



# ICMIT-2023

25-26 August, 2023

## International Conference on Management & IT

### Innovations and Advances in Management and IT: Initiatives, Catalysts & Impacts



# ISIM

INTERNATIONAL SCHOOL OF INFORMATICS & MANAGEMENT  
(Formerly India International Institute of Management)  
Mansarovar, Jaipur

## ABOUT THE CONFERENCE

Modern businesses grow and succeed in today's corporate climate for a myriad of different reasons. Some are known for their innovative products, others for their Tech-enabled services, and others still for less easily-defined factors such as strong brand loyalty and captivating ad campaigns. Innovation is often necessary to adapt so as to overcome the challenges of change as it fosters growth helps to stay ahead of the competition and helps to take advantage of new technologies. Achieving organizational and technological growth through innovation is the key to staying afloat in today's highly competitive world. The advancement and Innovation in Business Management and IT helps in improving business processes so as to increase efficiency and productivity and to enable the business to extend the range or quality of existing products and services. Innovation plays a key role in introducing novelty to existing products and processes to meet rapidly changing customer or consumer demands and adding value to existing products, services or markets to differentiate the business from its competitors leading to increased market share, revenue, and customer satisfaction. How to assist enterprises in gaining competitive advantages through technological and managerial innovations has become a crucial issue for both academicians and practitioners. In order to be more concurrent with the advancing world and to realize innovation that meets the required goals & performance expectations, new initiatives with advanced technologies must be adopted that can have a great influence on the existing management practices. The main objective of ICMIT is to provide a platform where business stakeholders, scientists, researchers and industrial experts worldwide can share cutting-edge innovative technologies and managerial theories, exchange valuable experience and form collaborative relationships to promote advancement and innovation in Business Management and Information Technology. This conference is being organized with the notion to synchronize the various advancements and up-gradations which are parented in the field of technology and management. This conference integrates the knowledge, findings and research interests of various field experts coming from different disciplines to benefit society and industry.

## OBJECTIVES

The Conference aims to offer deep knowledge, to explore new possibilities, to narrow down solutions and to discuss future developments in the field of Management and Information Technology.

- To understand issues and challenges in the research in the field of business and management from around the world.
- To draw some guidelines that can be useful in approaching the concept of the business model in a well-structured way, providing an in-depth investigation of the various research streams and perspectives.
- To disseminate knowledge and share experience in dealing with advances in business and management
- To understand appropriate and effective strategies in dealing with opportunities, threats, and challenges in business management amidst fast changing environmental concerns.

### Submissions are welcome on topics including but not limited to the following:

#### TRACK 1: INNOVATIVE SOLUTIONS IN INFORMATION TECHNOLOGY

- E-Innovations and e-Collaboration
- Technology-Enhanced Learning
- Internet of Things (IOT)
- Drive Innovation with Effective Technologies and Applications
- Wireless Communication and Mobile Computing
- Robotics and Automation
- Machine Learning & NLP
- Databases & Advance Databases
- Big Data & Data Analytics
- Software Engineering and Quality
- IT Security, Privacy and Ethics
- Smart Data Infrastructure & Management
- Sentiment Analysis & Computational Thinking
- Augmented & Virtual Reality
- Cloud Computing & Security
- Artificial Neural Networks, Fuzzy Systems and Hybrid Systems
- Speech Recognition & Conversational Interface
- Data Mining, Knowledge Discovery, and Knowledge Management
- Data-Informed Decision-Making
- High Performance Computing
- Nature Inspired Computing
- Green Computing
- Smart Systems and Emerging Technologies

#### TRACK 2: TRENDS IN BUSINESS MANAGEMENT

- Redefining Business: Responsibilities and Performance
- Human-Centered Approaches to Change Management

- SCM, CRM & HRA
- Data driven business models
- The new role of IT in enterprises
- Business Analytics & Organization performance
- E-business, e Marketplaces
- Operations Management
- Catalyzing Change Management in an Organization
- International Business
- Strategy Marketing & Market Entry
- Contemporary Business & Entrepreneurship
- Marketing Management & Digital Marketing
- Banking Operations, Insurance & Research
- Innovative Management Practices
- Change Management as Strategic Business Competency
- Intellectual Property Brands and Branding
- Finance, Economics and Hedge Funds
- Electronic crime
- Best Practices in Corporate Governance
- Derivatives and structured financial products
- Environmental accounting
- Analytics in Banking & Finance
- Cloud solution to Banks
- Knowledge Management & Innovation
- Managing Risk, Corporate Social Responsibility
- Accounting, Banking Control & Supervision
- Internet Banking and Emerging Markets
- Sustainable Development
- Technology Transfer and Management
- Human Capital, Creativity & Innovation
- Disaster Management
- Venture Capital and Private Equity

