

**03-04
Feb
2022**

Sikkim Manipal
Institute of Technology,
Majitar, Sikkim, India

ICCIBM 2022

**INTERNATIONAL CONFERENCE
ON CONTEMPORARY ISSUES IN
BUSINESS MANAGEMENT**

Paper Submission Deadline:
15 Dec, 2021



SMIT SIKKIM
MANIPAL
UNIVERSITY
SIKKIM MANIPAL INSTITUTE OF TECHNOLOGY

Department of Management Studies

In Association with



**INSTITUTION'S
INNOVATION
COUNCIL**

(Ministry of Education Initiative)

ICCIBM-2022

International Conference on Contemporary Issues in Business Management–2022 (ICCIBM-2022) is being organized by the Department of Management Studies, SMIT **in virtual platform** at Majitar, East Sikkim, India during **3rd & 4th Feb, 2022**.

Management becomes a significant interdisciplinary segment that finds its utility in almost all areas of Business and Social Sciences. The fast-changing face of Business Management has further raised its importance and placed a great demand on its application to real-life situations and problems. The aim of **ICCIBM-2022** is to accumulate and exchange innovative ideas, latest knowledge and unique experiences for the benefit of researchers, industrialists, academicians and esteemed delegates. In the age of globalization and privatization, various issues in the field of Business Management arise resulting in integration of the systems, functionalities and business operations. The proposed event shall make an honest endeavor in the aforesaid direction to foster an outcome-oriented approach in the defined fields. It will have an interface amongst the professionals from industry and academia to address key issues in modern business management and the challenges faced by the business world in the ongoing pandemic era.

ABOUT SIKKIM

Sikkim is a landlocked hill station in the Himalayan terrain. The state borders Nepal to the East, China's Tibet Autonomous Region to the North and East and Bhutan to the Southeast, while the state of West Bengal lies to the South. Sikkim was a British protectorate, before merging with Indian union following a referendum in 1975. With around 7,00,000 population as of 2021, it is the least populous state in the country. Sikkim is nonetheless geographically diverse due to its strategic location in the Himalayas; the climate ranges from subtropical to high alpine; and Kanchenjunga, the world's third-highest peak, is located on Sikkim's border with Nepal. It proves itself to be a tourism hotspot owing to its culture, natural scenery, hill beauty and biodiversity.

ABOUT SIKKIM MANIPAL UNIVERSITY (SMU)

Sikkim Manipal University (SMU) was established in 1995 via an Act of Sikkim Government and is recognized by UGC under section 2(f) of the UGC Act. SMU is a part of the renowned Manipal Group that has made its mark in the field of education and health services in India and abroad. The University offers quality education to the aspirants around the globe and especially from North and North-Eastern part of India. It is set up with the aim of imparting exemplary educational opportunities and healthcare services in the state of Sikkim and its neighbouring region. SMU happens to be the first institution of its kind in the country with a collaboration of private and public partnership (PPP Mode) in the defined domain. SMU has achieved the recognition of NAAC Accreditation in the year 2018.

ABOUT SIKKIM MANIPAL INSTITUTE OF TECHNOLOGY (SMIT)

Sikkim Manipal Institute of Technology (SMIT) was established in 1997 as a constituent college of Sikkim Manipal University (SMU) and is approved by AICTE. SMIT had the distinction of prestigious accreditation by designated agencies. It has ISO 9001 certification vide AS/NZS ISO 9001:2008/ISO 9001:2008 for all its courses.

SMIT is located at Majitar, near Rangpo, the border town of Sikkim with West Bengal. The institute's location on the bank of river Teesta, surrounded by green hills, adds its colour and vibrancy of the campus, making it an ideal place for learning. It is safe, secure and provides with an excellent academic environment. SMIT offers courses in Management, Engineering and Basic Sciences. Academic excellence is imparted by 200 plus full-time faculty members comprising of an erudite mixture of Post Doctorates, Doctorates and Post Graduates. The research environment is dynamic and is supported through sponsored projects from different funding agencies in the country.

ABOUT DEPARTMENT OF MANAGEMENT STUDIES, SMIT

Department of Management Studies, SMIT is being developed as a Centre for Excellence imparting quality education and generating competent, skilled resources to face challenges in the fast-evolving global scenario with a high degree of credibility and integrity. The management programs (BBA, MBA & PhD.) are specifically designed to prepare future managers to counteract with most difficult issues across a multi-disciplinary work environment with ease. Seminars, workshops are being conducted time to time as per emerging demands of the concerned stake-holders with practical insights from different functional domains.

