

INTERNATIONAL CONFERENCE ON CONTEMPORARY BUSINESS TRENDS

VIRTUAL CONFERENCE

ICCBT 2021
16-17 JANUARY



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

31 OCT 2020

Last Date for Abstract Submission

01

10 NOV 2020

Notification of Acceptance of the Abstract

02

25 DEC 2020

Last date for submission of full paper

03

05 JAN 2021

Notification of Acceptance of the Paper

04

10 JAN 2021

Last Date of Registration

05

16 - 17 JAN 2021

Conference Dates

06

ORGANISING COMMITTEE

CHEIF PATRON PATRON CHAIRMAN ORGANISING SECRETARY CO-COORDINATOR ORGANISING TEAM	PROF. RAKESH SEHGAL	Director, NIT Srinagar
	PROF. G. A. HARMAIN	Dean R&C, NIT Srinagar
	PROF. ABDUL LIMAN	Head, Dept. of HSS&M, NIT Srinagar
	DR. TAHIR A. WANI	Asst. Prof., Dept. of HSS&M
	DR. JAYA SHRIVASTAVA	Asst. Prof., Dept. of HSS&M
	DR. FOUZIA JAN	Asst. Prof., Dept. of HSS&M
	DR. RASIK ANNAYAT	Asst. Prof., Dept. of HSS&M
	DR. SUMAIRA NABI	Asst. Prof., Dept. of HSS&M
TECHNICAL PARTNER	IEEE STUDENT BRANCH	NIT SRINAGAR

REGISTRATION FEE

National

₹

International

\$

CORPORATE
ACADEMICIANS
SCHOLARS
STUDENTS

2500
2000
1500
1000

50



ABOUT THE INSTITUTE

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 Colleges, established in 1960, by the Government of India. In 2003, the institute was converted to the National Institute of Technology by the Ministry of Human Resource 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.

ABOUT THE DEPARTMENT

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 :

Dr. Tahir A. Wani	+91 9070 548 823
Irfan Rashid	+91 9569 875 778
Email	iccbt@nitsri.ac.in
website	www.nitsri.ac.in