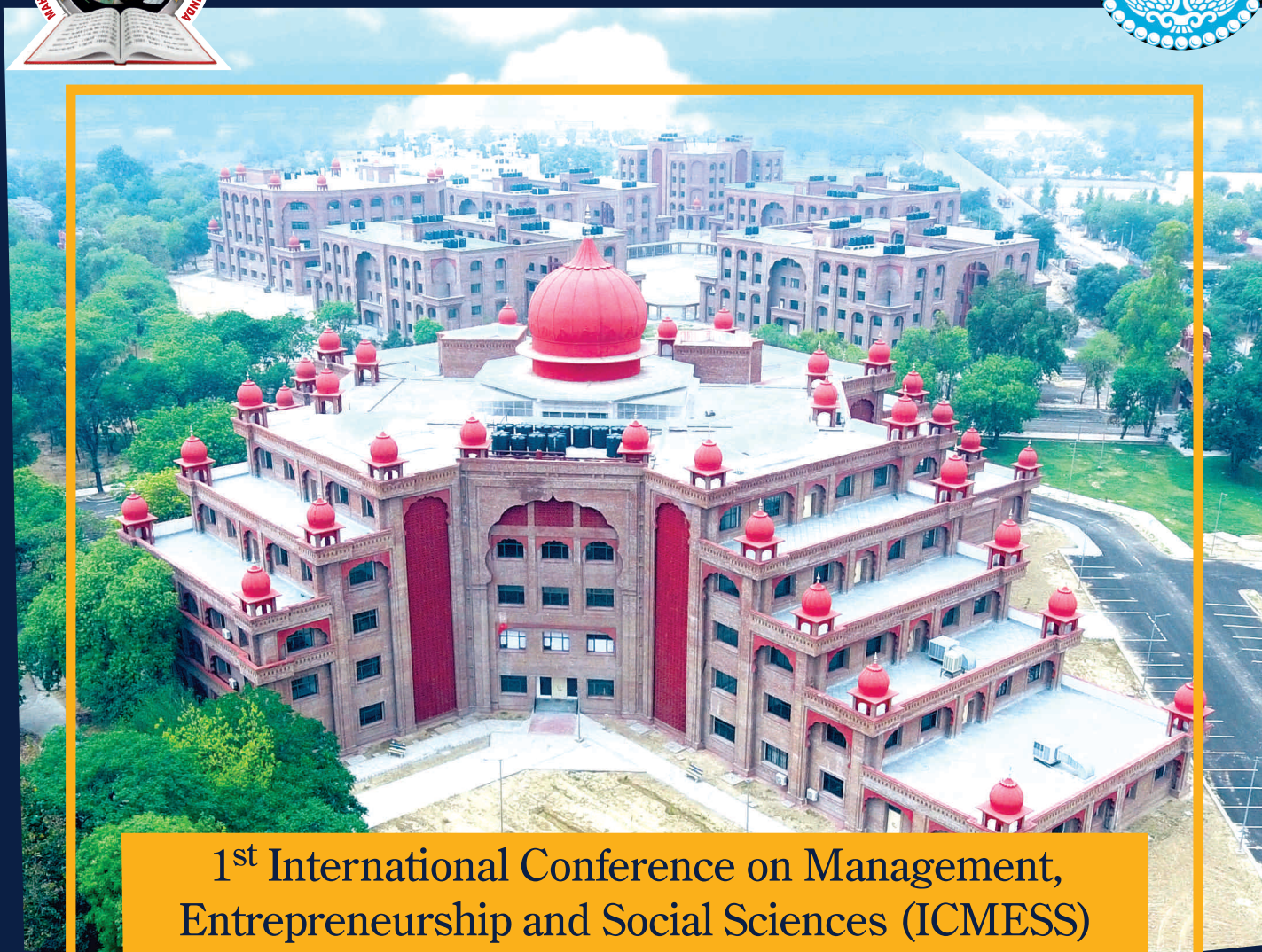
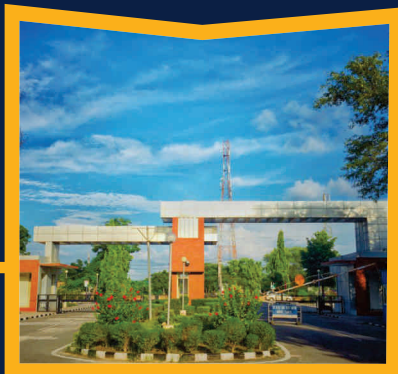
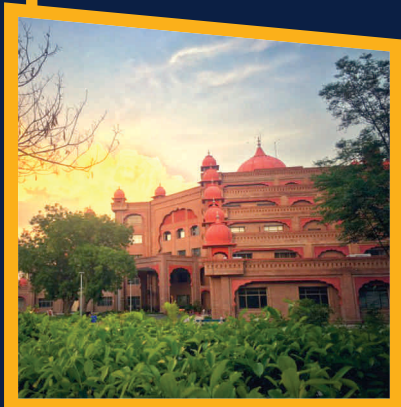




