



**Baddi  
University**  
of Emerging Sciences & Technology

INVITATION AND CALL FOR PAPERS

# 6th National Conference

**On Recent Trends in Business  
Management and Economics**

**Organized by  
School of Management  
Studies**

**On Sept 27, 2023 (Wednesday)**

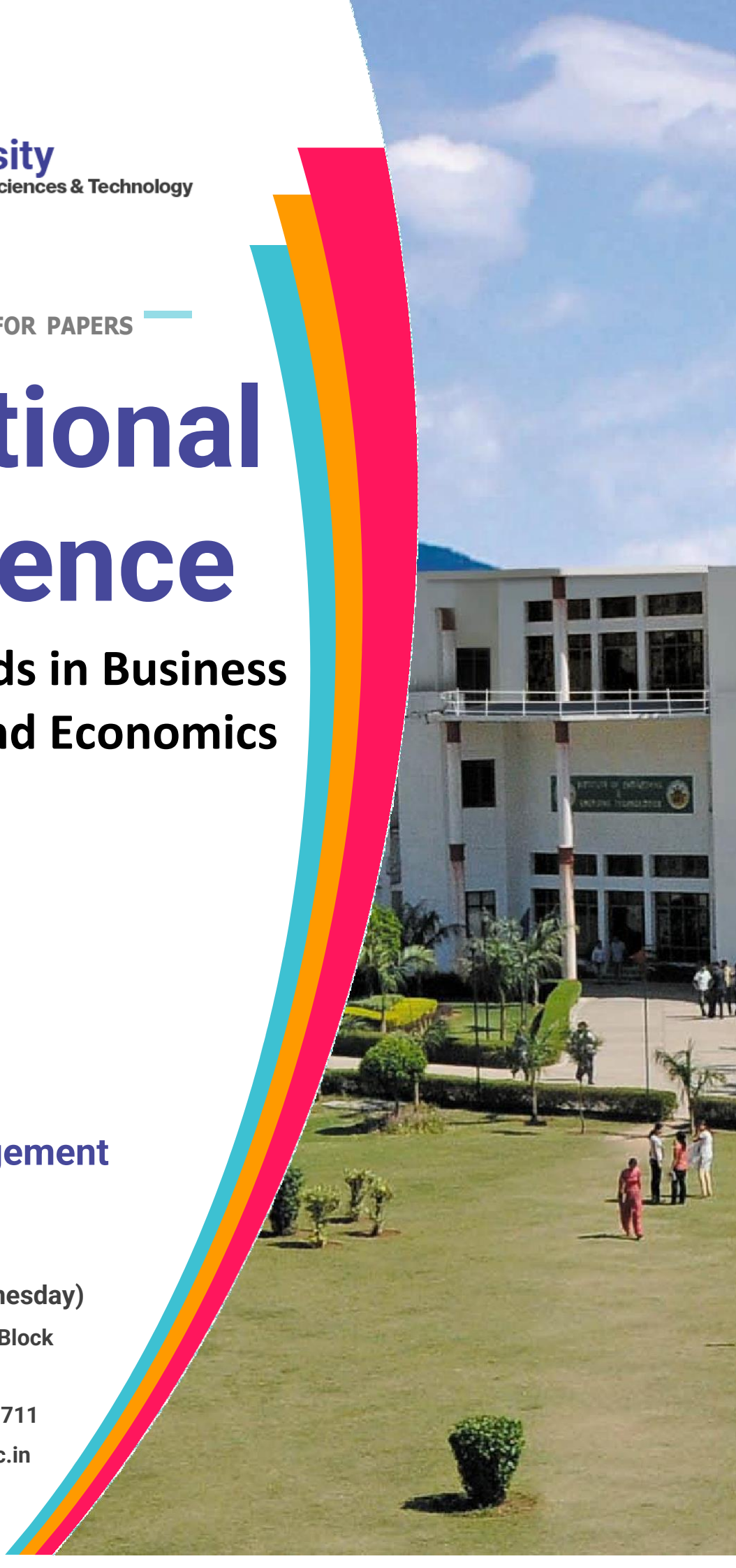
**Venue: Seminar Hall, SEET Block**



**9736509595, 9872945711**



**ncimssg@baddiuniv.ac.in**



# ABOUT

## NATIONAL CONFERENCE

National Conference on Recent Trends in Business, Management, and Economics, will provide a major forum for researchers, academicians and professionals to present their novel ideas in diversified areas of Management, Economics, Social Sciences, and Technology. The conference focuses on building a network among the industries and academia by detecting research demand, exchanging best practices through experience in a global context and by deliberating the strategies to deal with the challenges and issues which the society faces through social sciences research. Keeping in mind the above realities the School of Management Studies is organizing one day National conference on the theme **"Recent Trends in Business, Management, and Economics"** on 27<sup>th</sup> Sept 2023, seeks to provide a platform for the exchange of information, deliberations, cross-fertilization of ideas, and research outcomes so as to evolve ways and means to address the practical challenges encountered in all aspects of Business, Management and Economics.



# Conference



## OBJECTIVES

The aim of the conference is to bring together leading academic scientists, professionals, researchers, and research scholars as well as industry professionals from all over the country to exchange and share their experience and research results on all aspects and influence on Business, Management, and Economics at national and international level. Original research papers, articles, and case studies are invited on the following themes. These themes are only indicative and not exhaustive.



# Conference Topic

NATIONAL CONFERENCE ON RECENT TRENDS IN BUSINESS, MANAGEMENT, AND ECONOMICS

## Business

- Business Leadership
- Business Models
- Corporate Governance
- Ethics in Business
- Family Businesses
- Market Structure
- Merger & Acquisitions
- Negotiations
- Strategic Planning
