



**FACULTY OF COMMERCE AND MANAGEMENT**

**&**

**FACULTY OF EDUCATION**

**Organises**

# **TWO DAYS INTERNATIONAL CONFERENCE**



**On**

**SMART INNOVATIVE MANAGEMENT  
AND EDUCATION TECHNIQUES  
FOR GREEN AND SUSTAINABLE  
DEVELOPMENT  
(SITMETGSD-2024)**

23<sup>rd</sup> – 24<sup>th</sup> February 2024

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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.

Kalinga University, Naya Raipur, is a NAAC accredited University with a Grade B+ and the only University in Chhattisgarh ranked in the Top 101-150 Universities in NIRF Ranking 2023 and has emerged as a centre of excellence in 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.

## ABOUT KALINGA UNIVERSITY

**Infrastructure** – Kalinga boasts of World Class Infrastructure and student facilities with a student-centric approach. The highest attention is paid to the hands-on learning approach, and students are encouraged to come up with innovative ideas for projects and practicals. The University has more than 75 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 1200 computers are available for the use of the students.

The Library has a collection of over 80,000 books and also offers digital content through membership of DELNET, National Digital Library and NPTEL. Various magazines and journals are available for the use of the faculty and students. Infrastructure consists of Student Hostel facilities, Green Acres, Canteen, Food Mess, Gymnasium, a Fully Wi-Fi Campus, ATM, Mini Market, Student Hangout Areas, Sports Complex, and Recreation Halls with Indoor Games and Music and recreation activities.

**Establishment** – Established in 2013, this University has been able to win the confidence of over 7000 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 through various schools offering UG and PG programs, namely Arts & Humanities, Biotechnology, Commerce & Management, UX Design, Engineering, Fashion Design, Information Technology, Interior Design, Journalism & Mass Communication, Law, Library Science, Pharmacy, Science, Education and Yoga. It also has a centre for Doctoral Research Programmes in various fields.

**Academics and Faculty** - All schools are headed by senior professors with excellent academic credentials and experience in teaching, publications and research. They are ably supported by well-qualified faculty members who come from top educational institutions and the Industry. Students also get an opportunity to learn from a distinguished panel of experts drawn from various industries, who regularly come for guest lectures. ished panel of experts drawn from various industries, who regularly come for guest lectures.

## ABOUT THE FACULTY OF COMMERCE AND MANAGEMENT

The Department of Commerce creates a stimulating environment for the academic growth of its students and provides them with a thorough understanding of a range of subjects such as business organisation, financial accounting, corporate law, economic theory and business communication.

The faculty members of the Department are known for their expertise in finance and organisational behaviour and impart practical knowledge of the discipline of auditing, company law and income tax. Interwoven into teaching practices is the goal of fostering in students a sense of responsibility towards society as well. In line with this emphasis, the classroom space is democratic and one in which differences in opinions are respected. Most importantly, teachers remain available to students at all times.

To foster student learning, several initiatives are taken beyond classroom teaching; these include workshops, talks, paper presentations, field trips, etc.

The Department of Management focuses on management education more than just business management. The commitment is thought leadership with a deep understanding of business. The approach to pedagogy combines fieldwork, case studies, research and instrumented feedback with a strong emphasis on concepts and theory.

We, as a Department of Management, are training our students to cope with the pressure of fierce competition. Our education is a fair blend of human behaviour, organisational 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 exploit 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 training are arranged to simulate the ground realities of corporate work and culture in their minds.

Lack of communication skills and ethics poses many problems in our day-to-day work, which becomes serious with the passage of time. Therefore, the students are being given due attention to embedding these so that they can come up to the expectations of the customers, organisations and society in a sustainable manner and add value to their jobs.

## ABOUT THE FACULTY OF EDUCATION

The Department of Education at Kalinga University, Naya Raipur, is a beacon of Knowledge and Innovation. With a team of highly qualified and experienced faculty members, it offers comprehensive and Industry-aligned programs for aspiring Educators. The Department focuses on not just theoretical knowledge but also Practical application through Internships and hands-on experiences. Kalinga University's Education Department instils in its students a passion for teaching, equipping them with the skills and expertise needed to excel in their careers and make a meaningful impact in the field of Education.

## ABOUT THE TWO DAYS INTERNATIONAL CONFERENCE



The conference aims to provide a platform for academicians, researchers, scientists, and industry leaders to come together and conjure & 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 the conference is to focus on such dimensions and bring to light the issues and the possible solutions for them.

## CALL FOR PAPERS

The International Conference on International Conference on Smart Innovative Technology & Management Techniques for Green and Sustainable Development (SITMTGSD-2024) organised by the Faculty of Commerce and Management, Kalinga University, Naya Raipur, will be held on 23<sup>rd</sup> - 24<sup>th</sup> February 2024. The Conference invites contributions in the form of full-length scholarly papers documenting original and substantial research work.