ICCIBM-2022 THRUST AREAS

ICCIBM-2022 welcomes Abstracts / Extended Abstracts / Full Papers (with Abstract) / Case Studies / Review Papers and related observation to the conference theme, including but not restricted to the under-mentioned areas:

- **Marketing Management:** Green Marketing, Social Media Marketing, Retail Marketing, E-Commerce, Strategic Marketing, Brand Management, Industrial Marketing, Virtual Marketing, Service Marketing, Global Marketing, Tech-Branding & Advertising, Trends and Innovations in Marketing, Neuro Marketing, Luxury Marketing, Retailing in 21st Century, Pharmaceutical Marketing, Advocacy Marketing, Sports Marketing etc.
- **Human Resource Management:** HR Analytics & Technology, Strategic HRM, Impact of AI on HR, Emotional Intelligence, Work-Life Balance, OD & Change Dynamics, Competency Mapping, HR in International Perspective, Talent Acquisition & Management, Industrial Relations & Labour Welfare, Conflict Management, Appraisal Management, Training & Development, Workplace Spirituality, Stress Management, Gender Equality & HR Policies, HR Audit, HR Practices in New Horizon, Effectiveness of Appraisal Process, Effect of Industry 4.0 on HR, Business Ethics etc.

- **Finance and Commerce:** Management Control System, CRM in Financial Services, Behavioural Finance, Financial Inclusion, Capital Structure Designing, Risk Management, Mutual Fund Industry, Working Capital Management, Strategic Finance, Portfolio Management, Capital Market, Derivative Trading, Reverse Investment, Financial Econometrics, Sectoral Reforms in Banking, Insurance and Capital Market, Core Banking and Future Trends, Green Banking, Insurance Management, Modern Banking Practices, Venture Capital, Contemporary Trade Practices, Auditing Process, FDI, Finance Act-2020 etc
- **General Management:** Business Management, Organizational Behaviour, Corporate Governance, Legal Aspects of Business, Business Process Re-engineering, Knowledge Management, Quality Management, Strategic Management, Rural Development, Corporate Innovation & Creativity, Business Communication, Entrepreneurship & Start-up Management, Indian Ethos & Management, Economic Cycle, Recession & Recovery, Corporate Re-Structuring Strategies, Impact Assessment, Business in Post-Covid Era, Innovations in Financial World, Earning Management, Leveraging on Public Finance, Capitalizing on ICT, Logistic Issues in Global Business, Challenges in B2B and B2C, Lessons from Financial Crisis, Revival Tools, Economic Visualization, Rehabilitation Process, Economic Reforms and Sustainable Development, Make-in-India Campaign, Atma Nirbhar Bharat, e-Office Management etc.

WHO CAN ATTEND

The event is addressed to Industry Professionals / Faculty Members / Students / Doctoral Scholars & PG Students from Colleges, Institutions and Universities with a zeal for associating with evolving research in the contemporary era.

PUBLICATION INFORMATION

All papers (after due review) received for ICCIBM-2022 will be accepted for Conference Presentation. Abstracts of the accepted/presented papers will be published with **E-Proceeding with ISBN. Select Full Papers may be published (optional) in Scopus Indexed / UGC-Care Listed Journals** as per guidelines, terms and conditions of the affiliated Journals. Publication process in this regard will take minimum 4-8 months from ending day of the event.

IMPORTANT DATES *

Last Date for Full Paper Submission	15th December, 2021
Email Notification of Acceptance	7 th January, 2022
Early Bird Registration Opens	8th January, 2022
Early Bird Registration Ends	18th January, 2022
Regular Registration Ends	25 th January, 2022
Conference Dates:	3 rd & 4 th February, 2022

CONFERENCE PRESENTATION : VIRTUAL PLATFORM

(*Due to ongoing pandemic situation, dates may change depending on the condition. If so, it will be intimated to the participants in the appropriate time)

SUBMISSION GUIDELINES

Paper Submission Guidelines for Full Paper / Extended Abstract

All submissions must be written in English and must be made in **Microsoft Word Format (.doc/docx) written in Times New Roman with font size 12 and line spacing 1.5.**

Full Paper / Extended Abstract Submission Guidelines

Full Paper of around 4000-5000 words & **Extended Abstract** of around 2000-3000 words should conform to the following guidelines:

Paper Title with Name of the Author(s), Affiliation, Full Postal Address, Telephone Numbers and E-mail Address

Abstract: The abstract should give a clear indication of the objectives, scope, methods, results and conclusion of your work. All manuscripts must include a 150-200 words abstract typed on a separate page.

