



SGPC's GURU NANAK INSTITUTE OF MANAGEMENT STUDIES

(Approved by AICTE, New Delhi & Affiliated to University of Mumbai)

Accredited by National Board of Accreditation : 2021-2024

and

SGPC's GNIMS BUSINESS SCHOOL

(Approved by AICTE, New Delhi)

SGPC's
gnims
Business
School

(Management Institute of GURU NANAK KHALSA COLLEGE, Matunga, Mumbai)



**International
Conference on**

**Contemporary Practices
in Business Management**

on January 21, 2023

IN ASSOCIATION WITH



AIMS
ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS



Address

GURU NANAK INSTITUTE OF MANAGEMENT STUDIES

G.N. Khalsa College Campus, King's Circle, Matunga, Mumbai - 400 019

Website: www.gnims.edu.in

ABOUT THE CONFERENCE

The theme of GNIMS 2023 International conference is “Contemporary Practices in Business Management”. Contemporary management practices is a modern approach to oversee a business and it involves activities like planning, decision-making and monitoring. This practice attempts to establish goals that align with the interests of stakeholders ranging from traditional investors to employees and customers. Contemporary Management Practices refers to the working methods and innovations that managers use to improve the effectiveness of work systems.

Under this broad theme of Contemporary Management Practices, GNIMS 2023 International Conference brings together a mix of academicians and corporates for keynote addresses that provide diverse perspectives on balancing the need for innovative and current trends in complex business environments.

The international conference aims to bring together students, research scholars, academicians, corporates, industry experts from various walks of life for paper presentations and to share the outcome of their research, consultancy, training, life experiences and exposure.

OBJECTIVES OF THE CONFERENCE

- It provides a premier platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered, and solutions adopted in the fields of Management.
- Exchange of best practices in various Management Fields.
- To provide opportunities for all Academicians to share and learn through collaboration.
- To provide opportunities to aspire and blossom through networking and learning.

ABOUT GNIMS

Guru Nanak Institute of Management Studies (GNIMS) is one of the most prestigious educational institutions credited with imparting quality education in management since 2002. Established by Shiromani Gurudwara Prabhandhak Committee, GNIMS has grown to include plethora of courses suitable for today's generation.

The GNIMS came into existence in 2002. Along with the full time management courses in different disciplines, it also provides part-time programs which appeal to working executives. In fact, the part-time courses takes care of all the subjects, and the executives have the added advantage of already having basic industry knowledge.

The Institute's brick and mortar structures with its many facilities may seem to be impressive but in reality they pale into insignificance when compared to the other priceless assets of the institute – our people – our students, the administrative staff, the faculty, the researchers and of course, our strong alumni. An institute is made up of people who form its core, its throbbing heart whilst the students educational experience forms its vibrant soul and the faculty the brain. An institute derives its purpose and function from the people who occupy its physical space.

GNIMS is a community of stakeholders of which our students and ex-students-the alumni, are the core. All members of our community-students, faculty, administrative staff and alumni have a place on the continuum linking the institute to the society around us. Our primary "customers" are our present students, who first will move on to become alumni and then we hope will continue to be our customers as well as fellow stakeholders.

PROGRAMS OFFERED

- PhD (Management)
- Master of Management Studies (MMS)
- Post Graduate Programme in Management (PGDM)
- PGCM (Executive MBA (E-MBA))
- Executive MBA in Financial Markets (E-MBA FM)
- Post Graduate Certificate in Sports Management & Entrepreneurship (PGCSME)

CONFERENCE TOPICS

The following list covers some of the topics to be presented at the conference. We also welcome papers on other subjects related to the conference objectives.

Finance	Marketing	Operations
<ul style="list-style-type: none"> → New Paradigms in Financial Management → Artificial Intelligence in Bank Management → Banking, Micro Finance and Financial Inclusions → Financial Engineering → Derivative and Risk Management → Capital Market → Behavioural Finance → Financial Intelligence and Neuro-Finance → Financial Econometrics → Bank Management 	<ul style="list-style-type: none"> → Service Marketing → Artificial Intelligence and Data Analytics in Marketing → Consumer Behaviour → Product and Brand Management → Integrated Marketing Communication → Social Media and Marketing → Marketing Innovations → Society, Sustainability and Marketing → Digital Marketing 	<ul style="list-style-type: none"> → Optimization Techniques → Operations Analytics → Operations Strategy → Manufacturing Process → Logistics & Supply Chain Management → Total Productivity Management → Behavioural Operations Management → Total Quality Management → Six Sigma

