blends with Tradition.

Amity Education Group, established under the aegis of Ritnand Balved Education Foundation (RBEF), a not-for-profit foundation, imparting education from Pre-nursery to Ph.D. Amity is India's leading education group wherein 175,000 students are pursuing over 250 programmes from nursery to Ph.D. in 12 Universities, 25 Pre-schools & Schools, 11 Global Campuses and 150+ institutions, thus offering all the advantages of an established group with rich experience. Amity University Patna is a State Private University passed by Government of Bihar in 2017 under Bihar private University act 2013 and a notification of the same in Bihar Gazette. The University had started its sessions with a passion to groom students as leaders who are not only thorough professionals as per dictates of the environment but also good human beings with

Values and Sanskars. Amity University Patna believes in gaining and sharing knowledge from all dimensions of academics, industry, and society. Currently, we are having eight departments/schools including Amity Business School at Amity University Patna and more than 1500 students pursuing various courses under these schools.

Amity Business School (ABS) is endeavouring to create a legacy of leadership, professional acumen, and excellence. The school strives to exceed the benchmarks of educational standards and constantly innovates in its processes and methodologies in Management Education. Eminent faculty, a research powerhouse, Industry based curriculum, Excellent Placements and constantly upgrading pedagogies are a few hallmarks of the school.

In fact, AUP focus on academic excellence, industry-oriented curriculum, and holistic development, it encourages students and faculty members to engage in research activities and provides necessary support for their projects. The university aims to contribute to the body of knowledge in various fields through research and publications. the university strives to nurture competent professionals and responsible citizens who can contribute meaningfully to society and nation.



CALL FOR PAPERS

The Conference Committee invites the academic and corporate fraternity to submit their articles and papers of the nature of research, conceptual paper, dissertation, book reviews and case studies. The suggested themes and their respective subthemes are summarised for the papers invited are:

- **Marketing Technology Trends and Innovation**

Digital Marketing Trends, Data-driven Marketing, Marketing Automation, Augmented Reality (AR) and Virtual Reality (VR) in Marketing, Content Marketing in the Digital Age, Customer Experience (CX) and Technology, Cybersecurity in Marketing, Blockchain in Marketing, E-commerce Platforms, content marketing, social media marketing, The Role of Digital Marketing in Sustainability, Metrics and Measurement of Sustainable Marketing Efforts.



- **Technology in HR and OB**

Digital Transformation in HRM, role of technology in Remote Work and Virtual Collaboration, Employee Experience (EX) and Technology, HR Analytics and Big Data, Artificial Intelligence in Recruitment, Learning and Development Technologies, Cybersecurity in HR, Digital Onboarding, Workplace Analytics, Remote Work Technology, HR Chatbots, Workforce Planning Software, Green HRM Practices,

- **Tecnological aspects of Finance and Economics**

Blockchain and Cryptocurrencies, Central Bank Digital Currencies, Algo Trading and high frequency trading, Cybersecurity in Finance, Fintech, Mobile Banking and Digital Payments, cloud computing in finance, Digital wallets, Robo-advisor, Sustainable Investing and ESG, Spotighting efforts to reduce inequality, poverty, Examining India's role and engagement in the global arena and its influence on international development cooperation.

- **Digital Transformation and Innovation**

Digital Transformation and Connectivity, Harnessing technology and digital innovations to bridge the digital divide and enhance access to services, Green IT and Energy Efficiency, Renewable Energy Integration in IT, E-waste Management and Recycling, Digital Transformation for Sustainability, IoT and Sustainability, Cloud Computing and Environmental Impact, Sustainable Software Development, Big Data for Sustainability, IT for Environmental Monitoring and Conservation, Eco-friendly IT Procurement and Supply Chain, Sustainability and Data Privacy, Smart Grids and Energy Management, Blockchain for Sustainable Supply Chains, IT Skills for Sustainability, Sustainable Digitalization.

KEYNOTE SPEAKERS & SESSION CHAIR

RESOURCE PERSON



Nitya Singh, PhD

Associate Professor, Department of Management, Perdue School of Business, Salisbury University, 1101 Camden Avenue, MD 21801



Chris Tisdell

Professor of Mathematics and Mathematical Education The University of New South Wales (UNSW) Sydney, 2052



Sandeep Poddar

Deputy Vice Chancellor (Research and Education) Lincoln University College, Malaysia

IMPORTANT DATES

Submission of Abstract:	by 23rd March 2024
Submission of full paper:	by 10th April 2024
Last date of registration:	21st April 2024
Date of Conference:	25th and 26th April 2024

WHO CAN APPLY?