MAHARAJA RANJIT SINGH PUNJAB
TECHNICAL UNIVERSITY, BATHINDA (MRSPTU)
&
UNIVERSITY OF TEHRAN (UoT)



1st International Conference on Management,
Entrepreneurship and Social Sciences (ICMESS)
(Hybrid Mode)



16th & 17th March 2023

University Business School, MRSPTU & Faculty of Management, UoT

Theme

Sustainable Business Practices &
Technological Innovations in Disruptive Era

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✉ icmess2023@gmail.com

Maharaja Ranjit Singh Punjab Technical University, Bathinda (MRSPTU)

Maharaja Ranjit Singh Punjab Technical University (MRSPTU), Bathinda (Erstwhile Maharaja Ranjit Singh State Technical University, Bathinda) is an affiliating Technical University, established by Govt. of Punjab vide Punjab Act No. 5 of 2015. The University is committed to provide, upgrade and promote Quality Technical Education, Training and Research in Technical Education to create entrepreneurship and a conducive environment for the pursuit of Technical Education in close cooperation with industry. In the pursuit of creating excellence in Teaching, Research and Skill Development, the University has to attain highest standards by following and conforming to norms/standards policies laid down by the All India Council for Technical Education, New Delhi and University Grants Commission, New Delhi.

University Business School (UBS)

University Business School, MRSPTU was born out with a vision of imparting skill-based management and entrepreneurial education in the region. The department can boast off a strong industry relationship and strong mentorship between the faculty, students and alumni that act as catalyst for the growth of UBSians. UBS has designed various management courses majorly focus on project based pedagogy, research and skill enhancement training by keeping in mind the current business scenario and industry requirement. These courses offer its students, undoubtedly, a cutting edge over their competitors. Currently university offers MBA (Finance, Marketing, HR, Business Analytics, Operations, IT & agri-business), MBA (Hospital Administration), Integrated/Dual Degree BBA-MBA, Integrated/Dual Degree B.com-M.com & Ph.D. programs.

University of Tehran, (UoT)

The University of Tehran is a public institution and considered as the most comprehensive University in the country. Rooted in Jondi Shapur University which dates back over 2,000 years, UT was established in 1851 and ratified in 1934 as the first modern university in Iran. Fully empowered with research, innovation, market skills, and demands, UT graduates are playing a central role in the country's wide range of Industry, Agriculture, Science, Technology and Innovation as well Education, Social, and cultural sections, making a vital contribution to the nation's development, and eventually leading to the success of the country's governance. It is ranked #501-510 in QS World University Ranking 2023. It's management department is also among the top ranked management departments in the world.



ABOUT THE CONFERENCE

University Business School, Maharaja Ranjit Singh Punjab Technical University, Bathinda and Faculty of Management, The University of Tehran are collaborating an international conference on the theme of “Sustainable Business Practices and Technology Innovation in Disruptive Era” on 16th & 17th March 2023.

