

International Conference

on

Role of ICT in Management and Business: Practices, Trends and Prospects (ICRIMB-2022)

25th & 26th March, 2022

Organized by

Institute of Information Technology & Management

Accredited Grade "A" by NAAC & Approved by AICTE

Affiliated to Guru Gobind Singh Indraprastha University, New Delhi

CALL FOR PAPERS

The prospective authors are invited to contribute their high quality, copyright protected, original papers (Plagiarism Free) which have not been submitted earlier anywhere else.

The conference will be organized in hybrid mode. They are requested to submit their paper via EasyChair.

EasyChair link: <https://easychair.org/conferences/?conf=icrimb2022>

PAPER PUBLICATIONS

The conference proceedings will be published in Apple Academic Press, Wiley and the extended version of selected papers will be recommended for publication in SCOPUS Indexed Journals.

TRACKS

- 1 Human Resource Management
- 2 FinTech in Modern Finance
- 3 ICT and Marketing Management
- 4 Entrepreneurship & Innovation
- 5 Operations Management & Information System
- 6 Management and Sustainable Business

IMPORTANT DATES

Submission of Abstract: November 20, 2021

Submission of Paper: December 20, 2021

Registration by: February 25, 2022

KEYNOTE SPEAKERS



Prof. (Dr.) K. K. Aggarwal
Chairman, NBA and Founder
Vice Chancellor, GGSIP
University, Delhi, India



Prof. (Dr.) Marcin Paprzycki
System Research Institute,
Polish Academy of Sciences,
Poland



Prof. (Dr.) P. S. Grover
Retd. Professor,
University of Delhi,
Delhi, India



Prof. (Dr.) Bhuvan Unhelkar
University of South Florida
Sarasota-Manatee Campus,
USA



Prof. (Dr.) A. K. Saini
Dean, USMS,
GGSIP University
Delhi, India



Prof. (Dr.) Vikas Kumar
Director of Research,
University of the West of England,
U. K.



Prof. (Dr.) Arpan Kumar Kar
DMS, IIT Delhi
Delhi, India



Prof. (Dr.) Pao-Ann Hsiung
National Chung Cheng
University, Taiwan



Prof. (Dr.) Amit Prakash Singh
Professor, USIGT,
GGSIP University, Delhi, India

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A

**Institute of Information Technology & Management
Guru Gobind Singh Indraprastha University, New Delhi**

Event Name:- International Conference on "Industries 4.0 and Key Drivers of Sustainability in Amrit Kaal"

The Universities are requested to share the activity report in the format given below.

Name of the Activity:	"International Conference on "Industries 4.0 and Key Drivers of Sustainability in Amrit Kaal "		
Theme of the Activity:	Inaugural of Conference		
Activity Date(s):	28.04.2023	No. of Participants:	150
Brief Description of the Activity:			
<p>The event commenced with Lamp lighting and Saraswati Vandana performance. The event was an International conference to elicit the importance of Key Drivers in sustainability .The conference aimed to identify and create awareness on transformation of India through digitalization, sustainable development and inclusiveness at economic, social and political levels in Amrit Kaal. The key intentions of IKSAC-2023 is to provide the opportunity to academicians, researchers, industrialists and stakeholders from different parts of the world to share their ideas, knowledge and experiences on an explicit platform. The keynote speakers highlighted the importance of safe climate , Green Innovation, emerging opportunities and challenges in sustainability</p>			
Brief Description of Participants(like industry experts, students, faculty, etc):			
<p>Prof.(Dr.)Rachita Rana Director IITM-commenced the session with her inaugural speech by highlighting the impact and importance of sustainability and future opportunities and challenges. Prof.(Dr.) Vandana Raghava (Organizing Chair) illustrated about IKDSAK and its relevance in today's scenario and future prospects of sustainability along with making sustainability a quintessential for future aspects.</p> <p>Prof. G. S Saun, Chief Guest. (Consultant, Former Director and Senior researcher of ICSR- He presented about the history of the Industrial Revolution, benefits of automation,and adverse effects on social and human skills and values. Further he stated a resolution on sustainability in 2017 at the UN. The purpose of resolution was to ensure the abundance of resources for both developed and developing countries.</p> <p>Keynote Speaker 1. Prof. (Dr.) Deepak Tandon - IMI New Delhi emphasized on Faster and smarter sustainability, venture capitalists cyber systems. He quoted that Industrial 4.0 must emphasize on safety standards, no money laundering, and Fintech strategies. Besides this e waste management and sustainable climate was also embarked during his address.</p>			

