

Important Dates

Full Paper Submission (Last date)	16 September, 2019
PPT submission for Presentation	30 September, 2019

GUIDELINES FOR PRESENTERS

- Presentation by author(s) is for 5 – 7 minutes
- Discussions/Questions and Answers for 2 – 4 minutes
- Authors have to mail their presentations to maitmbamdpc@mait.ac.in by 30 September, 2019.

REGISTRATION FEE

For Registration, all the participants are requested to fill the enclosed Registration Form and mail the scanned copy of the form to maitmbamdpc@mait.ac.in. A single author presenting multiple entries should register for each paper. No TA/DA will be paid to any delegate who presents the paper in the conference.

Student	500 ₹
Research Scholar	1000 ₹
Academician/ Industry/Professionals	1250 ₹

Payment to be made in favour of

Account Holder's Name	Maharaja Agrasen Institute of Technology
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For queries please contact:-

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Dr. Anju Bharti	9818383012

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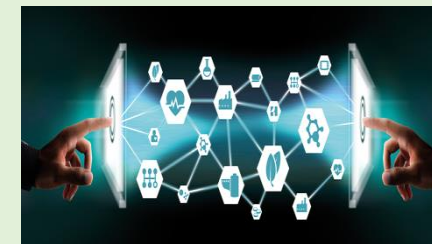
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2nd National Conference On

Management Innovations Infocomm Technology and Values (Changing Paradigms in Business)

October 04, 2019



Organised by

Department of Management(MBA)
Maharaja Agrasen Institute of Technology
Agrasen Chowk, PSP Area, Sector-22, Rohini, Delhi-110086

Conference Chair

Dr. Amit Gupta
(HOD, MBA)

VENUE

Seminar Hall, Block 9, 9th Floor
Department of Management (MBA)
Maharaja Agrasen Institute of Technology
Agrasen Chowk, PSP Area, Sector-22, Rohini, Delhi-110086

Maharaja Agrasen Institute of Technology

Maharaja Agrasen Institute of Technology (MAIT) was established in 1999 by Maharaja Agrasen Technical Education Society promoted by a group of well-known Industrialists, Businessmen, Professionals and Philanthropists with an aim to promote quality education in the field of Technology and Management. Since then, MAIT has grown from strength to strength to emerge as one of the top technical institutes among the private Institutes and has been constantly ranked amongst the top engineering Institutes by DATAQUEST. To build lasting relations with Industry, MAIT joins hands with industry in fulfilling the social responsibility of imparting industry relevant technical education and training. Its Alumni have also distinguished themselves through their achievements in industry, academics, research, business, government and social domains. Recently MAIT got NBA accreditation for CSE, ECE and MAE departments.

Department of Management (MBA)

The Department of Management was established in the year 2004 under GGSIP University. Department has an intake of 180 students. The Department is committed to achieve excellence in management education & research and assesses the success of its programme using the highest standards of quality. A group of well qualified, experienced and highly motivated faculty is engaged in providing quality education to the future managers and prepare the students in wider field of management to take up challenging jobs in the area of Finance, Marketing, HRM, International Business, Information technology etc. Since inception, the Department has been the first choice of the students seeking admission in management institutes under GGSIP University. The students from the Department are recruited by both academia and industry. Many of the ex-students of the Department occupy top positions in both academia and industry.

The Department works with a Mission of **“To develop a Centre of excellence for management education, which produces holistic managers who are socially sensitive, ethical and serve stakeholders interests consistently”**.

About The Conference

As businesses are getting global, the management of the impact of Innovations, Information Technology & Communication and Technological progress is becoming a bigger challenge than ever before, more so as the Values and Ethics have to be kept intact at all times. The greatest competitive challenge facing companies today is said to be embracing change on all fronts. The business environment is in constant flux and companies must grapple with a host of new realities. This backdrop of change has catalysed a reassessment of traditional managerial concepts and practices. This conference intends at examining how this framework of basic change drivers is impacting the various functional areas of Management. The role of values and ethics also cannot be undermined in this ever-changing business scenario.

Objectives:

- To trace the evolution of the new management paradigms and identify its main drivers to enhance learners' skills and motivation.
 - To provide a forum for the exchange of ideas on the latest innovations in management, technology and communication
- The Conference on **“Management Innovations Infocomm Technology and Values”** is a venue that allows business stakeholders, researchers and experts to meet and share knowledge of innovative technologies and managerial theories, exchange valuable experience, and form cooperative relationships to promote management innovations. The conference will be useful to understand the basic challenges faced by the industry today and also help to select strategies to cope up with them.

