

NATIONAL CONFERENCE (ONLINE) ON

Contribution of MSME Sector towards Growth of 5-trillion Indian Economy

10 - 11 January 2023

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:

National Conference (Online) on Contribution of MSME Sector towards Growth of 5-trillion Indian Economy (MSMECONFERENCE-2023) will pioneer and be the discussion ground for innovative research results in the field of MSME. 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/1FAIpQLSehChkZU4iJS7duwRRlqgZMY3wRoLrOQhVI422ufZtU2HAgVg/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Original, unpublished papers related to the given areas are invited.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:

Micro Enterprises and Micro Enterprises Industry	MSME & Rural and Urban Marketing
Small Enterprises and Small Enterprises Industry	MSME & Business Development
Medium Enterprises and Medium Enterprises Industry	MSME & National and International Trade
MSME & Financial Markets	MSME & Business Reforms
MSME & Derivatives and Risk Management	MSME & Evolution of technology in Financial Markets
MSME & Corporate Finance	MSME & Digital asset pricing, trading, mechanism design, and smart contracts
MSME & International Finance	MSME & Innovation in credit loans and risk genes
MSME & Microfinance	MSME & Digital financial products
MSME & Banking and	Other Topics Related to Micro, Small & Medium

Financial Institutions	Enterprises Industry
MSME & Green Banking	MSME & Digital Marketing

Important Dates:

The last date for submission of the Abstract/full paper is December 20, 2022

Notification about acceptance of the full paper will be sent on or before December 25, 2022.

Registration last date is December 31, 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 msmecon2023@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. Sudhansu Pandiya, Dean & Director, School of Business Management, CSJMU, Kanpur.

Advisory Committee

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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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towards Growth of 5-trillion**

Indian Economy

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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 University,
Kanpur, UP.**