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Keynote Speaker 2 Mr Vijay Gupta, IAS (Retd.) ex. Jt DG Min. of Defence, Govt. of India, presented in an interactive manner about the sustainability and shed light on how human being's replicate kumbhakarna and consume food, in another example he showcased a cheetah resting on a pole instead of a tree due to insufficient environmental resources and deforestation, his interaction with students was impeccable as students were spellbound with the knowledge imparted.

Keynote speaker 3. Prof. (Dr.) hab.iz, Joanna Plaiszkiewicz director of Management Institute, University of Poland - She presented a paper in a virtual manner on "Leadership, Trust and Knowledge Management". She vouched for the importance of leadership, trust and knowledge management. She illustrated with examples on "How to Build Trust" and on constructs of Trust.

Keynote speaker 4 Mr J.S Kamyotra, former member of (MOEF) Being an honorary member from central Pollution control department he shed light on optimum utilization of resources and Pollution acts. He also stated that after the Stockholm conference environmentalists felt the need for the Environment Act and came into existence after the Bhopal Gas Tragedy. He also talked about the importance of the Air and Water act 1974.

The session encapsulated with Vote of Thanks by Prof. (Dr.) Gopal Singh Latwal - IITM, he extended his gratitude to all the dignitaries who graced the session with their presence.

Share Weblink of social media posts of the Activity(tag Delhi Government, DTTE& DHE and use relevant hashtags):

Twitter:

Facebook:

https://m.facebook.com/story.php?story_fbid=pfbid0Byd8nKsZidJdS7hnMiBKMTuQ9xAhwhud7D4ZkXYSEWCpbjjsVZNaXF4EjsDN4vNl&id=100063838242786&mibextid=Nif5oz

Instagram:

Video Link

<https://drive.google.com/drive/u/0/my-drive>
<https://drive.google.com/drive/folders/0AJ554YHIZ56HTUk9PVA>

Others:

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Name of the Activity:	"International Conference on "Industries 4.0 and Key Drivers of Sustainability in Amrit Kaal " Technical session 1		
Theme of the Activity:	Management		
Activity Date(s):	29.04.2023	No. of Participants:	100

Brief Description of the Activity:

The event commenced with Lamp lighting and Saraswati Vandana performance. The event was an International conference to elicit the importance of Key Drivers in sustainability .The conference aimed to identify and create awareness on transformation of India through digitalization, sustainable development and inclusiveness at economic, social and political levels in Amrit Kaal. The key intentions of IKSAAK-2023 is to provide the opportunity to academicians, researchers, industrialists and stakeholders from different parts of the world to share their ideas, knowledge and experiences on an explicit platform. The keynote speakers highlighted the importance of safe climate , Green Innovation, emerging opportunities and challenges in sustainability

Brief Description of Participants(like industry experts, students, faculty, etc):

Prof.(Dr) Rehsma Nasreen, Jamia Hamdard and Prof. Dr. Deepika Arora, IITMAjay Kumar and Dr Vikas Bharara Graced the chair and enlightened the participants on the theme of the Conference. The Paper 1 Green Financial Practices:A Path for Achieving Sustainable Development Goals (SDGs) A Study on Marketing strategic Case Study on Relaxo was authored by Kunika Rana, Vanshika Saxena, Naman Dutt and Dr. Vikas Bharara. Samikha and Kumkum Pal The paper highlighted upon the concept & importance of Green Finance. The paper discussed recent government policies to promote Green Finance. Further, the paper discussed the limited knowledge about financing options, Limited technical expertise within companies, inadequate policy support for commercialization of new technology, uncertainty about government policies as challenges to green financial practices. The paper concluded by emphasizing on the need to explore green financing opportunities in developing countries, identify boundaries of public & private sector involvement in green financing, research on green innovation & risk return trade-offs, and the need to investigate the effect of regulations on green businesses & activities. The Paper 2 :- An empirical Research on Competency Mapping with particular Regard to ASSA Abloy-A study on conceptual framework of Metaverse in India and its awareness among users by Jahanvi Dr. Preeti Sharma & Dr. Kirti Dang longani. The Paper highlighted the concept of competency mapping, objectives of the study & results of the discussions. The paper also discussed the methodology of the study & scope of the study.