Call for Papers

Research papers are invited on the theme and sub themes of the Conference. Corporate Executives, researchers, academicians and students are invited to contribute original and unpublished research papers or case studies.

SUGGESTED THEMES

Manuscripts are invited on the broad theme of the conference i.e. to understand the key dimensions of management dynamics, innovations and changes today in the areas of Technology, Innovations, Infocomm and Values. However, manuscripts that focus on subthemes given below are also welcome. Contributions other than the suggested themes on related studies within the domain of main theme are also invited.

MANAGEMENT INNOVATIONS

- | | |
|---|--|
| <ul style="list-style-type: none"> Social Media Analytics PR & Media Relations Accounting based Marketing Programmatic Advertising Green Supply Chain Content Marketing Strategy Artificial Intelligence in Digital Marketing Ambush Marketing Challenges in Online Retailing Challenges in Organized Retailing | <ul style="list-style-type: none"> Inflation Accounting Social And HR Accounting Transparency in Accounting and Finance Insolvency and Bankruptcy Code Cross Border Mergers and Acquisitions Digitization and Financial Inclusion Management of NPAs Financial Services Technology Acquisition, Absorption & Transition Mobile Marketing Financial Reengineering and Technology |
|---|--|

HR & VALUES

- | | |
|---|--|
| <ul style="list-style-type: none"> Human Resource Information System Ethical issues in E- HRM OD intervention HR Analytics Motivation and Leadership | <ul style="list-style-type: none"> Emerging Strategies for Leadership and Organizational Change Conflict Management Strategic HR Management Change Management Gender and Leadership |
|---|--|

• HR Outsourcing	• Internet Enabled HRM
INFOCOM TECHNOLOGY	
<ul style="list-style-type: none"> Brain Mapping Neuromorphic Chips Genome Editing Microscale 3-D Printing Smart Wind and Solar Power Impact of ICT on Higher Education in Developing countries Emerging Trends in IT Act 2000 	<ul style="list-style-type: none"> Artificial Intelligence and Data Analytics in India Six Sense Technology Big Data and IoT Analytics in Cloud Computing Environment Use of Advanced Latex Emerging Issues in Engineering and Technology Agile Robots

Guidelines for Authors

- All papers should be mailed at maitmbamdpc@mait.ac.in
- The paper should begin with a title page including title, author(s) names, Institutional address along with email. The manuscript should begin from the next page with title, an extended abstract and a list of key words. The authors name and affiliation should not reflect anywhere on the manuscript for the blind review process.
- Abstract should be of 100-300 words followed by a list of 5-6 keywords to be written in alphabetical order.
- Manuscript should be of minimum 2500 words, excluding tables, graphs & charts and maximum of 4000 words.
- All text should be in 1 line spacing with 1-inch margins on all the sides on A4 size paper using the Font Times New Roman of size 10 and with the font size of 12 for the title of Paper.
- All tables, charts, and graphs should be placed wherever required along with the respective text and numbered continuously as Table 1 / Figure 1/Graph 1 & so on, at the top of the table/figure/graph (centre aligned). The sources, wherever necessary, should be mentioned at the bottom.
- References should be in line with the APA (American Psychological Association) Guidelines.
- All the authors/contributors are advised to check their papers for plagiarism.

Review Process

All papers will be evaluated through a double-blind review process constituted by drawing experts from Institutions/ Universities/ Organizations of repute in India.

Edited Book

Selected papers will be published in the form of Edited Book by Maharaja Agrasen University Publication with an ISBN Number for wider dissemination of the deliberations. The copy of the edited book will be available to the contributors on the day of Conference. The authors will be required to incorporate the suggestions of the expert committee, before the paper could be selected for final publication. All rights of publication of papers presented in the Conference shall rest with the Maharaja Agrasen University Publication.

Maharaja Agrasen Institute of Technology: Delhi
2nd National Conference
on
Management Innovations Infocomm Technology and Values
(Changing Paradigms in Business)
October 04th, 2019(Saturday)

Venue: Department of Management, Maharaja Agrasen Institute of Technology
Maharaja Agrasen Chowk, PSP Area, Plot no. 1, Sector 22, Rohini, Delhi 110086

PARTICIPANT REGISTRATION FORM

Photo

Name of the Participant	
Type of Participant (Faculty/Representative from Industry/Professional/Student)	
Designation	
Organisation/Institution Name	
Mailing Address	
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E-mail	
Title of Paper	
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