Human Resource Management	Information Technology	Library and Information Science
<ul style="list-style-type: none"> → Strategic HRM → Digital HR and its Significance → Corporate Culture and Neutrality → HR 4.0 → Employer Branding → Ethical Leadership → Green HRM → Change Management → Employee Engagement → Organization Citizen Behaviour → HR Analytics 	<ul style="list-style-type: none"> → Economic Development, Education and Technological Change → Digital Transformations in various business function → Technology inclusion in Higher education → FinTech revolution for sustainable transform → Emerging technologies and analytics in business management → Sustainable management practices in digital world → Education 4.0 and Higher education 	<ul style="list-style-type: none"> → Transforming Physical & Online Library Spaces to meet the objectives of Academic Institutions → Connect Physical & Online Library Spaces for empowering Academicians → Transforming Library Spaces into Academic Activities Hubs → Plagiarism Issues for publication → Knowledge Management & Online Resources Management in Academic Libraries → Role of the Social Network in the Learning Resources Center → Collaborative Knowledge Creation → Makerspace and Gamification and Rethinking of library spaces → Mobile Social Networking and Mobile Web Application → Identity management, Empowering Librarians and e-Skills → Librarianship and Social Networking. → CRM in library Services

Important Dates	Registration Fees (Non-refundable)
Submission of Abstract : 01 Dec, 2022	1. Corporate Delegates : ₹. 1500/- \$30/-
Acceptance of Abstract : 07 Dec, 2022	2. Research Scholars & Academicians: ₹. 1000/- \$20/-
Submission of Full Paper : 26 Dec, 2022	
Acceptance of Paper : 3 Jan, 2023	
Last Date of Registration : 5 Jan, 2023	

Email id: conference2023@gnims.com

Contact Detail:

Dr. Sushma Patil: +91 97699 95267 | **Dr. Kuljeet Kaur :** +91 98190 56249

Disclaimer: The conference fee does not include the publication fees for UGC Care / SCOPUS listed journals. If the paper is to be published in UGC Care listed Journal, it will involve processing charges.

NEFT Details:

Account Name : Guru Nanak Institute of Management Studies
Bank : Punjab & Sind Bank
Branch : Matunga East Branch
Type of Account : Saving
Account No : 09091000003910
IFSC Code : PSIB0000909

Author Guidelines

1. The author(s) should clearly mention the theme under which the abstract is to be included. All abstracts will be double blind peer reviewed and only those approved by the reviewers will be selected.
2. Full paper will be double blind peer reviewed, thus, required to be sent on or before the deadline.

Submission Guidelines

1. All extended abstracts submitted for presentation at International Conference must contain original research that has not been previously presented or scheduled for presentation or accepted and if under review, must not appear in print before the conference.
2. Extended abstract of the paper should not be more than 1500 words (excluding tables, figures, and references)
3. We accept empirical papers, conceptual papers, cases, working papers, and literature reviews in Microsoft word format only.
4. The extended abstract should cover the following aspects:
 - a. Title of the paper
 - b. Introduction
 - c. Literature review
 - d. Methodology adopted
 - e. Data analysis
 - f. Discussion/Conclusion
 - g. Implications – Research & Practical
 - h. Keywords (at least 3 to 5 keywords)
5. Figures, graphs, tables, references, and appendices should follow APA 7th edition reference format.
6. Font must be Times New Roman, font size 12pt, double spaced, 1 - inch (2.5 cm) margin all around and 8.5' X 11' page setting.
7. Please ensure to remove all author identity including acknowledgements to facilitate the double blind review process.
8. Note that plagiarized manuscripts will be rejected (Must be 10% below excluding references).
9. All papers with plagiarism report to be emailed to conference2023@gnims.com

Best Paper Award for every track

Best Paper Award with certificate will be given to recognize the outstanding contribution based on the extended full paper and the subsequent presentation during the conference. The paper should clearly emphasize the theme of the conference.

Publication Opportunities

- SANSMARAN Management Research Journal, indexed in ProQuest with Impact Factor PIF (2018) 4.504; IJIF (2017) 4.107 and ISSN No. 2278-7802. SANSMARAN Management Research Journal is peer -reviewed journal, Vol.12, Issue No. 2, July - December 2022.
- Library and Information Science Track Research Papers will be published in the International e-journal of Library Science, indexed in ProQuest (LISA – Library and Information Science. Impact Factor SJIF (2021) 7.237, PIF (2019) 4.650, IJIF (2017) 4.101. ISSN No. 2319-992X. International e-journal of Library Science is peer -reviewed journal, Vol. No. 11, Issue No. 1, January - June 2023.
- Selected papers / Abstracts will be published in the E-International Conference proceedings with ISBN No. 978-93-83003-09-09.
- Interested Participants can opt for UGC CARE / SCOPUS listed Journals, with additional charges.

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