The paper 3 :- Perceived Stress among University Students in the shadow of the covid -19 in New Delhi Atmainbhar Bharat:- A way towards sustainability towards automobile sector- - By Ms. Babita & Prof. Dr Gopal Singh Latwal. Highlighting about the stress and stressors in the new normal amongst the Students. Parul Sharma , Dr Anshu Bhardwaj

The paper 4:- Role of higher education in sustainability by Ms. Sunakshi & Mr Gautam Kumar.

Social enterprises in India and inclusive development:- An exploratory Study- Ms. Rachita Arora

The Paper 5 "Navigating the Risks and Challenges of Artificial Intelligence in HR: A Review of Empirical Studies" was authored by Dr. Latika Malhotra, Dr. Madhu Ruhil, & Ms. Saguna Khajuria. The paper enlightened upon the human capital implications of Artificial Intelligence. The paper

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Name of the Activity:	"International Conference on "Industries 4.0 and Key Drivers of Sustainability in Amrit Kaal " Technical session I		
Theme of the Activity:	Management		
Activity Date(s):	29.04.2023	No. of Participants:	100

Brief Description of the Activity:
 The event commenced with Lamp lighting and Saraswati Vandana performance. The event was an International conference to elicit the importance of Key Drivers in sustainability .The conference aimed to identify and create awareness on transformation of India through digitalization, sustainable development and inclusiveness at economic, social and political levels in Amrit Kaal. The key intentions of IKSAAK-2023 is to provide the opportunity to academicians, researchers, industrialists and stakeholders from different parts of the world to share their ideas, knowledge and experiences on an explicit platform. The keynote speakers highlighted the importance of safe climate , Green Innovation, emerging opportunities and challenges in sustainability

Brief Description of Participants(like industry experts, students, faculty, etc):
 discussed the Positive and negative impact of Artificial Intelligence on job creation. The presentation ended with recommendations & limitations of the studChallenges in achieving sustainable development Goals In India- An Overview. by Dr Gopal Singh Latwal, Dr. Vikas Bharara.

The Paper 6. "Future of cryptocurrency in India: A Path for Achieving Sustainable Development Goals (SDGs)" was authored by Ms. Aditi Methi & Ms. Shalini Girdhar. The paper highlighted the concept of cryptocurrency & its regulations in India. The paper also discussed the challenges & opportunities of cryptocurrency in India.Green Marketing practices a study of selected FMCG

The paper 7. "Green Finance in India: Importance, Growth and Challenges" was authored by Ms. Manisha. The paper highlighted the concept of Green Finance & its relevance in achieving sustainability. It also discussed the various instruments of green

financing.Besides this, various challenges to the development of green financing were discussed and results were summarized..

The paper 8. "'Indian Stock Market and Impact of Equity Shares on the Performance of few SBI Mutual Fund Schemes: A Case Study". The paper presented on the participants of Stock market & Impact of Equity Shares on SBI Small Cap Fund, SBI Large and Mid Cap Fund, & SBI Long Term Equity Fund.

The paper 9. "Emergence of Financial Technology" Was authored by Dr. Suresh Kumar pattanayak & Dr. Payal Sharma Dubey The paper discussed the evolution & major disruptions in FinTech, and Role of Artificial Intelligence in FinTech Industry.

The paper 10. "Corporate Social responsibility and its influence on the marketing of a company: A critical Analysis on TATA Steel" Was Authored by Insha Mohamed Arif & Dr. Jogi Mathew. The paper discussed the Introduction of CSR and Explanation of How CSR gives businesses a Glowing reputation. Importance of CSR in marketing, How CSR in marketing works, introduction of TATA Steel and CSR ,CSR Activities of TATA company.

