



Confederation of Indian Industry



DEPARTMENT OF HUMANITIES, SOCIAL SCIENCES & MANAGEMENT NATIONAL INSTITUTE OF TECHNOLOGY SRINAGAR



2023 CCBT



3rd

INTERNATIONAL CONFERENCE ON CONTEMPORARY BUSINESS TRENDS

Technology Driven Strategies for Business Transformation

8th & 9th JULY, 2023

ABOUT THE CONFERENCE

In the relentless race for innovation and sustainable growth, organizations have always looked to technology to be the catalyst for driving business results. Whether the objective was focused on getting data as the single source of truth to determine analytics capabilities for decision making, reducing costs through process optimization, or driving business continuity for economic survival in a competitive environment, technology has fuelled value creation through business transformation. Although, the customer, business partner and employee experiences have emerged as strategic drivers of technology-led business transformation. Transformation is not always driven by outside forces. Many businesses look at functions such as customer processes, talent management, finance and supply chain operations and reimagine them for efficiency, process optimization and cost management. The growing trend is all about deploying intelligent workflows, achieved through digitizing and automating workflows fuelled by data. To accelerate these workflows and their outcomes, companies will need to embed technologies like automation, block chain, AI and edge throughout with data as the backbone. The benefits of activating intelligent workflows are significant.

National Institute of Technology Srinagar, Kashmir, in partnership with Confederation of Indian Industry's Young Indians (YI), is proud to invite entrepreneurs, professionals, youth, researchers and scientists from India and the world for two days of intense learning through discovery, debate and dialogue on the changes we need to embrace to build our collective futures.

The Conference aims to bring together leading academicians, researchers and industry professionals to exchange and share their experiences and research outcomes on all aspects of contemporary business trends discussed above. The conference will highlight on the different problems which are presently being faced by the global and Indian business environment and suggest measures, trends for shaping and reshaping future business opportunities and possibilities. Moreover, it will bring an exploratory insight on the best business practices in the era of innovation and novelty. It will also provide an interdisciplinary platform for stakeholders to present and deliberate the most recent innovations, trends, and concerns as well as emerging challenges encountered and solutions adopted in their respective disciplines.

THRUST AREAS

The conference will present a blend of rigorously researched papers and live discussions with industry experts, focussed on emerging use of Technology in the new world of business. The broad themes of the conference include, but will not be limited to, the following

1. Economics, Finance and Accounting

- Corporate Financial Policies
- Mergers & Acquisitions and Corporate Restructuring
- Financial Reporting and Regulations
- Financial Markets, Regulations, and Development
- Sustainable, Environmental Finance
- Behavioral Finance and its Relevance to Policy Making
- Banking Policies and Financial Inclusion
- Digital Finance

2. Business Analytics & Artificial Intelligence

- Ethics and Governance issues in Business Analytics
- Big Data and Business Analytics
- Organizational Issues in Business Analytics
- Data Quality and Business Analytics
- Business Analytics and Decision support

3. Organization Behavior & Human Resource Management

- Workplace Bullying and Harassment
- Employee Productivity and Retention
- Conflicts in the Workplace
- Talent Management and Talent Hunting
- Creativity at Work
- Cyber Loafing at Workplace
- Organizational Retaliatory Behavior
- Withdrawal Behavior: Lateness
- Workplace Incivility

4. Entrepreneurship

- Women Entrepreneurship
- Corporate Entrepreneurship and Intrapreneurship
- Trans-generational Entrepreneurship
- Trans-Indian Entrepreneurship
- Regional and International Entrepreneurship
- Development Sector Entrepreneurship
- Social Entrepreneurship
- Digitalization Entrepreneurship

5. Marketing & Advertising

- Marketing and its Impact on Vulnerable Consumer Groups
- Consumer Materialism and Behavior Aspect
- Emulative Consumer Behavior, Anxieties and Insecurities
- Marketing of Ideologies and Consumers of Fanaticism
- Issues of Unsolicited Marketing Campaigns
- Social Media Analytics
- Big Data and Marketing

Extended Abstracts or full papers approved by the reviewers will be selected for presentation at the conference. A soft copy of the abstract in MS Word should reach the conference coordination committee at iccbt@nitsri.ac.in not later than 10 June, 2023. The abstracts not more than 5000 words must specify the purpose of research, methodology used, major findings, discussion, and implications.

