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*ipem*  
 Group of Institutions



In collaboration with  
 Nilai Field Research Centre, Malaysia  
 &  
 Ghaziabad Management Association



IC-PSBM-2022

26<sup>th</sup>

February-2022  
 Saturday

INTERNATIONAL  
 E-CONFERENCE  
 ON

PARADIGM SHIFT IN BUSINESS  
 AND MANAGEMENT: EMERGING TRENDS &  
 COMPETITIVE STRATEGIES



A-13/1, South Side G.T. Road  
 Industrial Area, NH-9 By Pass,  
 Ghaziabad, U.P.-201010



Contact for any queries

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WhatsApp Group  
<https://tinyurl.com/xxhwj29c>

INSTITUTE OF PROFESSIONAL  
 EXCELLENCE & MANAGEMENT

For More Details



[www.ipemgz.ac.in](http://www.ipemgz.ac.in)



## ABOUT IPEM

**T**he Institute of Professional Excellence & Management (IPEM), Ghaziabad- Established in 1996 under the aegis of Laksh Educational Society, registered under the Societies Act, 1860, conducts various Programmes in Management (MBA, BBA & B.Com), Information Technology (MCA & BCA), Law (BALLB, & LLB) and Education (B Ed & D. El. Ed) with the Approval of the All India Council for Technical Education (AICTE), Bar Council of India (BCI), National Council for Teacher's Education(NCTE), State Council of Educational Research and Training (SCERT) and Affiliated to Dr. APJ Abdul Kalam Technical University, Uttar Pradesh, Lucknow and Ch. Charan Singh University, Meerut, Uttar Pradesh

## ABOUT THE CONFERENCE

The global market climate is very competitive, ever-changing, and unpredictably volatile all over the world. Businesses are being forced to revisit their business models due to paradigm changes in customer behaviour, technology, and market structure. Managers are continuing to plan and strategize for the future, which necessitates stable economic conditions. On the other hand, consistent and clear market ecology remains useful for decision-makers. In this regard, the conference's aim is to bring together the best academics, business executives, research scholars, and students from universities and institutions all over the world and the industry to share their perspectives, new ideas, and research findings on all areas of business and management, as well as explore emerging trends and competitive strategies.

## INVITED TRACKS

**Marketing Track:** Consumer Behaviour, Product and Brand Management, Pricing Issues, Marketing Channels, Retailing Issues, Business Communications and Advertising, Customer Relationship Management, Marketing Strategy, International Marketing, Technology Marketing, Selling and Sales Management, Research Methods in Marketing, Business to Business (B2B) Marketing, Ethical Issues in Marketing, Environmental Marketing, Non-Profit Marketing, Business to Consumer (B2C) Marketing,, Direct Marketing, Innovations in Marketing, Emerging Issues in Marketing.

**Human Resource Track:** Talent Management, Behavior / Cognitive Psychology, Counseling Psychology, Big Data Analytics in HRM, Human Resource Information Systems, Competency Mapping for Business Sustainability, Global HRM, Green HRM, Skill Development, Corporate Restructuring, Knowledge Management, Work Life Integration, Change management in competitive organizations, Managing Employee Performance.

**Finance Track:** Financial Services, Corporate Disclosure & Integrated Reporting, Corporate Restructuring, New Dimensions of Digital Payments, Mergers & Acquisitions, Cyber laws, IPR & Policy Issues, Economic Liberalization & Financial Inclusions, GST, Tax Reforms, Corporate Governance, Global Reporting Initiatives, Micro-finance & Micro- credit for Sustainable Business.

**Operation Management & Information System Track:**Behavioural Operations Management, City/Urban Logistics, Closed Loop Supply Chains, Empirical Research in Operation Management, Operational Excellence, Healthcare Operations Management, Humanitarian Logistics and Disaster Relief, Inventory Management,



Learning and Knowledge Management in Operation Management, Marketing and Operation Management Interface, Operation Management and Operation Research, Quality Control and Six Sigma, Retail Operations Management, Revenue Management and Pricing, Scheduling and Logistics, Service Operations, Supply Chain Analytics, Sustainable Operations Management, Digital Manufacturing, Internet of Things & Industry 4.0, Simulations, Lean management, Business Process Re-engineering, CAD/CAM/CIM, Use of Analytics in making management better, Applying new ICT tools for business, E-Business,, Information Systems, Gamification in Business, Chasing best practices, not fads ,Artificial Intelligence, Platform Architecture, Cloud computing, Data Security

**Innovation and Entrepreneurship Track:** Regional and cluster innovation, Innovation success, Incremental innovations, Capability to innovate, Managing disruptive innovation, Innovation and product design, Academic entrepreneurship, Evolutionary learning, Entrepreneurial Learning and Teaching in Higher Education, Entrepreneurship training and development, University-enterprise cooperation, Research-based spin-offs, Innovation in education, New venture creation, Start-up management, Entrepreneurship development programmes, Endogenous growth models, Risk analysis, Technological innovation process, Incremental innovations, Social innovation and social entrepreneurship, Creativity, innovation and entrepreneurship, Green Innovation and Entrepreneurship, Venture capital, Knowledge-based Innovation, Technology entrepreneurship, Social construction of technology Surrogate entrepreneurship, Strategy for Building Entrepreneurial Communities, Radical innovations, Cyber entrepreneurship.