## THEMES & SUB-THEMES

### Theme 1: Smart Technologies for Sustainable Development

Sub-theme 1: Smart Cities and Urban Planning  
Sub-theme 2: Internet of Things (IoT) for Environmental Monitoring  
Sub-theme 3: Renewable Energy and Smart Grids  
Sub-theme 4: Sustainable Transportation Systems  
Sub-theme 5: Smart Agriculture and Precision Farming

### Theme 2: E-commerce and Digital Transformation

Sub-theme 1: Omni Channel Retailing  
Sub-theme 2: Digital Marketing Strategies  
Sub-theme 3: E-commerce Platforms and Technologies  
Sub-theme 4: Mobile Commerce and App-Based Shopping

**Theme 3: Green Technologies in Business and Management Practices**

Sub-theme 1: Corporate Sustainability Strategies  
Sub-theme 2: Sustainable Supply Chain Management  
Sub-theme 3: Green Finance and Investment  
Sub-theme 4: Social Responsibility and Ethical Business Practices  
Sub-theme 5: Eco-entrepreneurship and Innovation

**Theme 4: Entrepreneurship and Innovation**

Sub-theme 1: Startup Ecosystems  
Sub-theme 2: Innovation Strategies  
Sub-theme 3: Venture Capital and Angel Investing  
Sub-theme 4: Scaling and Growth of Small Businesses

**Theme 5: Cross-disciplinary Collaboration for Sustainability**

Sub-theme 1: Science-policy Interface for Sustainable Development  
Sub-theme 2: Interdisciplinary Research for Complex Sustainability Challenges  
Sub-theme 3: Engaging Communities in Green Initiatives  
Sub-theme 4: Role of Government, Industry, and Academia in Collaboration  
Sub-theme 5: International Partnerships for Global Sustainable Goals

## Submission Guidelines

**Abstract submission:**

- An abstract may have a maximum of 300 words and a maximum of 5 keywords.
- Abstract and Full Papers should be E-mailed - [kucm@kalingauniversity.ac.in](mailto:kucm@kalingauniversity.ac.in)
- The length of the paper should be between 3000-5000 words.
- The full paper must be formatted as an MS Word document in Times New Roman, 12-point font size.
- Registration is compulsory for all the participants, authors and co-authors with the Transaction ID number and Payment Receipt in pdf format.
- Registration without transaction ID number and receipt will not be considered.
- All registered participants will be given E-Certificates.

## Rules For Participation

- No abstract or full paper shall be accepted after the last submission date.
- Only the selected abstracts will be permitted for presentation.
- Co-authorship is permitted, and at least one author must attend the Conference to present the paper.
- All submissions must be the author's original and unpublished work.
- More than 10% similarity will attract immediate disqualification.

## IMPORTANT DATES

<b>Last Date of Submission of Abstract</b>	<b>30<sup>th</sup> December 2023</b>
<b>Notification of Acceptance of Abstract</b>	<b>08<sup>th</sup> January 2024</b>
<b>Last Date of Early Bird Registration</b>	<b>20<sup>th</sup> January 2024</b>
<b>Last Date for Registration and Payment</b>	<b>10<sup>th</sup> February 2024</b>
<b>Submission of Full Paper</b>	<b>15<sup>th</sup> February 2024</b>
<b>International Conference</b>	<b>23<sup>rd</sup> &amp; 24<sup>th</sup> February 2024</b>

## MODE OF THE CONFERENCE - HYBRID

## FEE PAYMENT

**Step 1: Participants will have to make payment on the given bank details:**



SCAN THE QR CODE  
FOR UPI PAYMENT

IFSC Code: **ICIC0003907**  
 SWIFT Code: **ICICINBBCTS**  
 A/c No.: **390701000010**  
 Bank Name: **ICICI Bank**  
 Account Name: **KALINGA UNIVERSITY**

**Step 2: Fill out the registration form with all the necessary information and add the screenshot of the payment details.**

## SUBMISSION PROCESS

The submission link for the full paper and payment will be shared through E-mail only to the participants whose abstract will be selected. Participants who want to attend the conference without a paper presentation will be sent a final registration link.



SCAN TO REGISTER

## REGISTRATION FEE

### Paper Presentation

- |  |                  |
|--|------------------|
| 1. Students/Scholars - Early Bird Registration | <b>INR 500/-</b> |
| 2. Academician/Industry Persons - Early Bird   | <b>INR 800/-</b> |

### Registration

- |                                  |                   |
|----------------------------------|-------------------|
| 1. Students/Scholars             | <b>INR 800/-</b>  |
| 2. Academicians/Industry Persons | <b>INR 1200/-</b> |

### Participation only

- |                                  |                  |
|----------------------------------|------------------|
| 1. Students/Scholars             | <b>INR 400/-</b> |
| 2. Academicians/Industry Persons | <b>INR 500/-</b> |



The QR code for  
the submission of fees

## AWARDS

1. Certificate/E-Certificate will be provided to every Participant.
2. Certificate of Merit will be provided for 3 Best Paper Presentations in every track.
3. The 10 best-selected papers will be published in reputed journals (UGC care group - 2 or Scopus Indexed).
4. Other Selected Papers will be published in an edited book with an ISBN number.
5. Conference proceedings will be released at the inauguration of the Conference.