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Name of the Activity:	"International Conference on "Industries 4.0 and Key Drivers of Sustainability in Amrit Kaal " Technical session 1		
Theme of the Activity:	Management		
Activity Date(s):	29.04.2023	No. of Participants:	100
Brief Description of the Activity:			
<p>The event commenced with Lamp lighting and Saraswati Vandana performance. The event was an International conference to elicit the importance of Key Drivers in sustainability .The conference aimed to identify and create awareness on transformation of India through digitalization, sustainable development and inclusiveness at economic, social and political levels in Amrit Kaal. The key intentions of IKSAAK-2023 is to provide the opportunity to academicians, researchers, industrialists and stakeholders from different parts of the world to share their ideas, knowledge and experiences on an explicit platform. The keynote speakers highlighted the importance of safe climate , Green Innovation, emerging opportunities and challenges in sustainability</p>			
Brief Description of Participants(like industry experts, students, faculty, etc):			
<p>Prof. (Dr.) Sudhir Kumar Sharma, IITM and Prof. Dr. Vishal Kahtri, BITT graced the chair and enlightened the participants on the theme of the Conference.</p>			

Name of the Activity:	"International Conference on "Industries 4.0 and Key Drivers of Sustainability in Amrit Kaal " Technical session 2		
Theme of the Activity:	Management		
Activity Date(s):	29.04.2023	No. of Participants:	50
Brief Description of the Activity:			
<p>The session commenced with the floral welcome of the session chairs Pof.(Dr.) Sudhir Kumar Sharma and Dr. Vishal Kahtri. Various papers were presented by academicians and research scholars related to Industry 4.0 particularly the role of artificial intelligence and machine-learning.</p>			
Brief Description of Participants(like industry experts, students, faculty, etc):			
<p>Prof.(Dr) Sudhir Sharma, IITM and Prof. Dr. Vishal Kahtr, BITT graced the chair and enlightened the participants on the theme of the Conference.</p>			
<p>The Paper 1 Numerical Investigation for evaluating the wind effects on High-Rise buildings having varying cross sectional shape by Pawan Prakash, Deepak Sharma and Ritu Raj. The paper explained how tall buildings are more prone to wind load and are resistant to earthquakes. The objective of the paper was to conduct numerical investigations using ANSYS 2022 R1 software</p>			

and obtain precise and accurate data on the pressure coefficient and drag coefficient for the particular shape of the structure.

The Paper 2 :- Introduction to Movie recommender system by Vivek Sharma, Sudhir K Sharma. The speaker's paper highlighted the differences in conventional computing and AI based computing, where the former is more data centric and algorithmic which is platform independent whereas the AI based computing is more knowledge centric and uses a searching approach to solve problems in real time. It also helps in identification, encoding and processing. The paper also explained regression prediction and recommender systems.

The paper 3:- An analysis of the requirements for network security and communication technology for various smart grid applications by Ms. Ruchika and Ms. Suman. Wireless smart grid systems are an absolute necessity for properly supporting a wide variety of SG. The paper described how the use of the smart-grid technology can be made effective through the utilization of 2-way communications. The paper concluded that the AI- based classifiers achieved 98% accuracy.

The Paper 4 CFD ANALYSIS FOR WIND FLOW CHARACTERISTICS OF VARIOUS FACADES IN A H-SHAPED TALL BUILDING USING ANSYS CFX discussed by Shashwat Vashistha and Deepak Sharma Ritu Raj Ahirwar. The paper enlightened upon the fact that multi-storey and high-rise buildings are the main types of buildings in urban areas. The effect of wind load on high-rise buildings is of great interest in terms of the resulting aerodynamic fluctuations. The objective of the Study is to examine the interference effect between two H-Shaped high-rise buildings under wind load using CFD simulations.

The paper 5. Role of Artificial Intelligence in creating excellence in entrepreneurship: A literature review was authored by Kumar Gaurav, Jogeswar Mahato. The paper highlighted the important role played by AI in business sustainability in the emerging technological era. It emphasized on the role of AI in marketing and sales in how organizations are increasingly using SEO techniques.

The paper 6, Speech Emotion recognition system using Machine Learning authored by Subhajit Tarafder, Ritik Goyal, Isha agrahari, Jyoti Bharti was an experimental study on the efficiency of emotional recognition systems.

