

TRACK 5: Recent Developments in Agricultural, Rural & Tribal Sector

- Climate Change and Sustainability
- Agriculture Engineering
- Green Revolution to Evergreen Revolution
- Growth of Self-Help Groups
- G20 and Industrial Policy.
- 2023 The International Year of Millets
- Digital Agriculture & Women Empowerment
- Health Care Services for Rural Women
- Recent development in priority sectors.
- Anemia Sickle Cell

Track 6: Recent Development in Technology

- Artificial Intelligence
- Machine Learning
- Cloud Computing
- Metaverse
- Cloud Computing
- Block Chain
- Robotics
- 3D Technology

Abstract & Research Paper Submission Guidelines

Authors are requested to prepare their abstract and paper submissions and send a soft copy through email at icrd.fcm@sbu.ac.in. The authors are requested to adhere to the following guidelines.

- Every paper must be accompanied by a cover page, which should include the title of the paper, name(s) of the author(s) and their affiliations, resident country, and the complete postal and e-mail addresses and telephone numbers of the authors.
- The Research Papers should be in a Word Document format, Times New Roman, 12-point font size with 1.5 line spacing, 1-inch margins, and APA style of referencing.
- The word limit for the research paper is of 5000 words and must include the following: Title, Objectives of the study, Methodology, Findings, Conclusion/ Implications / Recommendations, Limitations (if any), Acknowledgment (if appropriate), References, Appendices (if appropriate).
- Abstracts should be 250 to 300 words. At least 5 keywords should be mentioned.
- The Institute has a strict anti-plagiarism policy; therefore, the authors must ensure the originality of the work. Selected candidates will be informed through mail. The decision of the Review Committee regarding the selection of papers will be final and binding.

Who can participate:

Our International Conference is designed for members of the academia and non-profit, public, and private sector members who are interested in the latest research and academic developments in the field of Commerce, Business Management, and Social Sciences and allied disciplines. The event is a must-attend for:

- University faculty and staff
 - Faculty members
 - Career officers and counsellors
- Master's Students and Ph.D. scholars
- Teaching and Research Assistants
- Members of local and international non-profit organizations in the field of commerce, business management, and economics
- Business educators and trainers
- Local, State, Regional, National and International policymakers.
- Economic developers and financial analysts
- International business and economics analysts
- Private sector specialists in the fields of business and management

Last Date for Registration : 29th December, 2023

For Registration use the Link : <https://forms.gle/zN9pd4mtui7ZvGoV9>

The registration form can be downloaded from the university websites,

E-Mail : icrd.fcm@sbu.ac.in

Organising Members:

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Mr. Umang Utsav

Important Dates:

Abstract Submission Deadline	: 20 th Nov. 2023
Confirmation of Acceptance of Abstract	: 30 th Nov. 2023
Full Paper Submission Deadline	: 15 th Dec. 2023
Last Date for Submission of PPT	: 24 th Dec. 2023
Deadline for Registration	: 29 th Dec. 2023
Dates of Conference	: 4 th -5 th Jan. 2024

Participation Fees (Inclusive of Registration Kit, Lunch & Tea) :

Category	Registration Fee (Rs.)	Registration Fee (Rs.) with Accommodation
Foreign Delegates	USD 185	USD 247
Corporate Delegates	Rs.10,000/-	Rs.22,000/-
NGOs/SHGs/SMEs/Pvt Firms	Rs.5000/-	Rs.15,000/-
Academician	Rs.2000/-	Rs.8000/-
Research Scholar	Rs.1500/-	Rs.5000/-
Student (Outside)	Rs.800/-	Rs.2500/-
Student (SBU)	Rs.600/-	-

Important Note:

- The best paper to be published in the SCOPUS Index Journals/Peer Reviewed Journals
- Selected Papers to be published in our online journal "Manthan – SBU Journal of Commerce, Management & Humanities" having ISSN and "Adhayayan-A Journal of Business Research & Review".
- Selected Papers to be published in a edited book having ISBN.
- Charges with accommodation include guest house/hotel room on twin sharing basis, Breakfast, Lunch, and Dinner.
- Availability of accommodation is limited and hence will be offered on a first come first serve basis.

In case of any further queries, please contact :

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INTERNATIONAL
CONFERENCE

ON
RECENT DEVELOPMENTS IN COMMERCE,
BUSINESS MANAGEMENT, TECHNOLOGY
AND SOCIAL INNOVATION

Organized By:
Faculty of Commerce & Business Management
Sarala Birla University, Ranchi, Jharkhand (India)

4th - 5th January, 2024

Birla Knowledge City, P.O.-Mahilong, Dist.-Ranchi-835013 (Jhr.)

INTERNATIONAL CONFERENCE

4th-5th January, 2024

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About International Conference

The 'International Conference' spanning over two days is meticulously designed to bring together innovative academics and industrial experts in the field of Commerce Practices, Business Management, Technology, and Social Innovation to a common forum. This International conference is the premier forum for researchers and students to discuss and exchange their new ideas, novel results, work in progress, and experience on all aspects of Commerce, Business Management, and Social Innovation in the recent trends.

