

NATIONAL CONFERENCE (ONLINE) ON INNOVATIONS IN BUSINESS AND MANAGEMENT 22-23 August 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. From the session 2017-18, Institute offered B.Com (H) programme. Institute is running Ph.D. Programme in Management and Commerce. 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 Innovations in Business and Management (NCIBM-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://docs.google.com/forms/d/e/1FAIpQLScQKzwwT6Tid8nFJunnAVmbUeB-thhNYAxT62n65ybhBdTD7w/viewform?usp=sf_link

Call for Papers

Original, unpublished papers related to the given areas are invited.

Areas

Papers are accepted in the following broad areas:

New Ideas of Business	Financial Management
Startups	Human Resource
Organizational Change	Network/Pyramidal Marketing
Inventory Management	Green and Sustainable Technologies
Marketing Management	Digital Currency
International Business	Corporate Governance
Information Technology	Knowledge Management
Operations Management	Tourism Management
International Finance	Rural Management
Corporate Social Responsibilities	Disruptive Technologies
Green practices	Social Work
Microfinance	Accounting Management

Important Dates:

The last date for submission of the full paper is August 10, 2022

Notification about acceptance of full paper on August 15, 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. Maximum three authors are allowed in a paper and only the first author needs to register and pay fees. Abstracts and full papers may be mailed at ncibm2022@gmail.com

Publication Opportunity

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

Registration fees (Rs.)

Research Scholars\Students	500
Academicians	600
Industry Participants	700

Only first author has to register and pay above fees.

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.

Advisory Chair

Prof. Anshu Yadav, Dean, Projects and Consultancy, CSJMU, Kanpur

Advisory Committee

Prof. Mukesh Ranga, Professor
Prof. Suvijna Awasthi, Professor
Dr. Mridulesh Singh, Associate Professor
Dr. Sudesh Srivastava, Associate Professor
Dr. Prabhat Dwivedi, Associate Professor
Mr. Sudhir Verma, Assistant Professor
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Co-conveners

Mansi Bajpai, Pallavi Mishra, Rahul Agarwal, P.N. Pandey, Dr. Najmi Shabbir

Convener

Prof. Sudhansu Pandiya, Dean & Director, School of Business Management, CSJMU, Kanpur.
Dr. Mayank Jindal, Assistant Professor, School of Business Management, CSJMU, Kanpur.



Patron

Prof. Vinay Kumar Pathak

*Honorable Vice Chancellor, CSJM University,
Kanpur*

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AND MANAGEMENT**

22-23 August 2022



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 University,
Kanpur, UP.**