The presenter tried to explain the important role played by emotions in human life. The paper's dataset described RAVDEES and IEMOCAP which throws light on 20 voices of 7 different emotions and 9 different emotions (happy, sad, neutral, etc) respectively. The literature review was divided into classifier, class and accuracy of different studies presented in the field. The paper concluded that the average rate accuracy of the four combined emotions was more than 80% .

Name of the Activity:	"International Conference on "Industries 4.0 and Key Drivers of Sustainability in Amrit Kaal " Technical session 3		
Theme of the Activity:	Management		
Activity Date(s):	28.04.2023	No. of Participants:	26
Brief Description of the Activity:			

The event commenced with Lamp lighting and Saraswati Vandana performance. The event was an international conference to elicit the importance of Key Drivers in sustainability. The conference aimed to identify and create awareness on transformation of India through digitalization, sustainable development and inclusiveness at economic, social and political levels in Amrit Kaal. The key intentions of IKSAAK-2023 is to provide the opportunity to academicians, researchers, industrialists and stakeholders from different parts of the world to share their ideas, knowledge and experiences on an explicit platform. The keynote speakers highlighted the importance of safe climate, Green Innovation, emerging opportunities and challenges in sustainability.

Brief Description of Participants (like industry experts, students, faculty, etc):

Prof. (Dr) Gopal Singh Latwal & (Dr) Ramandeep Kaur, IITM Graced the chair and enlightened the participants on the theme of the Conference.

The Paper 1 "A Study on employability among graduates in IT sectors in India". was Authored by Aeleen Kaur, Pratham Vadhwa, Prashant Tripathi. The paper highlighted upon the concept of lack of necessary skills required to meet the growing demands, brief about the IT Sector & Advantages of IT Industry in India, The contemporary situation of Indian IT Sector. The competency situation of GRADUATES & Some recommendations on how graduates should upskill their skills and learn new technologies etc. conclusion.

The Paper 2 :- "Motivating people at workplace - Case Study Of Infosys" by Jasmine Arora & Manan Ghambir & Aditi Mishra. The Paper highlighted the concept of What is Motivation, Motivational Theories, About Infosys & Motivational Strategies By Infosys. And conclusion.

The paper 3 :- Enhancing Job Performance Through Emotional Intelligence - A study of salesperson". By Dr. Sapna Rana & Mr. Raghav Jain. The Paper Highlighting about the Research Methodology like sampling Procedure, Data Analysis and Results & Model Fit Indicates, Results of SEM Cont., and conclusion.

The Paper 4 A study on Conceptual Framework of Metaverse In India and its Awareness Among Users by Dr Deepika and Dr Sunita Ravi (Presented by Jhanvi, BBA student) - Challenges faced due to tremendous scope of metaverse A survey was done on the young generations about awareness on metaverse

The Paper 5 "Shifting from Quantity To Quality Education For Everyone - To Achieve SDG 4 in India" was authored by Ms. Komal Goyal & Bharti Thakur. The paper enlightened upon the Shifting from quantity to quality education in India, About SDG 4 - A Glimpse & The SDGs Four main Goals, About Education Function, % of total students enroll in schools all over India. And findings of the ASER Report 2022, Environment of schools Conclusion.

The Paper 6 "Impact of influencer marketing on consumer buying behavior with respect to beauty products - A study of Gen Z ", Was authored by Aditi Aggarwal & Dr. kiran varzirani. The paper highlighted the concept of the influence of social media, beauty influence of the Indian consumer, objective of the study and research design. The paper also discussed hypothesis testing.

The Paper 7. "Studying pattern of recommendation of experts freelancers buyers in the online market" was authored by Sudipda Halder. The paper highlighted the background of the freelancer buyers. How this growth indicates the increasing demand for online marketplace and evaluation matrices, the graphical representation of sentiment Analysis with logistics regression and cumulative accuracy measures & result & Discussion, conclusion.

The Paper 8. "Participation and challenges faced by women entrepreneurs in micro small and medium enterprises - The special case of India ". The paper was presented by Shweta Mittal & Aarti Dawra. The paper enlightened upon classification of MSMEs & role of women entrepreneurs, current participation of women entrepreneurs in MSMEs & The government schemes for women entrepreneurs. Conclusion can be considered that women participation in the field of entrepreneurship is mounting at an extensive rate.