- Venture Capital
- VUCA Environment
- Social Responsibility
- Change Management
- Disaster Management
- Knowledge Management
- Strategic Management
- Supply Chain Management
- Tax Management
- Intellectual capital
- Talent Management
- Stress Management

## Management

- Business Management
- Change Management
- Disaster Management
- Knowledge Management
- Strategic Management
- Supply Chain Management
- Tax Management
- Intellectual Capital
- Talent Management
- Stress Management

## Finance & Economics

- Indian Financial System in New Economic Scenario
- Financial Markets- Challenges and Opportunities
- COVID-19 Impact on Economic Activities
- Digital Innovations in Business and Economy
- Mutual Funds, Insurance, and Other Financial Services
- Banking, Micro-financing, and Financial Inclusion
- Sustainable Finance and Practices
- Cryptocurrency and Blockchain Technology
- Financial Literacy & Behavioral Financial
- Entrepreneurship & Family Business
- Mergers and Acquisitions
- Fintech
- Mutual fund
- Security Analysis and Portfolio Management

## E-Commerce

- Artificial Intelligence & Retail
- B2B E-Commerce
- Big Data Analysis
- Blockchain Security
- Cloud Service Innovations
- Communication and Network Technology
- Cross-Border E-Commerce
- Data Privacy
- E-Commerce Law
- Mobile Commerce
- Online Payments
- Tax & E-Commerce



## Marketing

- Environment and Sustainable Marketing
- Rural Marketing
- Digital Marketing
- Social Media Marketing
- Consumer Behavior
- Brand management
- Integrated Marketing Communications
- Services marketing
- Retail Marketing
- Cross-Selling
- Green Marketing
- International Marketing
- B2B Marketing

## Information Technology

- Green Projects and Green Technology
- Internet of Things & Industry 4.0
- Applying new ICT tools for business
- Data-driven Analytics and Business Management
- Big Data Applications, Challenges, and Opportunities
- Business Intelligence and Technological Advancements in Social Media
- Cloud Computing and Algorithms
- Artificial Intelligence, Data Science and Machine Learning
- Big Data Analytics and Algorithms
- Education Technologies and e-Learning
- Machine Learning
- Robotic Science

## Participants

Academicians, Corporate Executives, Entrepreneurs, Research Scholars, and Practitioners.