## SUBMISSION GUIDELINES

The Abstract and Full Paper has to be submitted as per given Guideline using the following link of Easy chair <https://easychair.org/conferences/?conf=icpsbm2022>

### GUIDELINES FOR ABSTRACT SUBMISSION

Selection of papers for presentation and discussion will be based on the abstract submitted. The abstract of about 300 words must include the purpose, methodology, major findings of the research and the keywords. It should follow the guidelines given below:

- Length and reference: 300 words; Font: Times New Roman; Font Size: 12 points; 1.5 space
- Title Page: Title, Author(s), Affiliation(s), Contact Details

### GUIDELINES FOR FULL PAPER SUBMISSION

1. Spacing: 15 ,Font: Times New Roman, Font Size: 12 Points , Margin of one inch all around
2. Title page: The title page of manuscript must include the title of the theme, names of authors including the corresponding author, affiliations, keywords(maximum 5), phone numbers & email.
3. References: APA formatting style. All tables, charts and graphs should be given on separate sheets with title.
4. Paper must have not been published or accepted for publication elsewhere an undertaking to this effects should appear in the cover letter / email.

## WHO SHOULD ATTEND?

- Academicians, Researchers, and Students
- Professionals, Industrialists and Consultants



## Registration Fee

Registration can be done through the conference website: [www.psbm.ipem.edu.in](http://www.psbm.ipem.edu.in)

Categories	Registration Amount	
	Indian (Rs.)	Other than Indian (\$USD)
Academicians/ Industry Representatives	₹2000	\$50
Research Scholars	₹1500	\$50
Students	₹750	\$25
Attendees Only	₹500	\$20



## MODE OF PAYMENT

- By Conference Website: [www.psbm.ipem.edu.in](http://www.psbm.ipem.edu.in)
- By NEFT/RTGS/Net Banking/SWIFT

IPEM Bank Details for Name:  
"LAKSH EDUCATIONAL SOCIETY-UNIT IPEM"  
Bank Name : Punjab National Bank  
IFSC Code : PUNB0514610  
MICR Code: 110024640  
SWIFT Code : PUNBINBBISB  
Branch Code : IMS LAL Kaun Ghaziabad-201009

## PUBLICATION OPPORTUNITY

Selected papers will be published in SCOPUS /WOS/ ABDC listed Journal on the terms & conditions of the respective journal. The publication cost in terms of Article Processing Fee (if any) will be borne by the author(s) separately from Registration Fee. All the other papers submitted to the conference will be reviewed by experts in relevant areas and the accepted papers will be published in the form of an **Edited Book** with ISBN no

## BEST PAPER AWARD

The high quality Research Papers would be given the Best Paper Award in three categories of Research Scholars, Academicians or Industry Delegates and Students.

## MODE OF CONFERENCE



## INTERNATIONAL SPEAKERS



**Prof. Dileep Kumar. M**  
Director & Professor, Nilai Field Research Centre  
Desa Melati, Nilai, Malaysia



**Dr. Mohit Vij**  
Associate Editor  
Skyline Business Journal,  
Associate Professor,  
Skyline University College  
United Arab Emirates (UAE)



**Dr. Theresa Teo**  
Founder & Director  
of Alpha International Marketing and  
Management Agency,  
Greater Sydney Area, Australia

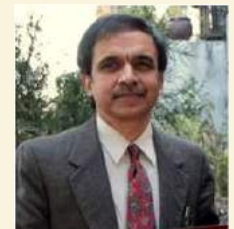
## NATIONAL SPEAKERS



**Dr. Samarth Singh**  
Associate Professor  
Program Coordinator-MBA,  
Management Education & Research Institute,  
GGS Indrapratha University, Delhi



**Mr. Fanil Zakhariya**  
Entrepreneur | Professor | Startup Mentor



**Dr. C. V. Ramanan**  
Professor and Inspirational  
Speaker and Life Coach



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## :: Organizing Committee ::

### Co- Patron

**Prof (Dr.) Dileep Kumar M.**  
(Director,  
Research & Innovation  
Nilai Field Research Centre, Malaysia)

### Patron

**Mr. Anupam Goel**  
(Secretary, IPEM)

### Advisory Committee

**Prof. (Dr.) Sugandha Goel**  
(Dean Academics, IPEM)  
**Col. (Dr.) A S Malhotra**  
(Director General , IPEM)

## Organizing Committee

## Conveners

### Dr. Dolly Phillips

Dean,  
Outreach and International Programs  
IPEM, Ghaziabad

### Mr. Shashank Chaudhary

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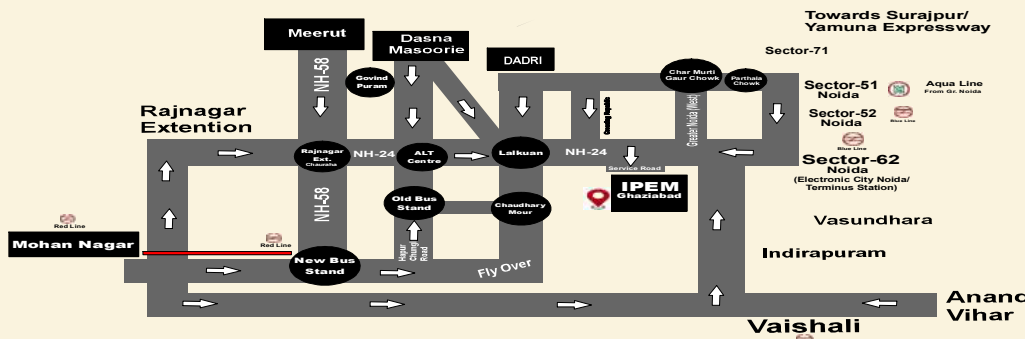
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## :: LOCATION MAP ::



Scan QR Code (for IPEM Location)



**A-13/1, South Side G.T. Road Industrial Area, NH-9 By Pass, Ghaziabad, U.P.-201010**