Name of the Activity:	"International Conference on "Industries 4.0 and Key Drivers of Sustainability in Amrit Kaal " Technical session 4		
Theme of the Activity:	Management		
Activity Date(s):	29.04.2023	No. of Participants:	100
Brief Description of the Activity:			

The event commenced with Lamp lighting and Saraswati Vandana performance. The event was an International conference to elicit the importance of Key Drivers in sustainability .The conference aimed to identify and create awareness on transformation of India through digitalization, sustainable development and inclusiveness at economic, social and political levels in Amrit Kaal. The key intentions of IKSAAK-2023 is to provide the opportunity to academicians, researchers, industrialists and stakeholders from different parts of the world to share their ideas, knowledge and experiences on an explicit platform. The keynote speakers highlighted the importance of safe climate , Green Innovation, emerging opportunities and challenges in sustainability

Brief Description of Participants(like industry experts, students, faculty, etc):

Prof.(Dr) Ajay Kumar and Dr Vikas Bharara Graced the chair and enlightened the participants on the theme of the Conference.

The Paper 1 A Study on Marketing strategic Case Study on Relaxo was authored by Samikha and Kumkum Pal -The paper enlightened upon the concept & importance of the large scale entrepreneurship in the Indian leather product sector. The paper discussed strategies used for targeting and product segmentation Further, the paper discussed social media marketing and comparisons with its competitors on the basis of uniqueness and other factors.

The paper concluded with the emphasis on ad technique of Relaxo and their sales impacted due to pandemic and lockdown.

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The Paper 2 :- A study on conceptual framework of Metaverse in India and its awareness among users by Jahnavi . The paper enlightened upon the concept & importance of Metaverse. The paper discussed interaction through computer generated activity and about technology that connects people virtually. The paper concluded with the emphasis on Metaverse can change the people's perception on technology.

The paper 3 :- Atmainbhar Bharat:- A way towards sustainability towards automobile sector- By Parul Sharma , Dr Anshu Bhardwaj. The paper enlightened upon the concept & importance of Aatma Nirbhar Bharat. The paper discussed the data from newspapers and magazines to support the cause and also discussed government initiatives launched under Aatma Nirbhar Bharat and also showed a statistical database of automobiles produced in India.

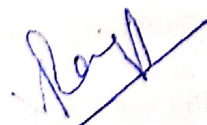
The paper 4:- Social enterprises in India and inclusive development:- An exploratory Study- Ms. Rachita Arora- The paper enlightened upon the concept & importance of social entrepreneurship and different challenges and enterprise faces in India. The paper discussed about objective and mission towards social value generation and encouraged us to contribute something the the deprived sector of the society .The paper concluded with the emphasis on that opportunities should be given in order to perform well and called developed


The Paper 5 Challenges in achieving sustainable development Goals In India- An Overview by Dr Gopal Singh Latwal, Dr. Vikas Bharara. The paper enlightened upon the concept & importance of Sustainable Development Goals (SDGs) and the challenges faced under development. The paper concluded with the emphasis on making India 2nd largest population achieving the SDGs and focusing more on eradicating poverty.

The Paper 6. Green Marketing practices a study of selected FMCG- The paper enlightened upon the concept & importance of Green Marketing. The paper discussed the pros and cons of green Marketing. The paper showed the challenges faced in performing Green Marketing and about few companies that are performing it. The paper concluded with the emphasis on making green Marketing not as an option but a solution for companies to explore more areas where they can take a green initiative.

The paper 7. "Green Finance in India: Importance, Growth and Challenges" was authored by Ms. Manisha. The paper highlighted the concept of Green Finance & its relevance in achieving sustainability. It also discussed the various instruments of green financing. Besides this, various challenges to the development of green financing were discussed and results were summarized..

The paper 8. "Indian Stock Market and Impact of Equity Shares on the Performance of SBI Mutual Fund Schemes: A Case Study". The paper presented on the participants of Stock market & Impact of Equity Shares on SBI Small Cap Fund, SBI Large and Mid Cap Fund, & SBI Long Term Equity Fund.