### Note:

- (1) The author has to pay the Fee for the publication in the journal.
  - (2) A soft copy of the book/proceeding shall be provided to the authors.
- \* Hard copy will be provided on request with applicable charges.

## ACCOMMODATION WITHIN CAMPUS

1. Accommodation will be provided only to participants from outside Raipur at cost of INR 800/- per day.
2. No TA/DA will be provided to the participants by the organisers.

## CHIEF PATRONS

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Chairman

Kalinga University, Naya Raipur

### Dr. Sandeep Arora

Chancellor

Kalinga University, Naya Raipur

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Vice-Chancellor

Kalinga University, Naya Raipur

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Director General

Kalinga University, Naya Raipur

### Dr. Sandeep Gandhi

Registrar

Kalinga University, Naya Raipur

### Dr. Rahul Mishra

Dean Academic Affairs

Kalinga University, Naya Raipur

### Dr. Vijayalaxmi

Director IQAC

Kalinga University, Naya Raipur

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Dean of Academics

IIM, Raipur, CG

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Associate Professor

IIM Indore, Indore, MP

### Dr. Amit Agrawal

Assistant Professor

IIT Raipur, Raipur, CG

### Dr. Ajay Jain

National Coordinator

Research Foundation of India

### Dr. Sanjay Pandey

Professor

Guru Ghasidas Vishwavidyalaya, Bilaspur

### Dr. Yasin Sheikh

Prof. & HOD,

ITM University, Raipur CG

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Prof. & HOD, Commerce  
St. Vincent Palotti College, Raipur CG

**Dr. Bobby B. Pandey**  
Assistant Professor  
Guru Ghasidas Vishwavidyalaya, Bilaspur

**Dr. Amit Manglani**  
Assistant Professor  
Guru Ghasidas University, Bilaspur

**Dr. Miklesh Prasad Yadav**  
Assistant Professor  
Amity University, Noida

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Associate Professor  
Medicaps University, Indore

**Dr. Mukesh Bhojwani**  
Assistant Professor  
ITM University, Raipur

**Dr. Regina John**  
Assistant Professor  
Josephs Business School, SHUATS, UP

**Dr. Stephan Das**  
Dean,  
Josephs Business School, SHUATS, UP

## CONVENOR

**Mrs. Shinki K. Pandey**  
HoD, Faculty of Commerce and Management  
Kalinga University, Naya Raipur

**Dr. Shraddha Verma**  
Dean, Faculty of Education  
Kalinga University, Naya Raipur

## CO-CONVENORS

**Dr. Nidhi Goenka**  
Assistant Professor  
Kalinga University, Naya Raipur

**Dr. Chandra Bhooshan Singh**  
Assistant Professor  
Kalinga University, Naya Raipur

**Ms. Nishtha Sharma**  
Assistant Professor  
Kalinga University, Naya Raipur

**Dr. Lubhawani Tripathi**  
Associate Professor  
Kalinga University, Naya Raipur

## ORGANIZING MEMBERS

**Dr. Jasmine Joshi**

DSW & Assistant Professor  
Kalinga University, Naya Raipur

**Ms. Riya Goel**

Assistant Professor  
Kalinga University, Naya Raipur

**CMA Sujata Singh**

Assistant Professor  
Kalinga University, Naya Raipur

**Ms. Shivangi Makade**

Assistant Professor  
Kalinga University, Naya Raipur

**Ms. Deepshikha Patel**

Assistant Professor  
Kalinga University, Naya Raipur

**Ms. Deepti Patnaik**

Assistant Professor  
Kalinga University, Naya Raipur

**Ms. Alpana Sharma**

Assistant Professor  
Kalinga University, Naya Raipur

**Mr. Ram Girdhar**

Assistant Professor  
Kalinga University, Naya Raipur

**Ms. Mariyam Ahmed**

Assistant Professor  
Kalinga University, Naya Raipur

**Mr. Satvik Jain**

Assistant Professor  
Kalinga University, Naya Raipur

**Mr. Dheeraj Daniel**

Assistant Professor  
Kalinga University, Naya Raipur

**Mr. Tushar Ranjan Barik**

Assistant Professor  
Kalinga University, Naya Raipur

**Mr. Urvija Khatri**

Assistant Professor  
Kalinga University, Naya Raipur

**Ms. Priti Kumari**

Assistant Professor  
Kalinga University, Naya Raipur

## STUDENT COORDINATORS

**Ms. Bhumeeka Badhri**

BBA

↳ +91-7008248077

**Ms. Mansha Sinha**

B.Com. (BF)

↳ +91-7909087435

**Ms. Muskan Dubey**

BBA

↳ +91-7880036161

**Mr. Hrithik Sharma**

BBA

↳ +91-8085599556

Mail your queries to-  
**kucm@kalingauniversity.ac.in** or call on  
**+91-7024116975** or **+91-7024116973**



# KALINGA UNIVERSITY



Ranked in  
Top 101-150  
Universities

**Campus:** Kalinga University, Kotni, Near Mantralaya Naya Raipur – 492101, Chhattisgarh, India.