India, since its independence, has passed through various development phases. India has been able to establish itself as one of the top five global economies in just 75 years of independence because to its widely acknowledged economic policies, strong partnerships with developed and developing nations, and large pool of young and skilled workers. When it comes to overcoming the obstacles that corporations are up against in today's disruptive era, sustainable business practises and technological innovations play a crucial part in finding solutions. During these years of emergence, India's primary focus has remained on the promotion of entrepreneurship, Micro, Small, and Medium Enterprises (MSME), as well as the utilisation of cutting-edge technology across all economic sectors. India has set up an exemplary ecosystem at global level that helps in beating inflation and economic recession through promoting MSMEs and Start Ups. Adoption of Artificial intelligence across all sectors like medical, manufacturing, services and others act as catalyst in economic growth.

The primary objective of this international conference is to have a discussion about the various sustainable corporate practises that have been catalysed through technological innovation and that have been adopted by India and other countries to deal with a variety of economic disruptions such as the recession that occurred in 2008, the dotcom bubble, the Covid pandemic, and other similar events. This

conference is a sincere endeavour to bring all the stakeholders on single academic platform to brainstorming about the pivotal role of govt.policies to promote entrepreneurship such as “Make in India”, “Start Up India”; economic policies, business practices, technology innovations, health care practices and strong global trade in the growth of emerging economies such as India and suggest various strategies and policies that may implement to boost the economic environment in todays’ challenging scenario.

The main objectives of this international conference are to provide a professional and stimulating environment for the academicians, researchers, practitioners

- To promote awareness about various challenges prevailing in emerging economies for sustainable business development practices, economic policies and global trade
- To explore various unparalleled opportunities for the emerging economies in the domain of entrepreneurship and adoption of technology development across all economic sectors
- To exchange their ideas for improving outcomes in healthcare practices, post covid health disorders and developing healthcare policies to manage any pandemic and hospital disasters

CALL FOR PAPERS AND SUGGESTED THEMES

Research papers, articles and case studies are invited on the theme of the Conference. Within this over all theme, the main topics of the conference include, but are not limited to:

Track 1 : Finance & Accounting

- Sustainable finance - the roles and impacts of different financial services actors and institutions
- Emerging trends in Capital markets and Sustainable Investment
- Green Finance, Green Accounting, Crypto currency, FINTECH
- Behavioral Finance & Efficiency of Market
- Corporate Governance, CSR, ESG and Sustainability
- Emerging Trends in Accounting & Financial reporting
- Sustainable Economic Development & Global Business Trade

Track 2 : Human Resource Management

- Organization Culture and Employee Engagement
- Sustainable HR Practices in Dynamic Environment
- Behavioral strategies for competitive advantage
- Stress management & Work Life Balance
- Strategic HRM and CSR
- Green HRM Practices
- Motivation and Leadership
- HR analytics, AI and productivity

Track 3: Marketing and Operations

- Green Marketing, Social Media Marketing, Viral Marketing for Business Sustainability
- Marketing Analytics, Business Intelligence and Operational Automation
- Service Marketing, Rural Marketing, Branding and CRM
- Changing Context of Consumer Behavior in Dynamic Environment
- Logistics and Supply Chain Management
- Total Quality Management and Productivity Improvement
- Reliability in Operation Research

Track 4: Entrepreneurship & Innovation

- Sustaining New and Existing Enterprises
- Make In India, Start Up India and economic Development
- Social Entrepreneurship, Women Entrepreneurship, Agriculture Entrepreneurship, Green Entrepreneurship
- Disruptive Innovation and Design Thinking
- Entrepreneurship: Teaching Learning Process
- Managing and Growing Entrepreneurial Venture
- MSME Competitiveness & Growth
- Healthcare & Wellness Entrepreneurship