# GUIDELINES

## Guidelines for Conference Paper /Case Studies Submission

- Only original work should be submitted for the national conference.
- Authors are invited to submit an abstract, which should not exceed 300 words.
- Length of the full paper should not exceed 3000 words; the paper should be typed on
- A4 size paper in Times New Roman font, 12 font size with 1.5 line space.
- Tables, illustrations, charts, and figures should be numbered and the source of the same should be mentioned below. The references that are actually utilized should only be mentioned in the reference list. APA style of referencing should be used for citation.
- The first page of the manuscript should have the title of the paper, the Names of the author(s), their complete postal addresses, email id, and phone/fax numbers.
- The electronic submissions can be mailed to email-id, [ncimssg@baddiuniv.ac.in](mailto:ncimssg@baddiuniv.ac.in).
- LCD Projectors will be available for the presentation.



**Note: Conference papers will be published in our Journal "The Catalyst: Journal of Management" 9th Edition, ISSN- 2455-7927a**

### Important Dates

**Last date of submission of Abstract: - 4<sup>th</sup> September 2023**

Last Date for Submission of Full Paper (< 3000 words): 14<sup>th</sup> September **2023**

Confirmation of Acceptance of Full Paper: 18<sup>th</sup> September 2023

Request for Accommodation                      Sept 24, 2023

Online registration:                                      Sept 23, 2023

### Registration Details

The registration form complete in all respect should reach us on or before Sept.23, 2023. For multiple entries photocopies of the registration form can be used. The registration fee is payable through DD in favour of Baddi University of Emerging Sciences & Technology, payable at Baddi.



# CONFERENCE FEES

## FEES & OTHER DETAILS

Category	Registration Fee
Academicians, Corporate Executives, Entrepreneurs,	1000/-
Registration of accompanying author at conference venue	500/-
Participant (Non Author)	500/-
Research Scholars	500 /-

- Maximum three authors per paper
- Certificate will be sent by courier (Postal charges included)
- Conference fees include admission to conference sessions, lunch, and registration materials.
- The registration fee is non-refundable / non-adjustable against any other program of BUEST, Baddi.

## FOR ELECTRONIC TRANSFERS

**Bank:** Punjab National Bank, Baddi.

**Account Name:** Baddi University of Emerging Sciences & Technology

**Account No.:** 4131000100410858

**IFSC Code:** PUNB0413100.

# ORGANIZING COMMITTEE

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# ABOUT

## **BADDI UNIVERSITY OF EMERGING SCIENCES AND TECHNOLOGY**

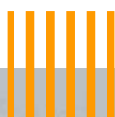
Baddi University of Emerging Sciences and Technology (BUEST), formerly Institute of Engineering and Emerging Technology (IEET), is a private technical and professional higher education university located at Baddi, Himachal Pradesh, India. BUEST was established under Act No.21 of 2009 of Himachal Pradesh Government vide gazette notification No. EDN-A- Gha(8)-14/2006 dated 15 October, 2009. The university campus is spread over 40 acres of picturesque slopes in the midst of Shivalik Hills at Baddi in Solan district of Himachal Pradesh. It is promoted by the Society named Centre for Advanced Studies in Engineering (CASE). The university has the legacy for excellent academic performance and placement of students in top companies.



# ABOUT

## ABOUT SCHOOL OF MANAGEMENT STUDIES

The School of Management Studies (SMS) holds the vision of shaping leaders for exigent corporate houses the world over. Since its inception, the school has set standards to help in shaping proficient management students to reach the supreme echelons in the professional world. Its innovative teaching methodology helps students get better acquainted with the dynamics of the challenging world of business, along with imbibing a fine blend of traditional Indian ethics and values. The courses have been designed to empower students to get familiar with innovation, entrepreneurship and benchmarked management techniques. SMS aims to create an environment in which students undergo the process of empirical learning through exposure to a range of real world practical problems and utilizing opportunities to apply learned skills in diverse business situations. The proximity of the institute with Baddi, the industrial hub of India, translates into the symbiotic affiliation with the corporate magnets, equipping the students with business acumen to become tomorrow's leaders.



# THANKS

AND SEE YOU NEXT TIME



## Way to Reach BUEST

Just 3.6 km Away from Local Buss Stand

## Baddi University of Emerging Sciences & Technology

Campus: Makhnumajra, Distt,  
Baddi, Himachal Pradesh 173205a



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