Prof. (Dr.) Vandana Raghava
Event Coordinator


Prof. (Dr.) Rachita Rana
Director

ABOUT THE ORGANISATION

Institute of Information Technology and Management (IITM) was set up in 1999 under the aegis of Mata Leelawati Shikshan Sansthan (MLSS), a registered education society engaged in philanthropic activities, with the Late Shri T.N. Chaturvedi, the well known educationist, parliamentarian, ex-Governor of Karnataka and CAG of India and Padma Vibhushan Awardee, as founder President of both the society and the Institute. The institute is accredited grade 'A' by NAAC and is affiliated to Guru Gobind Singh Indraprastha (GGSIIP) University for Master of Business Administration (MBA), Bachelor of Business Administration (BBA), Bachelor of Commerce B.Com (H) and Bachelor of Computer Application (BCA) programmes. The institute aims to be a center of excellence, promoting value based quality education in the emerging areas of advanced professional studies in Information Technology & Management at graduate and post graduate levels. The institute has been functioning effectively for more than 22 years for developing highly skilled and competent human capital for industry, academics and business world.

CHIEF PATRON

- Sh. J. C. Sharma, Chairman & Founder, IITM, Delhi

PATRON

- Mr. Shiva Sharma, Executive Director, IITM, Delhi
- Prof. (Dr.) Rachita Rana, Director, IITM, Delhi

ORGANIZING CHAIR AND CONVENER

- Prof.(Dr.) Vandana Raghava, IITM, Delhi, India

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- Prof.(Dr) Sudhir Kr Sharma , IITM, Delhi, India
- Dr. Ganesh Wadhvani, IITM, Delhi, India
- Dr. Vikas Bharara, IITM, Delhi, India
- Dr. Gopal Singh Latwal, IITM, Delhi, India
- Dr. Deepika Arora, IITM, Delhi, India

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Dr. Ramandeep Kaur Mr. Rajeev Pathak Mr Shubham Singh

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- Mr. R.N. Jindal, Executive Director Nimbua Greenfield Association, Mohali (Punjab), Former Director, Ministry of Environment, Forestry and Climate Change.
- Mr Ajay Raghava, Jt Director, Ministry of Environment, Forestry and Climate Change.
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- Prof.(Dr) Yogesh Chabbra, Director CT Group of Institutions , Jalandhar Punjab.

CONFERENCE COORDINATORS

Dr Diksha Khera Ms Shalini Girdhar Mr Shubham Singh
Ms Aditi Methi

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For more details, visit conference website: www.ikdsak2023.com



INTERNATIONAL CONFERENCE ON "INDUSTRIES 4.0 AND KEY DRIVERS OF SUSTAINABILITY IN AMRIT KAAL": IKDSAK 2023 (28-29 April 2023 in Hybrid Mode)

Organized by

Institute of Information Technology & Management
(AICTE Approved, NAAC Accredited (Grade 'A') &
Affiliated to Guru Gobind Singh Indraprastha University,
New Delhi)



वसुधैव कुटुम्बकम्
ONE EARTH • ONE FAMILY • ONE FUTURE

ABOUT THE CONFERENCE

IKDSAK 2023 is being organized in order to focus on the key drivers of sustainability viz a viz climate change, customer requirement, government regulations & policies and business sense in industry 4.0. The emphasis would be on identifying and creating awareness on transformation of India through digitalization, sustainable development and inclusiveness at economic, social and political levels in Amrit Kaal. The key intentions of IKDSAK-2023 is to provide the opportunity to academicians, researchers, industrialists and stakeholders from different parts of the world to share their ideas, knowledge and experiences on the same platform. The conference would offer a large number of invited lectures from renowned speakers from all over the world and intends to provide a platform for developing research relations and discovering new partners on a worldwide scale.