Track 5: Technology For Sustainable Development

- Green Buildings
- Sustainable Waste Management
- Water and Soil Conservation
- Artificial Intelligence, Machine Learning and Big Data Analytics
- Cyber Security
- Blended Learning and Digitalization
- Technology Adoption and Diffusion in E-Learning
- Quality Management and Assessment in E-Learning

Track 6: Sustainable Healthcare Practices

- Health Care Innovations in Sustainable Development
- Artificial Intelligence and Big Data Analytics in Healthcare Services
- Novel Drug Delivery Innovations
- Immuno-Boosters
- Change in Lifestyle to beat metabolic disorders
- Managing Post-Covid complications
- Managing Operations in Hospitals
- Disaster Management in Hospitals

PAPER SUBMISSION GUIDELINES

Full papers submitted at the conference should be the original work of the authors and should not be previously published or under review with any academic publication.

All papers will undergo a double-blind review process.

Guidelines for full paper submission

1. The Full paper should cover the following aspects:
 - Title of the paper
 - Authors' name(s) with their affiliation
 - Email ID of the authors
 - Abstract (not exceeding 250 words)
 - Keywords (minimum 4-5 words)
 - Introduction
 - Literature review
 - Methodology
 - Findings and Discussion of the study
 - Implications of study
2. The full paper should not exceed 4000 - 6000 words (including title page, abstract, main text, figures, tables, graphs and references).
3. All text should be in 1.5 line spacing with 1-inch margins on all the sides on A4 size paper using the font Times New Roman of size 12 and headings should be bold with font size-12.
4. All tables, charts, and graphs should be placed wherever required along with the respective text and numbered continuously as Table 1 / Figure 1/Graph 1 & so on.

1. References should be in line with the APA (American Psychological Association) Guidelines.

2. The full paper shall only be submitted in Microsoft Word (.doc .docx). The full paper should be submitted at the paper submission link provided below as per the format stated above.

Paper submission link:

<https://forms.gle/bACDr69kyivccSdg8>

3. Incomplete submissions or full papers that do not follow the above format will not be sent out for review.

4. All submitted papers shall be reviewed and after the review process, acceptance of the selected papers will be communicated to the authors.

5. After acceptance of the paper, the author(s) must register for the conference at the conference registration link below

Conference Registration link:

<https://forms.gle/zMHtqUrdSuGccq7m7>

Best Paper Award

There will be best paper award out of the papers presented in each track of the conference and will be bestowed with certificate.

Registration Fee (Non-Refundable)

- All the participants attending the conference are required to register for the conference by paying the registration fee as mentioned below on or before March 02, 2023.
- A person who wishes to attend the conference without a paper presentation can also attend the event by paying the registration fee using the same payment information.
- In case the paper has multiple authors, certificates will be issued to only those authors who have registered for the conference and paid the fee.
- Author(s) submitting more than one paper need to pay registration fee for each paper separately.

S.No	Category	Registration Fee
1.	Academicians	INR2000
2.	Non-Academic Institutions/Industry	INR2500
3.	Research Scholar & Students (India)	INR1200
4.	Foreign Participants	USD50

Mode of Conference

The conference will take place in hybrid mode.

Venue of Conference

**Maharaja Ranjit Singh
Punjab Technical
University, Dabwali Road,
Bathinda - 151001**

Important Dates

Last Date for Submission of Full Paper	February 06, 2023
Communication of Paper Acceptance	February 23, 2023
Last Date of Registration	March 06, 2023
Conference Date	March 16-17, 2023

Online Payment Details

Please retain the fee payment proof (Screen shot and Payment ID) post payment since it would be required to upload on conference registration link

Account Number	3518474123
Account Name	University Bussiness School, MRS-PTU
Bank Name & Branch	Central Bank of India GZSCCET, Bathinda
IFSC Code	CBIN0283469

Publication Opportunity

The submitted papers would be considered for publication in conference proceedings/book and journals after review.

There are opportunities for the authors to publish their work with internationally reputed publishers. The following list of journals has agreed to publish the shortlisted papers (as per their own criteria) from ICMESS 2023 conference papers.

