



## **NATIONAL CONFERENCE (ONLINE) ON EMERGING TRENDS IN BUSINESS AND MANAGEMENT**

**June, 25-26 2022**

### **About the Department**

The Institute of Business Management is situated in the green locales on the outskirts of Kanpur city on the pleasant campus of Chhatrapati Shahu Ji Maharaj University (formerly Kanpur University). To meet the demand for trained management graduates in the light of ongoing liberalization and globalization Institute of Business Management was founded in the year 1991. The Institute has been conducting a two-year full-time post-graduate programme for Master of Business Administration (MBA-FT) since 1991. From the session 1999 to 2000, Institute offered BBA programme to provide a strong foundation for budding managers and serve as a stepping stone for an advanced MBA programme. Institute is running a PhD. Programme in Management since its inception. The approach at our Institute is transformational in nature. The Institute wants its students to become aware of the true meaning of life and how to live happily, think right and also how to think rightly. In tandem with a general focus on overall personality development at IBM, the students are encouraged to initiate and participate in a variety of co-curricular activities throughout their stay.

### **About the Conference:**

The First National Conference on Emerging Trends in Business and Management (NCBM-2022) will pioneer and be the discussion ground for innovative research results in the field of Business and Management. This conference is a prestigious event, organized to provide a platform for academicians, researchers, industrial participants, and students to share their research findings before a panel of experts. All full paper submissions will be peer-reviewed and will be evaluated based on the originality of ideas, methodology, sustainability, and relevancy in the field of business and management.

### **Online Registration Link : Tap on link**



<https://forms.gle/fJ2BVHhyH5efWJnF9>

### **Call for Papers**

*Original, unpublished papers related to the given areas are invited.*

### **Areas**

Papers are accepted in the following broad areas:

- Financial Management
- Marketing Management
- International Business
- Information Technology
- Operations Management
- International Finance
- Startups
- Disruptive Technologies
- CSR
- Human Resource
- Digital Currency
- Decision sciences
- Corporate Governance
- Knowledge Management
- Tourism Management
- Rural Management
- Green practices
- Social Work
- Microfinance
- Accounting Management
- Corporate Taxation

### **Important Dates :**

The last date for submission of the full paper is June 15, 2022

Notification about acceptance of full paper on June 20, 2022

### **Paper Submission Guidelines :**

The first page must include the title of the paper, name, affiliation, and contact details of the author. The second page must include the title of the paper, abstract, and keywords. The full-length paper must not exceed 4000 words (excluding references). The paper must be typed in MS-Word format, Times New Roman, 12 points, 1.5 space with margins of 1" on all sides. Citations and references must be written in APA style. Abstracts and full papers may be mailed at [encbm2022@gmail.com](mailto:encbm2022@gmail.com)

### **Publication Opportunity**

*Selected papers will be accepted for presentation /publication in an edited e-book with ISBN Number.*

### **Registration fees(Rs.)**

<b>Research Scholars\Students</b>	<b>600</b>
<b>Academicians</b>	<b>700</b>
<b>Industry Participants</b>	<b>800</b>

### **Mode of Payment of Registration Fees**

For IMPS/NEFT the bank details are as Under:

Bank Name: Union Bank of India

Account Name: FO, CSJMU

Account No.: 349501010130191

IFSC: UBIN0534951

Branch Name: Kalyanpur, Kanpur.

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Director and Head, CSJMU, Kanpur

Prof. Anshu Yadav

Dean, Projects and Consultancy, CSJMU,  
Kanpur

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*Honourable Vice Chancellor*

*CSJM University, Kanpur*

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MANAGEMENT**

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*School of Business Management*

**Chhatrapati Shahu Ji Maharaj University,**

**Kanpur, UP.**



### Contacts

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**Organised by:**

**School of Business Management,  
Chhatrapati Shahu Ji Maharaj  
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