The Program is open to the academicians, research scholars, industry personnel as well as students.

HOW TO APPLY?

The participants are requested to register through the following link (copy and paste in browser)

Registration link: <https://rb.gy/apv6j7>

Abstract Submission Link: <https://shorturl.at/rCT09>

Payment link: <https://www.amity.edu/nspg/CIBMIT2024>

Submit your full paper to: conference@ptn.amity.edu

For e-brochure and registration, participants can also visit the official website of Amity University, Patna: <https://amity.edu/Bihar/>

REGISTRATION FEE

If the paper is co-authored by more than one, all the authors need to be registered individually.

Participants	Registration Charges**
Students and Research Scholar	₹ 500
Academician	₹ 1000
Industry Experts	₹ 1500

**GST will be applied to registration fees for external Participants (those not affiliated with Amity University Patna).*

***Paid Accommodation support is available*

PUBLICATION

Selected articles will be published in Scopus Indexed Book Series by Springer (Springer Briefs) or Peer Reviewed Edited Book with ISBN as per the quality and scope of research paper.

**All the selected abstracts will be published in E-Souvenir.*

***Article processing charges will be applicable for **Springer Brief** edited book publication.*

BEST PAPER AWARD

Three best papers chosen by our panel will be awarded.

- First Best Paper Award: Rs. 5,000
- Second Best Paper Award: Rs. 3,000
- Third Best Paper Award: Rs. 2,000

** Presenters and participants will receive e-certificates only.*

GUIDELINES FOR ABSTRACT/ MANUSCRIPT SUBMISSION

Abstracts and keywords:

- Abstract of approximately 150-200 words and list of 6-10 keywords for each paper.
- Title of the Study
- Keywords: At least 6 keywords

**Abstract should be in Times New Roman, font size 12, and not be more than 200 words.*

FULL PAPER

- Manuscript length: 3000 to 6000 words, inclusive of figures, tables, equations, or other additional content.
- References should be provided at the end of each chapter, per standard Springer style.
- Index: optional; the default is not to include an index. If you are providing an index, by agreement with your publishing editor, it is highly recommended to use the indexing function in Word to identify index terms.

ABSTRACT AND FULL PAPER SUBMISSION

The participants need to submit their **Abstract** and the **Full Paper** to the e-mail address given below.

Abstract Submission Link: <https://shorturl.at/rCT09>

Submit your full paper to: conference@ptn.amity.edu

ORGANISING COMMITTEE

CHIEF PATRON:

Dr. Ashok K. Chauhan, Founder President, Amity Education Group

Dr. Atul Chauhan, Chancellor, Amity University

PATRON:

Dr. Vivekanand Pandey, Vice-Chancellor, Amity University, Patna

MENTOR (S):

Mr. U. Ramachandran, Sr. Vice President, Amity Education Group

Mr. Gauravh Gupta, Vice President, Amity Education Group

ADVISORY COMMITTEE:

Dr. Sushil Kumar, Deputy Examination Controller, Amity University, Patna

Dr. Navneet Kumar Yadav, Deputy Registrar, Amity University, Patna

CONVENER (S):

Dr. Chetna Priti, Assistant Director and Associate Professor, ABS, AUP

Dr. Fakhruddin Khan, Assistant Professor, ABS, AUP

CO-CONVENER (S):

Dr. Kishore Bhattacharjee, Assistant Director, ARC & Associate Professor, ABS, AUP

Dr. Rohit Kumar, Program Leader, PhD and Assistant Professor, ABS, AUP

Dr. Kamini, Assistant Professor, ABS, AUP

Dr. Ritesh Ravi, Assistant Professor, ABS, AUP

ORGANIZING COMMITTEE MEMBER (S):

Dr. Sachin Kumar, Associate Professor, ABS

Ms. Ritu Mishra, Assistant Professor, ABS

Dr. Sangya Pandey, Assistant Professor, ALS

Dr. Manisha Shrivastava, Assistant Professor, Program Leader, ASB

Dr. Shilpi Kumari, Assistant Professor, ASET

Dr. Lalita Kumari, Assistant Professor, ASET

Mr. Srikant Manubansh, Assistant Professor, French

Dr. Neetu Sinha, Assistant Professor, French



Address for Correspondence:

Amity University Patna

Bailey Road, Rupaspur, Patna - 801503, Bihar

Contact Details:

Dr. Chetna Priti: 9430286887

Dr. Fakhruddin Khan: 9334259673

E-Mail: conference@ptn.amity.edu

Institution Website: www.amity.edu/patna