

Innovation and Entrepreneurship

- Green Entrepreneurship
- Entrepreneurship Education Ecosystems
- Artificial intelligence (AI) and Innovation
- Open Innovation Ecosystems
- Managing Innovation in the Digital Era
- Social Entrepreneurship

Operations and Decision Science

- Opportunities and Challenges in the Supply Chain Management
- Innovations in Product, Process, Production and Logistics Infrastructure
- New Operations & Quality Management Challenges in the Context of Smart Machines and Reduced Product Life Cycles
- Environmental Management Systems
- Energy Management
- Information System and Business Transformation (using Blockchain, IoT and AI)

Machine Learning and Artificial Intelligence for Business

- Challenges of Data Protection, Data Privacy and Data localization for New Age Corporate
- Digital Payments and Crypto Currencies
- Application of Blockchain Technology in Business
- Changing Business Dynamics with Machine Learning
- Artificial Intelligence as a Business Enabler
- Data Analytics for Business Growth
- Disruptive Technologies and Start-Ups
- The Digital Revolution in Emerging Markets
- Big Data Analytics, Business Intelligence Tools and Applications



Important Dates

Abstract/Paper Submission	20 th May 2021
Acceptance Notification	22 nd May 2021
Last date of registration	24 th May 2021

Call For Papers:

Marketing

- Experiential Marketing
- Personal Branding
- Leveraging Technology in Marketing
- Marketing Analytics
- Leveraging Social Media to Tap Millennials- Digital Marketing
- Managing Customer Experience & E-CRM
- Opportunities & Challenges in Services Marketing
- Marketing in the Digital Age
- Marketing in Hospitality Industry

Finance

- Changing Bankruptcy Laws in Post Covid Era
- Fin-tech: Leverages & Challenges
- Merger & Acquisitions
- Evolution of Green Accounting and Cloud Accounting - Emerging Trends
- Challenges of NBFC's in the Current Scenario
- Financial Analytics
- Financial Market in Globalized Economy
- Banking System and Sustainable Development
- Earnings Management
- Event Study
- Investor Behaviour
- CryptoCurrency: A New Era or a New Bubble
- Sustainable Development Goals (SDG) 2030: Issues and Challenges
- Green Banking & Neo Banking Computer Networks

Management & Economics

- Bottom of Pyramid: Opportunities & Challenges
- Business Ethics & Corporate governance
- Family Business
- New International Trade Barriers and Its Impact on Global Trade
- Fiscal Discipline V/s Growth Challenges
- Way to the \$5 Trillion Economy

Human Resource Management & Organizational Behaviour

- Deviant Behavior at Work
- HR Analytics
- Emerging Models of Leadership
- Group Dynamics
- Organizational Change
- Compensation and Benefits
- Competency Mapping & Assessment
- Diversity at Work
- Employee Grievances
- Ethical Work Practices
- Evolving HR models in SMEs
- HR Outsourcing
- Learning and Development
- Performance Management
- Talent Acquisition and Management
- Agile HRM



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 Institutional Development
 S P Jain School of Global Management
 United Arab Emirates



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 Southampton Business School, University of Southampton
 London, England, United Kingdom



Prof. Thamaraiselvan Natarajan,
 Professor
 Department of Management Studies
 National Institute of Technology Tiruchirappalli, India



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 School of Public Policy
 University of Massachusetts Amherst



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 University of Nottingham, Malaysia Campus



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 New York, United States

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Branch	Kodambakkam, Chennai
Country	INDIA

Contact Us

Call/ Whatsapp : +91- 8925 649 675
 +91- 7397 371 132

Mail Id : info@iccibme.com

Website : www.iccibme.com



venue

P.I.E.T - Panipat Institute of Engineering & Technology
 70 Milestone, Grand Trunk Rd, Samalkha, Haryana 132102