## **INTERNATIONAL CONFERENCE** ON CONTEMPORARY BUSINESS TRENDS

#### VIRTUAL CONFERENCE

# ICCBT 202



DEPARTMENT OF HUMANITIES, SOCIAL SCIENCES & MANAGEMENT NATIONAL INSTITUTE OF TECHNOLOGY SRINAGAR

HAZRATBAL, SRINAGAR, JAMMU & KASHMIR - 190006

#### ABOUT CONFERENCE

Global GDP is expected to plummet by almost 4.4% this year and such a plunge is evident even in Indian economy. Economic slowdown before COVID -19 had already initiated impacting developing economies across the globe. The situation for these economies worsened by the impact of COVID globally. The global economic contractions resulting from this pandemic have been far worse than economic recessions faced by the world till date. It has affected and disrupted businesses across the world on a large scale leaving them to be in a deplorable state. As counter mechanisms to fight the odds, businesses have to resort to an increased usage of technology on multiple fronts. Changes in business practices and consumer consumption patterns are visible around the world. Emerging market economies have been mostly hit hard due to the global economic downturn and COVID -19 situation.

The revival of economy and businesses involves decoding of various contemporary issues faced by businesses across the globe. Hence, it is imperative to understand and study various issues affecting business management. Market



study of consumer behavior and consumption, impact of digital technology, disruption of supply chains, human resource management challenges, and inventory & stock management related challenges are some of the hardships faced by business organizations. Uncertainty management under the purview of strategic management plays a crucial role for business organizations to thrive and survive. There are many more challenges and issues that must be discussed and analyzed in order to facilitate and improve business management globally.

ICCBT thus intends to provide a platform for the academicians and practitioners to discuss these and related issues. How can businesses grow, what are the best strategies suited for the developing economies, how technology impacts modern businesses and what are the contemporary trends in the field of management. These and other relevant questions will be deliberated at the conference. It is with this objective, the ICCBT is calling the interested scholars, academicians, and practitioners to submit paper proposals for the conference.

## THRUST AREAS

Papers should broadly address the conference theme and issues related to marketing. Participants are encouraged to contribute new ideas, concepts, and thoughts in the form of papers containing original empirical or theoretical work. Papers based on the following themes, but not limited to them, are invited.

- Marketing
- Human Resource Management
- Production and Operations Management
- Financial Management
- Business Economics
- IT in Business
- Business Environment

- Entrepreneurship
- Make in India
- Digital India
- Start-up India
- Business Research
- Organisational Behavior
- Ethics in Business

Abstracts and then full papers approved by the reviewers will be selected for presentation at the conference virtually. A soft copy of the abstract in MS Word should reach the conference coordination committee at *iccbt@nitsri.ac.in* not later than *31st Oct 2020*. The abstracts must specify the purpose of research, methodology used, major findings, discussion, and implications.

Selected and recommended papers will also be published in the form of an edited book with a renowned publisher bearing an ISBN number, after the due review process.

## PRIZES

BEST OVERALL PAPER	₹10,000
2ND BEST OVERALL PAPER	₹7,000
3RD BEST OVERALL PAPER	₹7,000

Besides a certificate will be awarded to best papers in every track

#### IMPORTANT DATES



## ORGANISING COMMITTEE

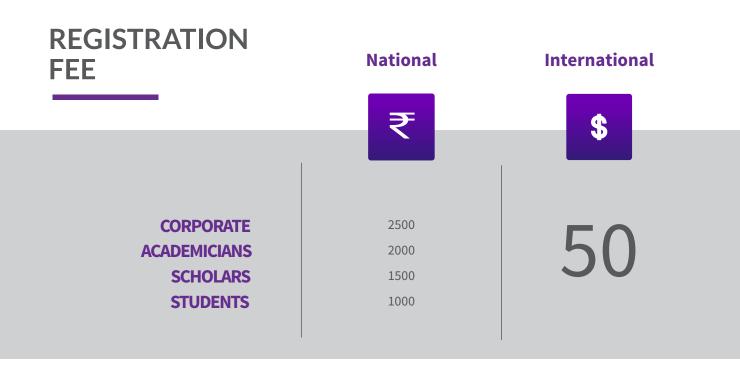
#### CHEIF PATRON PATRON **CHAIRMAN ORGANISING SECRETARY CO-COORDINATOR ORGANISING TEAM**

**PROF. RAKESH SEHGAL** PROF. G. A. HARMAIN **PROF. ABDUL LIMAN** DR. TAHIR A. WANI **DR. JAYA SHRIVASTAVA DR. FOUZIA JAN DR. RASIK ANNAYAT** DR. SUMAIRA NABI

Director, NIT Srinagar Dean R&C, NIT Srinagar Head, Dept. of HSS&M, NIT Srinagar Asst. Prof., Dept. of HSS&M Asst. Prof., Dept. of HSS&M

**TECHNICAL PARTNER** IEEE STUDENT BRANCH

NIT SRINAGAR





#### ABOUT THE INSTITUTE

#### ABOUT THE DEPARTMENT

National Institute of Technology Srinagar is the only Technical Institute of National Importance in the UT of Jammu & Kashmir and is one of the premier technical institute of India. The Institute was one of the first eight Regional Engineering 1960, established in Colleges, bv the Government of India. In 2003, the institute was converted to the National Institute of Technology the Ministrv of Human Resource bv Development, Government of India, as an institute of National Importance.

NIT Srinagar has been imparting quality education since its inception by focusing on technical advancements and research. The institute offers B. Tech courses in eight different disciplines. Besides B. Tech courses, the institute offers various M. Tech, MSc programmes and Ph.D programmes in all departments. The Department of Humanities, Social Science and Management is one of the earliest departments of NIT Srinagar. The department offers a very rigorous syllabus to familiarize engineering students with modern concepts of Management, Social Sciences, Communication Skills and English language.

The department has started an MBA programme from the academic year 2020 keeping in view the contemporary management curriculum offered by top B-Schools. HSS&M department has also started an M.Sc. TIED (Technology Innovation and Entrepreneurial Dynamics) programme in collaboration with the IIED Centre of NIT Srinagar to boost the culture of innovations and entrepreneurship in the region. The department of HSS&M also offers Ph.D. programmes in various areas of Management and English.



#### DEPARTMENT OF HUMANITIES, SOCIAL SCIENCES & MANAGEMENT NATIONAL INSTITUTE OF TECHNOLOGY SRINAGAR

For any query related to the conference, feel free to contact :

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