Top recommended papers will be published in [reputed Scopus or ABDC Indexed Journals](#). **Please note that all the papers shortlisted will have to adhere to the journal policies and the peer review process.**

Rest of the selected and recommended papers will also be published in the form of an edited book with a renowned publisher bearing an ISBN number, after the due review process.

PRIZE

Best Overall Paper

INR 10,000

Besides a certificate will be awarded to best papers in every track.

DISCUSSION HUDDLES

In order to encourage deep conversations on the themes, the conference will uniquely include 'Huddles' where participants will split into parallel discussion groups on topics of their choice. The abstract of a research paper on the theme or a reading based on classic or contemporary literature will be used as an anchor for the moderated discussions. Moderators will work with the smaller groups in breakout rooms (virtual and/or physical) to gain reactions of participants on the topics. Key discussion points will be documented as part of the conference proceedings to create a rich repository of thoughts and calls to action.

IMPORTANT DATES

30 APRIL, 2023

Start of Extended Abstract Submission

01

25 JUNE, 2023

Last Date of Extended Abstract Submission

02

29 JUNE, 2023

Notification of Abstract Acceptance &
Start of Earlybird Registration

03

30 JUNE, 2023

Last Date of Earlybird Registration

04

04 JULY, 2023

Last Date of Late Registration

05

08-09 JULY, 2023

Conference Dates

06

ORGANISING COMMITTEE

| | | |
|--------------------------|---|------------------------------------|
| CHIEF PATRON | Prof. Sudhakar Yedla | Director, NIT Srinagar |
| PATRON | Prof. M.F Wani | Dean R&C, NIT Srinagar |
| CHAIRMAN | Prof. Neyaz Ahmad | Head, Dept. of HSS&M, NIT Srinagar |
| CONVENERS | Dr. Tahir Ahmad Wani Dr. Mohd Rafiq Teli | Dr. Sumaira Jan |
| COORDINATORS | Dr. Nufazil Altaf Dr. Shahnawaz Ahmed | Dr. Ajaz ul Islam |
| ORGANISING TEAM | Dr. Fouzia Jan | Dr. Insha Iftikhar |
| TECHNICAL PARTNER | IEEE STUDENT BRANCH | NIT SRINAGAR |

IN PARTNERSHIP WITH



Confederation of Indian Industry

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Aries Agro Knowledge Center



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REGISTRATION FEE *

National



International



CORPORATE
ACADEMICIANS
SCHOLARS
STUDENTS

2500
2000
1500
1000

50

*An Extra amount of INR 500 will be charged for late registration.



ABOUT THE INSTITUTE

National Institute of Technology Srinagar is the only Technical Institute of National Importance in the UT of Jammu & Kashmir and is one of the premier technical institutes of India. The Institute was one of the first eight Regional Engineering Colleges, established in 1960 by the Government of India. In 2003, the institute was converted to the National Institute of Technology by the Ministry of Human Resource Development, Government of India, as an institute of National Importance.

NIT Srinagar has been imparting quality education since its inception by focusing on technical advancements and research. The institute offers B. Tech courses in eight different disciplines. Besides B. Tech courses, the institute offers various M. Tech, M.Sc programmes and Ph.D programmes in all departments.

ABOUT THE DEPARTMENT

The Department of Humanities, Social Sciences and Management is one of the oldest departments of NIT Srinagar. The department offers a very rigorous syllabus to familiarize engineering students with modern concepts of Management, Social Sciences, Communication Skills and English language.

The department has started an MBA programme from the academic year 2020 keeping in view the contemporary management curriculum offered by top B-Schools. HSS&M department has also started an MTIEM programme in collaboration with the IIED Centre of NIT Srinagar to boost the culture of innovations and entrepreneurship in the region. The department of HSS&M also offers Ph.D. programmes in various areas of Management and English.

ABOUT THE CONFEDERATION OF INDIAN INDUSTRIES

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes. CII is a non-government, not-for-profit, industry-led and industry-managed organization, with over 9000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 294 national and regional sectoral industry bodies.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages.



For any query related to the conference, feel free to contact :

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भारत 2023 INDIA

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ONE EARTH • ONE FAMILY • ONE FUTURE



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