Publication Opportunities

✍ All the accepted papers will be given opportunity to be published in Bizcraft: Journal of Faculty of Management Science, A Peer Reviewed Journal (ISSN 2231-0231) Vol.-14, No.-1.

About the Institution

Shri Ram Murti Smarak a public charitable Trust (Reg.) was established in the year 1990. Apart from serving the community through healthcare and social endeavors, the primary objective of the Trust is to provide and promote education and research in the field of Engineering & Technology, Medicine, Humanities, Management, Law, Nursing & Paramedical Science. Shri Ram Murti Smarak College of Engineering & Technology, Bareilly is a self-financed institute managed and run by SRMS Trust, Bareilly. It was founded in 1996 and has an independent residential campus spread over 35 acres of land with all amenities. The college has demonstrated perennial evidence of merit and quality by achieving a respectable position among all parallel private and government colleges of Dr. A.P.J. Abdul Kalam Technical University, Lucknow (UP). It is developing by leaps and bounds in terms of infrastructural facilities and human capital not only to fulfill the requirements of the current technological status but also to set itself as teaching and research center of eminence in future.

About the Departments

Department of MBA and MCA, Shri Ram Murti Smarak College of Engineering of Technology, Bareilly with its glorious legacy in Management and Technical Education has successfully contributed in the multidimensional development of future professionals with a clear focus on positive thinking and self-confidence to cope with the transformation, challenge, and qualms of corporate life.

The distinctive research and course modules in both the programs are designed by the experts from academia and industry members to provide a competitive edge to the students. They are aimed to provide academic environment parallel to the best institutions of India and ranked very high in various surveys.

About UN Global Compact Network India

Global Compact Network India is the first Local Network in the world to be established with full legal recognition. It, also as a country level platform for businesses, civil organisations, public and private sector, aids in aligning stakeholders' responsible practices towards the Ten Universally Accepted Principles of UNGC in the areas of Human Rights, Labour, Environment and Anti - corruption, broad goals including Sustainable Development Goals and other key sister initiatives of the United Nations and its systems. At present, the India Network ranks among the top 10, out of more than 90 Local Networks in the world. It has also emerged as the largest corporate sustainability initiative in India and globally with a pan India membership of 345 leading business and non-business participants and 280 signatories, strengthening their commitment to the Global Compact Principles by becoming proud members of the Local Network in India.

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Paper Submission
Conference Link
eicbi@srmscet.edu
http://www.srms.ac.in/eicbi/

SRMS
Shri Ram Murti Smarak
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UN GLOBAL COMPACT
Network India

SRMS

3rd INTERNATIONAL CONFERENCE
(Hybrid Mode)

Emerging Issues on Contemporary Business Practices in the Era of Intelligence (EICBI)
(Sustainable Economic Development through Technological Transformation)

26 February, 2022

Department of MBA and MCA
Shri Ram Murti Smarak
College of Engineering & Technology, Bareilly (U.P.)
In association with
UN Global Compact Network India
&
Dr. A.P.J. Abdul Kalam Technical University, Lucknow

About the Conference

In the era of intelligence, the approach of doing business has been transformed significantly, which has led to many challenges and opportunities in the field of Business Management such as Marketing, Human Resource, Finance, Operations, International business and Information technology. The ongoing wave of Information Technology has elevated business practices and allied disciplines such as Business Analytics, Cloud Computing, Artificial Intelligence, Machine Learning and inter disciplinary areas. Digitalization has also revolutionized the working styles of business entities which open the doors for researchers to think of business related issues and contemplate on the challenges emerging out of that. So, a common platform in the form of conference is required to concentrate on these emerging issues.

The Conference aims to bring together leading academicians, researchers and industry professionals to exchange and share their experiences and research outcomes on all aspects discussed above. The conference will highlight on the dimensions and accessibility for existing business ventures and investigates how they will shape future business opportunities. Moreover, it will bring an exploratory insight on the best practices in the era of innovation and novelty. It also provides an interdisciplinary platform for stakeholders to present and deliberate the most recent innovations, trends, and concerns as well as emerging challenges encountered and solutions adopted in their respective discipline.

Call for Papers

Themes and Sub Themes (but not limited to)

Marketing Management:
- Digital Marketing, Marketing Analytics
- Environmental Marketing, Rural Marketing
- Sales Management, B2B Marketing, Consumer Behavior
- Retailing & Service Marketing, Branding and Destination Imaging

Finance Management:
- Corporate Finance, Corporate Governance
- Micro-finance, Participatory Finance
- Risk Management and Internal Control
- Asset Management, Credit Risk Modeling and Management
- International Financial Reporting Standards, GAAP

Operations Management:
- Supply Chain Management
- Service & Inventory Management, Chain Analytics
- Quality Control and Six Sigma
- Behavioral Operations Management, Sustainable Operations Management

Human Resource Management:
- Strategic HRM, Talent Acquisition and Management
- Performance and Compensation Management
- Employee Relations, Industrial Relations, Culture and Diversity
- HR Analytics

International Business:
- International Trade and Policy Framework, International Business Environment
- International Negotiations, Global Trade Relations
- International Financial Risk Management
- Cross-Border Strategy, Models of Multinational Firm Strategies.

Information Technology Management:
- Management Information Systems, Green Technologies
- E-Commerce, ERP, EDI, Big Data
- IPR in IT, Public Policy Issues In IT
- Technology Adoption & Diffusion, Internet of Things & Industry 4.0

Networking
- Ad Hoc, Sensor
- Fog and High Performance Computing
- Block Chain Systems, Cryptography
- Heterogeneous Computing Models and Systems
- Intelligent Systems, Embedded Systems, Robotics and VLSI
- Next Generation Internet, System Security, Trust and Privacy
- 5G Communication, Smart Phones and Security

Artificial Intelligence:
- Artificial Intelligence & Machine Learning in Diverse Streams
- Artificial Intelligence for Voice, Image & Speech Recognition
- Artificial Intelligence and Expert Systems, NLP and Text Analytics

Software Engineering
- Software Testing
- OOSE, Software Quality
- Software Reliability

Guidelines for Author

- The paper should have a cover page giving the title, author's name, complete address, telephone number and email of all the authors. Correspondence will be sent to the first named author unless otherwise indicated.
- The second page should contain the title and an abstract of maximum 200 words including up to five key words about the paper.
- The second page should not include the author's name. The paper should begin from the third page.
- Full papers should not exceed 5000 words (including references).
- The paper should be submitted in MS Word format with Margins-2.5 cm/1inch, Font- Times New Roman, Font size-12 points for text and 14 points for headings, Spacing-1.5.
- References should be arranged in alphabetically as per APA guidelines.
- The paper needs to be free from any sort of plagiarism.

Important Dates

Conference Date	:	26 February, 2022
Full paper submission	:	10 February, 2022
Notification of Acceptance	:	15 February, 2022
Registration Deadline	:	20 February, 2022
Venue	:	SRMSCET, Bareilly
Mode	:	Online

Payment Mode:

Demand draft in favor of Engineering SRMSCET payable at Bareilly (UP)

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Account Name	:	Engineering SRMSCET
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Registration Details

	Participants from India	Participants from abroad
Academicians /Students / Research Scholars	750 INR	US $ 100
Corporate/ Industry Person	1500 INR	US $ 150

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