As today's global economic environment is transforming, managing change is vital to ensure sustainable growth. Innovation and emerging opportunities have become the key strategic tasks. This conference will help to renew key challenges and opportunities in today's dynamic world. This conference will help to improve the research and theory building in every area by facilitating the exchange of knowledge, ideas, latest trends, developments, and contemporary challenges. This conference aims to provide a platform for researchers, and practitioners for sharing their ideas and discuss current issues dealing with changing economic, commerce, management, and competitive environment and also get acquainted with the latest developments and trends.

The selected papers will be published in our online journal "MANTHAN – SBU Journal of Commerce, Management & Humanities". This Conference will be sponsored by many recognized institutes and corporates. The conference would offer a large number of invited lectures from renowned speakers all over the country.

Objectives:

- Bring together professionals in the field of commerce and business management from around the globe to encourage innovative ideas and share diversified knowledge and international experiences.
- Provide indispensable exposure to the audience promoting the highest utilization of research knowledge.
- Provide a key platform for Renowned Academicians, Research Scholars, and Industry Experts to disseminate knowledge and present ongoing research through scholarly publications.
- Facilitate career development of all participants and provide opportunities to network and build connections with professionals with shared interests.

About Sarala Birla University

Sarala Birla University (SBU) is a self-under The Sarala Birla University Act. 2017 (Jharkhand Act. 13, 2017) passed by the Legislative Assembly of Jharkhand in 2017. SBU aims to be a global leader by creating a knowledge economy where there would be an integration of academia and industry to nurture leaders who are closely connected to the roots and are creative, enlightened and dynamic. The university aims to drive innovation in neutron areas, as its exclusive contribution to new pedagogy and research. University believes in building an egalitarian global society based on national integrity, equality, social justice through various modes of teaching-learning process.

Faculty of Commerce & Business Management

The Faculty of Commerce & Business Management of Sarala Birla University, believes in developing and nurturing global competencies in students through quality education, research and continuous innovation. The Faculty aims to promote the development of socio- economically sensitive, responsible and effective managers and management academicians of tomorrow. Faculty of Commerce & Management offers MBA (HR/ Digital Marketing/ Banking, Finance & Insurance/ Business Analytics), M.Com(Finance/ HR/Marketing), BBA (HR/Banking, Financial Services & Insurance/Digital Media & Marketing/Retail & E-commerce Management/Logistics & Supply Chain Management), BBA in Capital Market, B.Com Honours (Accounts/ ECommerce/Taxation). It also aims at expanding the scope of application of management concepts towards

- Infrastructural, institutional, Environmental & Developmental services
- Entrepreneurship and emerging areas like Business Incubation
- University Industry Partnership
- Research and Development
- Training and Consultancy
- Enhancement of quality research skills among the Ph.D. scholars

Call For Papers and Suggested Themes:

Prospective authors are encouraged to contribute and help to shape the conference through submission of research articles. High quality research describing original and unpublished conceptual, constructive, empirical, experimental work in all the disciplines of management and allied disciplines are invited for submission in the conference. E-mail ID for Paper submission : icrd.fcm@sbu.ac.in

TRACK 1: Recent Development in General Management Strategies & Entrepreneurship

- Corporate Social Responsibility and Corporate Governance
- E-Governance
- Business Ethics and Human Values
- Sustainable Innovation and Eco Entrepreneurship
- Spirituality in Organisation/Spiritual Empowerment
- Commercial Procurement and Innovative Strategies
- Technology and Cyber Innovation
- Leveraging Digitalization for Organizational Success

TRACK 2:Recent Development in Human Resource Management

- Leadership & Change Management
- Managing Workforce Diversity
- Behavioural Strategy for Competitive Advantage
- Employee Relationship Management
- HR Outsourcing & Employee Leasing
- Organizational Development
- Reward, Talent, and Conflict Management
- E-HRM & Green HRM

TRACK 3: Recent Development in Marketing Strategies

- Creating Business Value by Meeting Consumer Expectations
- Innovative Economic Strategies for Emergence of New Market
- Impact of Online Business Model on Indian Economy.
- Imparting Marketing Strategies in Aatm Nirbhar Bharat Mission
- Role of B2C in Imparting Economic Growth
- Digital Marketing
- Role of E-Marketing in Creating New Employment Opportunities
- Dynamics of 4P's in India

TRACK 4: Recent Development in Financial and Economic Strategies

- Micro-Finance & Rural Development
- Innovative Economic Strategies for Financial Inclusion
- Financial Performance & Accounting Practices
- Financial Innovation, Application & Usage of Fin Tech.
- Crypto Currency & Block Chain
- Internet Banking and Emerging Markets
- Price Instabilities & Economic Volatilities - Inflation & Recession
- Macroeconomics and Monetary Economics
- Green Finance