Keywords: (Maximum 4-5 words)

Introduction: The introduction usually contains background and/or motivation for the research.

Objectives: The objectives of the research paper summarize what is to be achieved by the research study.

Theory (if any): A brief description of the theoretical foundations, research framework, etc. relevant to the work presented.

Literature Review: Comparison to related research.

Methods: This section should describe what was done to answer the research question, describe how it was done, justify the research design, and explain how the results were analyzed.

Results: Presentation of the result obtained. If possible, use descriptive figures or tables rather than explain in text. Do not discuss or interpret the results at this stage.

Discussion: Discuss the results. What conclusions can you draw? Put results in perspective by comparing to other studies or generally accepted knowledge in the field. Critically evaluate your method and results with respect to the simplifications made.

References: Please include references prepared according to the American Psychological Association (APA) 6.0 Guidelines (refer to www.apastyle.org). List the references in alphabetical order at the end of the paper. All references must be single-spaced. The references should be distinguished by hanging indents.

The full paper will be assessed with respect to the applied method and the correct use of it, the relevance of the introduced simplifications, the relevance of the introduction, results and discussion, the ability to clearly pass on the message, and the overall impression.

The full paper can include future work, details of proofs or implementation that should seem plausible to reviewers, ramifications not relevant to the key ideas of the study

Similarity Index must be 10% or below (excluding references). The papers must be submitted through conference website as per the guidelines / links given therein.

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- Mr. Debojyoti Das, Publicity Designer, SMIT
- Mr. Vivek Pandey, Research Scholar, Department of Management Studies, SMIT

REGISTRATION FEES

Participants	Early Bird Registration Till (18 th January, 2022)	Regular Registration Till (25 th January, 2022)
Corporate Delegates	INR 2,500	INR 3,000
Academicians	INR 1,800	INR 2,500
Research Scholars / P.G Students	INR 1,000	INR 1,500
International Delegates	USD 50	USD 60

One of the Authors must have to register by paying the specified Registration Fee on or before the prescribed deadline to enable the submission to be included in Conference Proceeding.

Registered Conference Delegates receive E-Conference Proceedings with ISBN & E-Certificate.

ONLINE TRANSFER

- The Registration Fees need to be transferred to a Bank Account which will be intimated / updated to the participants in an appropriate time.
- **Participants need to register through the conference website (ONLINE REGISTRATION) with details of the transaction (mentioning Registered Author's Name, Bank Transaction ID, Contact Number & Paper ID).**

PAPER SUBMISSION LINK : <https://forms.gle/Kcjpg51a2396JKHJ9>

REGISTRATION LINK : <https://forms.gle/jn2kxsgb53VpC2iFA>

HOW TO REACH SIKKIM

Sikkim is one of the seven states in North East India. Snuggled in the lap of Himalayas, the state is an unexplored beauty because of its magnificent scenic hills and unparalleled picture-centric attractions. Kanchenjunga, the world's third-highest peak, is located on Sikkim's border with Nepal. Sikkim has been able to prove itself as tourism hotspot across the globe owing to its culture, natural scenery, hill beauty and rich bio-diversity. The state has a fair transportation option in most of its region. When you are planning a trip to Sikkim, here are the best options available for you.

By Flight

The Gangtok Airport, known as Pakyong Airport now makes it possible for travelling to Sikkim by Flight. From the air terminal, one may easily reach the cities by road. Alternatively, Bagdogra Airport which is well-connected to major cities in the country, (providing easy access to North-East India) is also at a distance of 124 km. Major Airlines like Indian Airlines, Air India, Vistara, Indigo, Air Asia, Spice Jet, Go Air etc. do operate here with frequent intervals. Further, you may reach Gangtok, the Capital City of Sikkim by availing of helicopter services as well subject to prevailing weather conditions. You can hire a taxi that takes approximately 3 hours' drive from Bagdogra to Gangtok.

By Train

Travel to Sikkim by Train is possible by getting into major railway heads near Gangtok-New Jalpaiguri (188 km) and Siliguri (145 km). These railway stations are well connected with major cities and towns of India. You can further board a bus or hire a taxi to reach the state.

By Road

Road is the most convenient option to reach Sikkim. There are frequent public and private bus services connecting Sikkim with other neighbouring towns and cities. You can easily get easy access to taxis and jeeps for inter and intra-state travelling. AC Bus services become operational too. National Highway 31-A is the most functional highway in Sikkim. Major neighbouring tourist towns from Sikkim are Darjeeling, Kalimpong, Dooars and Siliguri where you may hire different transport options to make the most of your holiday comfortable and memorable one.

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