

FACULTY OF
COMMERCE & MANAGEMENT
organises

NATIONAL CONFERENCE



**Emerging Business & Technology Issues
with Emergence of Industry 4.0**

On 29th-30th November, 2022

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Mission

Kalinga University aims to be an outstanding institution for Talent Development and Knowledge Creation for a vibrant and inclusive society.

Our University

Kalinga University, Raipur is a NAAC accredited University with Grade B+ and the Only Private University in Chhattisgarh ranked in Top 101-150 Universities in NIRF Ranking 2022 and has emerged as a centre of excellence of higher education in Central India. Strategically located in the Smart City of New Raipur, this University has started carving a niche for itself in the education domain and is rising as a shining star on the horizon of quality education.

Infrastructure – Kalinga offers of World Class Infrastructure and student facilities with student centric approach. Highest attention is paid to hands on learning approach and students are encouraged to come up with innovative ideas for projects and practical's. The University has more than 90 laboratories and workshops, all well equipped with the latest, state of the art apparatus and tools. Special emphasis is given to the development of communication skills through the language lab. More than 1000 computers are available for the use of the students.



Establishment – Established in 2013, this University has been able to win the confidence of over 8000 students. Meritorious students from all over the country and various foreign countries like Afghanistan, Angola, Bangladesh, Cameroon, Gambia, Ivory Coast, Kenya, Lesotho, Liberia, Malawi, Namibia, Nepal, Nigeria, Papua New Guinea, South Sudan, Swaziland, Tanzania, Uganda, Zambia, Zimbabwe, etc have chosen this University for their education and career.

Schools of Excellence – – Currently the University is serving the student community by offering various UG and PG programs namely Engineering, Law, Pharmacy, Arts & Humanities, Science, Commerce & Management, Biotechnology, Information Technology, Library Science, Fashion Design & Interior Design, User Experience, Yoga, Film Making and Journalism & Mass Communication.





About Faculty of Commerce & Management

Faculty of Commerce & Management was established in the year 2013. We offer various undergraduate and postgraduate programs. We have MBA, BBA, M.Com, B.Com, and Ph.D. We focus on management education with a deep understanding of business and approach to pedagogy combining fieldwork, case studies, research and instrumented feedback with a strong emphasis on concepts and theory.

We, as a Faculty of Commerce & Management, train our students to cope with the pressure of fierce competition. Our education is a fair blend of human behaviour, organizational psychology & behaviour, human resource management, economics, quantitative methods, finance & accounts, marketing, production & operations, and information technology. Students are given ample opportunity to cultivate creativity and enhance innovations in the work culture. Visits of personnel from the corporate world and academia are part of our curriculum to apprise the students of the corporate needs and the latest developments in theory. Industrial visits and trainings are arranged to simulate the ground realities of corporate work and culture in their minds.

About The Conference

The conference aims at providing a platform for academicians, researchers, scientists, and industry leaders to come together, conjure and deliberate ideas, inventions, and models on the theme. The Fourth Industrial Revolution (4IR) with its tools and technological advances viz., the Internet of Things, augmented intelligence, autonomous vehicles, additive manufacturing, etc., has a crucial role in improving the quality of life in society. As a consequence, the business has also undergone various changes and the way of doing business has seen major changes. This requires that new ways are discovered to manage the business and its various dimensions. The aim of conference is to focus on such dimensions and bring to light the issues and the possible solutions for them.



In this context of sustainability of Industry 4.0 and its issues. Department of Commerce and Management of Kalinga University, aims to bring together these differing perspectives in academia as well as practice for discussion and debate in the 2nd National Conference on “Emerging business Issues with emergence of Industry 4.0” to be held on 29th Nov and 30th Nov, 2022.



Conference Objectives

- To provide a vigorous platform for exhibiting interest & promoting research into the field of business and management.
- To find out different problems & challenges arising as a result of Industry 4.0 by the business.
- To provide an opportunity for participants to elevate their knowledge and skills for understanding various aspects and issues related to Industry 4.0.

Call of Papers

We Invite academicians, researchers, research scholars, students, and consultants to submit original, unpublished research work in the form of research articles relevant to the theme of the conference.

Guidelines For Publication

The selected full-length paper will be published in UGC/Scopus approved journals. All the abstracts will be published in the form of conference proceedings with ISBN number. Soft copy of the conference proceedings will be provided to all participants. Papers are to be submitted in the form of manuscript as per the journal author guidelines provided on the website of the journal. Plagiarism free papers should be mailed to kucm@kalingauniversity.ac.in within the deadline. For paper published in UGC/Scopus approved journal, Article processing charges will be as per the selected journal and the publication charge will be completely paid by the author.