- Leadership, Total quality control in Business
- Hospitality Management
- Corporate Valuation and IPOs
- Environmental Protection & Public Policy
- Business Model Innovation
- Business Process and Production Management
- Enterprise Planning, Functionality, Adoption, & Business Benefit

#### TRACK 3: INNOVATIONS AND ADVANCES IN ENTREPRENEURSHIP

- IoT Applications, Big Data, Artificial Intelligence in Business
- Blockchain application for building resilient businesses
- Influence of cyber security on building sustainable businesses
- Cloud management for Businesses of future
- Technology Management for Businesses
- Applying IoT frameworks for transforming businesses
- Integrating technology to transform businesses
- Application of smart technology in businesses
- Changes in corporate governance
- Innovation and Product Design
- Green Innovation and Entrepreneurship
- Creativity, innovation and entrepreneurship
- Customer centric strategy through innovation
- Regional and cluster innovation
- Incremental innovations and Innovation Success
- Innovation in Startup Management processes
- Technology entrepreneurship
- E-Commerce and Entrepreneurship
- Strategic Entrepreneurship

**Panel Discussion:  
Developing and Innovation - Ecosystem**

## CALL FOR PAPERS

### GUIDELINES FOR EXTENDED ABSTRACT SUBMISSION

Selection of papers for presentation and discussion will be based on detailed abstracts of at least **500 words**. Abstracts must include a clear indication of the purpose of paper, major results, implications, key references and keywords. The author(s) should clearly mention under which track the paper may be included. They should adhere to the following:

**Length** : At least **500 words** excluding title/cover page and references

**Font** : Times New Roman

**Font Size** : 10 points

**Spacing** : 1.5

**Title page** : Title, author(s), affiliation(s), contact details

Experts will review the abstracts and only those abstracts that are approved by the reviewers will be selected. Authors should submit a soft copy of the abstract in Microsoft Word format to the convener. The electronic copy should be mailed to [icmit-cfp@icfia.org](mailto:icmit-cfp@icfia.org). Acceptance of the abstract implies that at least one of the authors will register, attend the program and present the paper.

Abstracts of selected papers will be published in the Book of Abstracts which will be released during the conference. Full papers of the abstracts selected for presentation may be submitted to the convener in MS-Word format. The electronic version of the paper should be sent to [icmit-cfp@icfia.org](mailto:icmit-cfp@icfia.org). Papers must include a clear indication of the purpose, major results, implications, and key references. The guidelines for submission & formatting of full papers are available at <https://www.iisjaipur.org/iim/Current-2023-24/ICMIT-2023/index.html>

Selected quality papers presented in the conference will be considered for publication in **Oorja**, International Journal of Management & IT, ISSN (print) 0974-7869, ISSN (online) 2395-6771 subject to approval through the Double Blind Peer Review process.

### IMPORTANT DATES

Last date for receiving abstracts

**05 July, 2023**

Information about acceptance of abstracts

**12 July, 2023**

Last date for submission of final paper

**25 July, 2023**

Conference Dates

**25-26 August, 2023**

**PRESENTATION MODE:** Hybrid Mode

The authors of accepted papers will have a choice to present their papers online or on-site mode (at ISIM Campus).

### REGISTRATION FEES

Rs. 500/- + GST (18%) = Rs. 590/-

### PAYMENT MODE

Demand Draft in favor of ISIM, Jaipur, payable at Jaipur.

NEFT Transfer

HDFC Bank Ltd., ICG Campus, Gurukul Marg,

SFS, Mansarovar, Jaipur

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## ABOUT THE INSTITUTE

With its phenomenal and enriching presence for more than two decades, ISIM is a pioneer in the field of Management and IT education, delivering value to its stakeholders. Ranked amongst the top Management and IT institutions by Rajasthan Technical University and accredited 'A' by NAAC, ISIM believes in bringing a change in the society by imparting quality education.

The institute has been consecutively ranked first in the category "A" for the academic sessions 2017-2018, 2018-19 and 2019-2020 by Rajasthan Technical University, Kota, for its MBA and MCA programs on the basis of Quality Index Value (QIV) score. It has also been ranked first in category "A" for its MBA program in 2020-21, 2021-22 & is placed in category "A" in 2020-21, 2021-22 for its MCA Programme.

The institute has also been able to achieve distinguished ranks among all the institutions in India, in the surveys conducted by agencies such as CSR-GHRDC, Indian Management and Business world.

A total of 24 batches of MBA and 23 of MCA have successfully graduated and are well placed at senior management positions in National & International organizations. ISIMites engage themselves energetically and enthusiastically in various academic, co-curricular and research activities.

At ISIM, the students are nurtured and trained for success. The institution has sustainable good practices in teaching, learning and evaluation to achieve academic excellence. The course design and pedagogy equip the students to lead diverse organizations in a cross-continental environment. Innovative pedagogy, qualified and experienced faculty, structured industry interface and a state-of-the art fully integrated campus, contribute immensely towards making the students future-ready professionals.

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