- 1) FIIB Business Review, Sage Publications (Scopus Indexed/UGC Care II)
- 2) Journal of Management (UGC Care I) Special Issue
- 3) International Journal of Pervasive Computing and Communication Emerald Publications (Scopus Indexed/Web of Science)

EMINENT SPEAKERS



Dr. A.K. Sharma
IIT, Roorkee



Prof. Volha Rudkouskaya
Belarus State Economic University,
Belarus



Dr. Amit Shukla
IIT, Kanpur



Prof. Dewasiri N. Jayantha
Sabaragamuwa University
of Sri Lanka



Prof. S.K. Dhameja
NITTTR,
Chandigarh



Dr. Amarjit Gill
Edwards School of Business
Canada



Prof. Aidin Salamzadeh
University of Tehran,
Tehran



Prof. Hafiza Aishah Hashim
Universiti Malaysia
Terengangu,
Malaysia

Conference Scientific Committee

Dr. Datis Khajeheian (University of Tehran)
Dr. Seshadev Sahoo (IIM Lucknow)
Dr. C.S. Bhatnagar (University of West Indies)
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Dr. Waleed Al-Ahdal (Universiti Malaysia Terengangu, Malaysia)
Dr. Sudhir Rana (Gulf Medical University Dubai)
Dr. Shailendra Kumar (IIIT, Allahabad)
Dr. P.K. Jain (SLIET Longowal)
Dr. Anand Thakur (Central University Punjab)
Dr. Moonis Mirza (AIIMS, Bathinda)
Dr. Purushottam Hoovayya (AIIMS, Bathinda)
Dr. Monika Aggarwal (Panjab University)
Dr. Mandeep Kaur (GNDU, Amritsar)
Dr. D.P. Sidhu (Punjabi University)
Dr. Pardeep Gupta (LM Thapar, School of Management)
Dr. J Kiranmai (IPE, Hyderabad)
Dr. Dyal Bhatnagar (Punjabi University)
Dr. Vikasdeep (Punjabi University)
Dr. Amrinder Singh (Jain Deemed to be University)

Dr. Gurbinder Singh, Dean Faculty of Commerce & Management
Dr. Sanjiv Aggarwal, Campus Director, GZSCCET
Dr. A.S. Chawla, Consultant Planning & Development
Dr. Paramjit Singh, Dean Student Welfare
Dr. Savina Bansal, Dean Planning & Development
Dr. S.K. Bath, Dean Distance Education Programme
Dr. Manjeet Bansal, Dean Consultancy and Industry linkage
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Dr. Balraj Singh Sidhu, Director PSAEC, Patiala
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Mr. Harjot Singh, Director, Training & Placement

CONFERENCE COMMITTEE

CHIEF PATRON

Prof. (Dr.) Buta Singh Sidhu
Vice Chancellor, MRSPTU

PATRONS

Dr. Gurinderpal Singh Registrar MRSPTU	Dr. Ashish Baldi Dean Research & Development MRSPTU	Dr. K.S. Sandhu Associate Dean Academics MRSPTU	Dr. Taher Roshandel Arbatni Dean Faculty of Management UoT
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Conveners

Dr. Pritpal Singh Bhullar Head, University Business School, MRSPTU	Dr. Veerpaul Kaur Maan UBS, MRSPTU
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Coordinators

Ms. Anantdeep Kaur Maan Dr. Manpreet Kaur Dhaliwal Mr. Shivam Goyal	Dr. Puneet Bansal Ms. Harpal Kaur Ms. Simarpreet Kaur	Dr. Samandeep Kaur Bath Mr. Charanjit Singh
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Organizing Committee

Dr. Rozy Rani Ms. Jaspreet Kaur	Dr Aruna Varshney Ms. Amanjot Kaur	Dr. Arshdeep Kaur Ms. Sheetal Rani	Ms. Aishveen Kaur
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