CALL FOR PAPERS

Track #1 Contemporary Issues in Management & Economics

- Sustainable Financial Management
- Block Chain Security Models
- The Crypto-currency Conundrum
- Fin tech Development & Green Innovation
- Green Financial Practices
- Sustainable Financial Inclusion
- Green HR Practices
- Technological Interference in HR
- Hybrid Work Model
- Making Sustainability a vital part of recruitment & onboarding
- Imparting Volunteering opportunities
- Employee Engagement & Retention-HR Practices
- Green Work Life Balance
- Modern concepts in HRM (Moon lighting Trends, Competencies Mapping, HR Analytics, Peer-Coaching, Work force Development & JD-R Model etc.)
- HR Audit & HR Research
- Modern Leadership
- Rural Marketing & its New Horizons
- Digital Marketing
- AI in Marketing
- Ethical Issues in Marketing
- Emerging Issues in Marketing
- Branding in Digital Era
- Green Practices in Marketing
- Tourism & Hospitality
- Disasters Management
- Supply Chain Management
- IT Modern Methods in Operations Management
- Smart Logistics

- G-20 Summit
- Upcoming Recessionary trends & its effects
- Atma Nirbhar Bharat
- Global Inflation
- New Paradigms in Economy
- Small and Medium- Sized Enterprises(SME)

Track #2 Ecology & Environment

- Government Policies in Society 5.0
- E-Corporate Social Responsibility(CSR)
- Green Technology in pollution Control
- Climate Change & Global Technology
- E-Waste Management & Recycling
- Food Security & Safety under Climate Variables
- Environmental Biotechnology -Prospects & Constraints
- Environmental Legislation & Enforcement
- Agriculture Biotechnology

Track #3 Sustainability & Sustainable Development Goals

- Industry, Innovation & Infrastructure
- The Globe's Plea- Addressing the Environmental Concerns
- Individual and Global Welfare through Good Health & Sanitation, Renewable Energy & Clean Water
- Sustainable Cities & Communities
- Life on Land & Below Water
- Responsible Consumption & Production
- Affordable and Clean Energy
- Inclusive & Quality Education
- Building Sustainable Partnerships and Communities
- Zero Hunger
- Climate Hazards

Track #4 Industry 4.0 Information Technologies

- Industrial Internet of Things (IIOT)
- Autonomous Robots
- Artificial Intelligence
- Machine Learning
- Big Data Analytics
- Cloud Computing
- Cyber Security
- Simulations & Optimizations
- Virtual & Augmented Reality

Track #5 Artificial intelligence and Big Data Analytics in Economics Renaissance

- AI in Global Economy
- AI in The Renaissance and Reformation

- AI in Renaissance in Europe: Meaning, Causes and Results
- AI Politics and economics shape the Renaissance
- AI in Economic bounce back in which shape
- AI in New ideas associated with the Renaissance
- AI in Art reflect new Renaissance ideals
- Recession Shapes & Recovery
- AI & Machine Learning in Agricultural and applied sciences
- Artificial Intelligence in Farming ,Agriculture & food Industry
- AI Industry: Identifying Opportunities for Foreign Investment ,Trade and supply Chain

PAPER PUBLICATION

The selected papers will be published in Scopus/EI Journal, ABDC Journal, and UGC CARE Journal. Book chapters in Taylor & Francis Online. Conference proceedings will be published with an ISBN number.

PAPER SUBMISSION

IKDSAK 2023 invite submissions from researchers, scholars, practitioners, and students to share their knowledge, insights, and research findings. Original research papers, case studies, and literature reviews on the tracks and the sub tracks of the conference should be submitted via Email to:

iitm-management-conference@iitmipu.ac.in

IMPORTANT DATES

Abstract Submission	15 March 2023
Early Bird Registration	25 March 2023
Submission of Full Length Paper	30 March 2023
Paper Acceptance Notification	06 April 2023
Camera Ready Paper Submission	12 April 2023
Registration Deadline	20 April 2023
Conference	28-29 April 2023

REGISTRATION FEES

PARTICIPANT CATEGORY	OFFLINE MODE		ONLINE MODE	
	EARLY BIRD	REGULAR	EARLY BIRD	REGULAR
Students	300 INR	500 INR	250 INR	300 INR
Research Scholars	1000 INR	1500 INR	800 INR	1000 INR
Academicians	2000 INR	3000 INR	1200 INR	1500 INR
Industrial Delegates	3000 INR	4000 INR	2600 INR	3000 INR
International Delegates	50 USD	75 USD	50 USD	75 USD

Registration Form Link:

<https://forms.gle/ga9kCikXT8A4pHM86>

VENUE

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