IMPORTANT DATES

✓ Early bird Registration & abstract submission	1st Oct, 2022
✓ Last date of Registration	10th Nov, 2022
✓ Communication on acceptance	15th Nov, 2022
✓ Last date for submission of the full paper	20th Nov, 2022
✓ Dates of the Conference	29th-30th Nov 2022

CONFERENCE SUB THEMES

We invite researchers and practitioners to submit their ideas, articles and abstracts pertaining to following suggested themes (this list is not exhaustive):

ECONOMICS

With the adoption of Industry 4.0 technologies such as artificial intelligence and Bigdata, Economics is poised to undergo dramatic upheavals arguably the greatest changes since Adam Smith. AI which helps in modeling human behavior, can potentially make it easier to identify financial bubbles and potential vulnerabilities in the economy. Industry 4.0 with its elevated technologies facilitates more accurate predictions and thereby helps humanity.

- India's vision of 5 trillion economy and SDGs
- Government policies with respect to future society
- Industry 4.0 and its Impact on fiscal and monetary policy
- Keeping Inflation in check and growth intact
- Automation & Labour issues
- Technological changes in agricultural business





FINANCE, BANKING & ACCOUNTING

The financial services sector is one of the prominent sectors that have leveraged the power of industry 4.0 extensively. Banking, insurance, mortgage, forex, stocks, and many other financial sectors are thriving due to the positive thrust of digital innovation and financial process automation. This track invites submissions dealing with accounting and financial aspects of corporate decision-making use of augmented intelligence. Papers are likely to introduce problems and prospects of:

- Use of AI in debt collection
- E-Banking
- Stock market trading & AI Commercial credit scoring
- Changing landscape of the Banking Industry
- Recent trends of Fin Tech Industry
- Understanding Behavioural Finance with AI
- Cryptocurrency and changing face of international finance
- Blockchain and its implication for Banking and finance
- Role of E-commerce platforms in increasing trade

BUSINESS COMMUNICATION

The track invites submissions aiming to understand the role played by various aspects of business communication. Topics may include but are not limited to:

- Crisis Communication
- Cyber Physical System
- Use of BOT Chat In Business
- Digital Communication
- Perception and Reputation Management
- Virtual Communication and Cross-Cultural Communication

MARKETING MANAGEMENT

The track invites research aiming to understand the use of technologies of industry 4.0 marketing the products and services. From the following themes centered around, but not limited to:

- Digital technologies and digital disruptions
- Data driven decision-making
- Branding and digitalization
- Digital Public Relation (PR)
- Cross channel marketing and digitalization
- Marketing capabilities and competitiveness
- Marketing in real time scenario

INFORMATION TECHNOLOGY

Digital transformation is sweeping the world of businesses. The track invites research that focuses on contributing new insights to this rapidly growing field. Contributions may include but are not limited to:

- ICT adoption
- IT and sustainable development
- ICT4D perspectives
- Digital transformation
- Innovation and knowledge network
- Digital innovation
- Entrepreneurship and new business models
- Emerging technologies
- Digital platforms
- Fin Tech adoption and consequences
- ICT and migrant workforce
- Social technologies and urban market spaces
- ICT in development practices
- Recent trends in ICT
- Green ICT for sustainability
- Information Technology and data processing in Business
- Digital Business and Digital Marketing



HUMAN RESOURCE MANAGEMENT

Use of Innovative technologies like the Internet of Things, Big Data and Artificial Intelligence are helping to automate most HR processes, resulting in more efficient and lean teams. Exchange of data between different systems has dramatically increased efficiency and decision-making processes related to people management. With these technologies HR becomes more automated, focusing its activities on strategic issues and no longer on manual, bureaucratic and repetitive actions. The track invites research papers on topics including, but not limited to:

- Designing a digital organization
- Challenges for HR in the age of disruption
- Employee engagement and the tools of Industry 4.0
- Human Resource Analytics
- Position and status of human resources in a digitalized organization
- Diversity, equity, and inclusion challenges
- Digitalization of employee benefits
- Human and social capital
- HR bundles
- Human Resource Information System
- Behavioural Corporate Governance
- Change management in a dynamic business environment
- Corporate Governance; Mechanism and Practices
- High-performance work systems



OPERATIONS MANAGEMENT

The track invites submissions that investigate the theoretical and practical aspects of the contribution of Industry 4.0 technologies in Operations Management and decision-making sciences. Topics may include, but are not limited to:

- Inventory and warehouse management
- Humanitarian operations
- Environmental disruption
- Logistics and transportation
- Sustainability and risk management
- Service operations
- Multi-objective optimization
- Resource allocation and scheduling
- Performance measurement and productivity analysis
- Machine learning and or applications
- Supply chain resilience
- Lean and agile manufacturing
- IOTs, and blockchain technology
- Project management

BUSINESS MANAGEMENT

The track invites submissions that investigate the theoretical and practical aspects of the contribution of Industry 4.0 technologies in Business Management. Topics may include, but are not limited to:

