

**2ND**

**INTERNATIONAL CONFERENCE ON**

**CONTEMPORARY  
BUSINESS TRENDS**

**ICCBT  
21 - 22 MAY 2022**

**HYBRID CONFERENCE  
SRINAGAR & ONLINE**

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

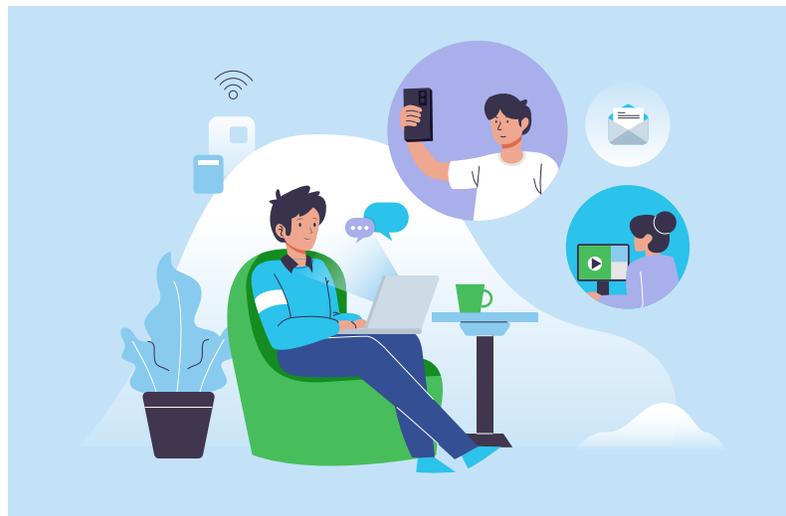
HAZRATBAL, SRINAGAR, JAMMU & KASHMIR - 190006

# ABOUT THE CONFERENCE

The World of Work is rebooting. Businesses are re-imagining and re-engineering themselves. Challenging established norms and rebuilding livelihoods are essential imperatives. In the era of intelligence and changing global landscape, the approach of doing business has been transformed significantly, which has provided scope for different trends and paradigms in the field of business management. These changes are being experienced in cultural, social, political, and technological spheres as well. The ongoing wave of COVID related pandemic has also elevated business practices and allied disciplines. This has revolutionized the working styles of business entities which open the doors for researchers to think and ponder upon the contemporary business trends.

The impact of the COVID-19 is being felt by all businesses across the globe. Leaders are navigating a broad range of interrelated issues that span from keeping their employees and customers safe, shoring-up cash and liquidity, reorienting operations and navigating complicated government support programs. The world of work is being profoundly affected by the pandemic. In addition to the threat to public health, the economic and social disruption threatens the long-term livelihoods and wellbeing of millions. The pandemic is heavily affecting labour markets, economies and enterprises, including global supply chains, leading to widespread business disruptions.

In light of this, the prime focus of the second edition of the "International Conference on Contemporary Business Trends" is to identify multiple ways to manage these changes across the globe. The Conference aims to enable to reflect, deliberate, and suggest necessary and desired measures in the present challenging business scenario.



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 issues in the new world of business. The broad themes of the conference include, but will not be limited to, the following

- Changed Marketing Models
- Digitisation and Information Technology
- The Great Resignation and the churn on Human resources
- Women at Work
- New products and services emerging during the Pandemic
- Building Corporate Culture in Remote Work environments
- New Habits and Consumer Behaviour trends
- Using Sport for Development and Peace
- The Pace and Platforms of Human Interactions
- New Media for targeted Information Delivery
- Renewed efficiency in operations
- Reverse urbanisation trends
- Dealing with supply chain disruptions
- Stress in Cash flow and working capital management
- Occupational Health and Safety
- Ethics and Economics
- Fostering Workplace Inclusivity
- Agricultural Practices and Climate Change
- Reskilling to stay employable
- The Metaverse and Privacy
- The New Indian Food Plate and its implications
- Family Business & Entrepreneurship

Abstracts and then 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](mailto:iccbt@nitsri.ac.in) not later than 31st January. The abstracts not more than 500 words must specify the purpose of research, methodology used, major findings, discussion, and implications.

Top recommended papers will be published in [South Asian Journal of Marketing \(Emerald Publishing\)](#) [FIIB Business Review \(Sage Publishing\)](#). **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.

## PRIZES

Best Overall Paper	₹10,000
2nd Best Overall Paper	₹7,000
3rd Best Overall Paper	₹5,000

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

**31 JAN 2022**

Last Date for Abstract Submission

01

**05 FEB 2022**

Notification of Abstract Acceptance

02

**01 APRIL 2022**

Last date for submission of Full Paper

03

**15 APRIL 2022**

Notification of Paper Acceptance

04

**30 APRIL 2022**

Last Date of Registration

05

**21-22 MAY 2022**

Conference Dates

06

# ORGANISING COMMITTEE

**CHIEF PATRON** Prof. Rakesh Sehgal

*Director, NIT Srinagar*

**PATRON** Prof. M.F Wani

*Dean R&C, NIT Srinagar*

**CHAIRMAN** Prof. Abdul Liman

*Head, Dept. of HSS&M, NIT Srinagar*

**ORGANISING SECRETARIES** Dr. Tahir Ahmad Wani  
Dr. Nufazil Altaf

Dr Sumaira Jan  
Dr. Mohd Rafiq Teli

**CO-COORDINATORS** Dr. Jaya Shrivastava

Dr Nasir Faried Butt

**ORGANISING TEAM** Dr Fouzia Jan

Dr Shahid Lone

**TECHNICAL PARTNER** IEEE STUDENT BRANCH

*NIT SRINAGAR*

**PARTNER INSTITUTIONS** SPJIMR (S. P. Jain Institute of Management and Research)  
R A Podar College of Commerce & Economics, Mumbai (Autonomous)  
ITM Business School, Mumbai  
Ramnarain Ruia Autonomous College  
Disruptive School of Business

**IN PARTNERSHIP WITH**



Confederation of Indian Industry

**KNOWLEDGE PARTNERS**



Aries Agro Knowledge Center



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## REGISTRATION FEE

**National**



**International**



**CORPORATE**  
**ACADEMICIANS**  
**SCHOLARS**  
**STUDENTS**

2500  
2000  
1500  
1000

**50**



## **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 institute 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, MSc programmes and Ph.D programmes in all departments.

## **ABOUT THE DEPARTMENT**

The Department of Humanities, Social Science 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 CII**

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.

## **ABOUT YI**

Young Indians (Yi) is a movement for Indian Youth to converge, lead, co-create and influence India's future. As an integral part of the Confederation of Indian Industry (CII), a non-government, not-for-profit, industry led and industry managed organisation playing a proactive role in India's development process.

Formed in the year 2002, Yi has created a platform for young Indians to work towards realizing a dream of a developed nation. It has a growing, inclusive membership across all geographies and demographics with over 4000 + direct members in 56 chapters, and 29500 students YUVA members from colleges. The Yi membership includes young progressive Indians between the age group of 21-45 years and comprises of entrepreneurs, professionals and achievers from different walks of life.



Confederation of Indian Industry



S.P. MANDALI'S  
R. A. Podar College  
of Commerce & Economics (Autonomous)



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

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