- Behavioural Corporate Governance
- Poverty and youth unemployment
- Climate change – performance monitoring
- Business influencing policy
- Business and Data Analytics
- Change management in a dynamic business environment
- Corporate Governance; Mechanism and Practices
- E-Commerce: Strategies, Models, Applications
- Inclusive and Equitable Economic Growth
- Organisational Development
- Knowledge Management and Collaboration
- Transformation of the financial system for green economy
- Knowledge management in the knowledge economy
- Human Resource Capital Practices
- Emerging organisational structures
- Strategic Leadership
- Financial intermediaries in sustainable economies
- Human Resource Planning and Analytics
- Innovations in financial services
- Sustainable financial regulatory framework
- Green Marketing and Responsible Consumerism
- Entrepreneurship, growth and competitiveness
- Innovation and technological entrepreneurship
- Social and community entrepreneurship
- Tourism and sustainable development
- Eco-Tourism and Community Tourism
- Society and corporate houses



ENVIRONMENTAL SUSTAINABILITY

The track invites submissions that investigate the theoretical and practical aspects of the contribution of Industry 4.0 technologies to Environmental sustainability. Topics may include, but are not limited to:

- Global Reporting Initiatives and Corporate Sustainability
- Waste recycling management
- Climate Change Management
- Management and control of raw materials
- Corporate Citizenship and Corporate Governance Issues and Challenges
- Role of Spirituality in Sustainability and Responsible Businesses
- Managing Indigenous Cultures and Livelihood
- Marketing in real time scenario
- Solar and other sustainable Energies for future
- Managing water crises in future
- Sustainability Development Agenda 2030
- Business practices in Non-Profit Organisations
- Business Ethics in sustainable development
- Managing forest and other natural resources
- Millennium Development Goals (MDGs)
- Education on Sustainability, Climate Change, Society, and Inclusiveness
- Process Management
- Sustainability and Smart Cities
- Sustainable Supply Chain Management
- Sustainable Business Strategies
- Sustainable Reporting
- Sustainable Human Resource Management





SUBMISSION GUIDELINES

1. An abstract may have a maximum of 300 words and a maximum of 5 keywords.
2. Abstract and Full Papers should be e-mailed kucm@kalingauniversity.ac.in
3. The length of the paper should be between 3000- 5000 words.
4. The full paper must be formatted as MS Word document, in Times New Roman, 12 point font size.
5. All papers will be checked for plagiarism, as per the University guidelines.
6. Registration is compulsory for all the participants, authors and co-authors with the transaction ID number and payment receipt in pdf format.
7. Registration without transaction ID number and receipt will not be considered.
8. All registered participants will be given E-Certificate.
9. Once the Registration form is filled the participants are requested to join any one of the WhatsApp group links for further updates.

WhatsApp Link for Registration

1. Link 1 – <https://chat.whatsapp.com/KjZm2Z3L3Dt8ndJChLIHmB>
2. Link 2- <https://chat.whatsapp.com/GTILzdxixleBWGbUpAzdZF>

Telegram Link – <https://t.me/+WFV-RcasYuVIMDFI>

Registration Link – <https://forms.gle/MMqAGd6oHSWfkrkj9>

Category	Registration fees
Students	500/-
Research Scholar	700/-
Academicians	1000/-
Delegates from Industry	1500/-

Bank Details:

IFSC Code No. ICIC0003907

SWIFT CODE: ICICINBBCTS

A/c No.: 390701000010

Bank Name ICICI bank

Account Name: Kalinga University



List of Advisory Committee Members

Sr. No	Proposed Advisory Member Name	Organization	Designation
01.	Dr. Sanjay Pandey	Chouksey Engineering College	Principal, Chouksey Engineering College, Bilaspur
02.	Dr. Yasin Sheikh	ITM University	Prof. & HOD, School of Commerce, Management & Research
03.	Dr. Prachi Singh	St. Vincent Palotti College, Raipur	Prof. & HOD, Commerce
04.	Dr. Abhigyan Bhattacharjee	North Eastern Hill University, Tura	Professor, Department of Management Studies
05.	Prof. Sumit Sinha	ICFAI University , Rachi	Professor Incharge- Corporate Relations
06.	Dr. Ajit Singh Tomar	Symbiosis University, Indore	Assistant Professor (Director I/C)
07.	Dr. Gazala Ashraf	Amity University, Raipur	Associate Professor
08.	Dr. Abhay Kumar	NMIMS, Bombay	Associate Professor
09.	Dr. Vipin Sharma	Chandigarh University	Associate Professor
10.	Dr. Minal Uprety	Prestige Institute of Management , Indore	Senior Assistant Professor
11.	Dr. Bobby B. Pandey	Guru Ghasidas Vishwavidyalaya	Assistant Professor (Senior Scale)
12.	Dr. Amit Manglani	Guru Ghasidas University	Assistant Professor
13.	Dr. Miklesh Prasad Yadav	Amity University, Noida, Uttar Pradesh	Assistant Professor
14.	Dr. Mukesh Bhojwani	Prestige Institute of Management , Indore	Assistant Professor
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17.	Dr. Ashish Mohan	Ranchi University, Ranchi	Assistant Professor
18.	Dr. Sumant Wachasunder	Dr. Ambedkar Institute of Management Studies and Research, Nagpur	Assistant Professor
19.	Dr. Qureshi Riyaz Ahmed	Symbiosis University, Indore	Assistant Professor

Chief Patrons

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