

AACSB

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 **GITAM**
(DEEMED TO BE UNIVERSITY)
(Established by the UGC Act, 1956)
VISAKHAPATNAM • HYDERABAD • BENGALURU
NAAC A++ ACCREDITED



GITAM SCHOOL OF BUSINESS
GITAM (DEEMED TO BE UNIVERSITY), BENGALURU
ORGANIZES

2ND INTERNATIONAL CONFERENCE ON
LATEST TRENDS IN
BUSINESS MANAGEMENT
INNOVATION, TECHNOLOGY AND SUSTAINABILITY

15TH & 16TH MARCH 2024

Conference Website: icltbmits2024.gitam.edu/



ABOUT ICLTBM-ITS 2024

The International Conference on Latest Trends in Business Management: Innovation, Technology and Sustainability (ICLTBM-ITS) is a premier forum for academicians, researchers, industry practitioners, and policymakers to discuss and exchange ideas on the latest trends in business management. The conference will be conducted in the offline mode and will focus on the three pillars - innovation, technology, and sustainability, essential for businesses to thrive in the 21st century.

The conference will explore the dynamic and rapidly evolving landscape of business management, with a focus on the transformative role of innovation and technology in driving sustainable growth and societal impact. It will provide a platform for cross-disciplinary dialogue and collaboration, fostering knowledge exchange and the development of innovative solutions to address contemporary business challenges.



GUEST OF HONOUR

Mr. Abhishek Sinha

Chief Operating Officer & Whole Time Director
L&T Technology Services Limited

About GITAM (Deemed to be University)

The Gandhi Institute of Technology And Management, popularly known as GITAM, was founded in 1980 by an inspired group of eminent intellectuals and industrialists of Andhra Pradesh led by Dr. M. V. V. S. Murthi, former Member of Parliament and popular philanthropist. The vision of MAHATMA, the Father of the Nation was to see India as a socially and economically resurgent country and he looked upon education as an important means to achieve this goal. Gandhiji's view of education was not narrow or sectarian. He envisioned universities as institutions of higher learning that transcend all linguistic, racial and other barriers. GITAM is committed to imbibe his values and abide by his philosophy.

About GITAM School of Business, Bengaluru

GITAM School of Business, Bangalore, is a premier institution renowned for its excellence in management education and research. Located in the dynamic city of Bangalore, our institution thrives on innovation and leadership development. With a strong focus on academic rigor, GITAM School of Business, Bengaluru, offers a wide array of programs designed to equip students with the knowledge, skills, and mindset required to excel in today's dynamic business landscape.

PUBLICATION OPPORTUNITY

- All the abstracts will be published as conference proceedings in a Book with an ISBN.
- Select papers may be considered for publication in the following journals, post-peer review process based on the editor's choice:
 - Banks and Bank systems (Scopus, ABDC 'C' Category, Q2)**
 - Environmental Economics (Scopus, Q3)**
 - Innovative Marketing (Scopus, Q3)**
 - Insurance markets and companies (Scopus, Q3)**
 - Investment management and financial innovations (Scopus, ABDC 'B' category, Q4)**
 - Knowledge and performance management (Scopus, Q3)**
 - Problems and Perspectives in management (Scopus, Q2)**
 - Public and municipal finance (Scopus, Q3)**
- The authors may have to bear the Article Processing Charges as per the journal requirement.

IMPORTANT DATES

The last date for submission of Abstract	20th Jan 2024
Communication of Abstract acceptance	30th Jan 2024
Last date for Final Paper submission	20th Feb 2024
Last date for registration	29th Feb 2024

REGISTRATION DETAILS

Students	₹ 500
Research Scholars	₹ 2000
Faculty	₹ 3000
Corporates/Practitioners/Professionals	₹ 5000
International Participant	\$ 200

CONFERENCE TRACKS

Finance

- Blockchain and Distributed Ledger Technology
- Digital Banking Innovations
- Sustainable Investing and ESG Integration
- FinTech and Financial Inclusion
- AI and Machine Learning in Finance
- RegTech and Compliance in Finance
- Climate Finance and Green Banking
- Cryptocurrencies and Digital Assets
- Cybersecurity in Financial Services
- Financial Innovation for Social Impact
- Corporate Governance and Financial Performance
- Data Privacy and Financial Services
- Behavioral Finance in the Age of Technology
- Sustainable Supply Chain Finance
- Open Banking and API Economy

Operations

- Circular Supply Chain
- Digitization in Supply Chain Management
- Supply Chain Risk Management
- Sustainability in Operations and Supply Chain
- Sustainability and Green Systems
- Total Quality Management (TQM)
- Statistical Process Control
- Six Sigma
- Industry 4.0
- Scheduling and Logistics
- Healthcare Operations Management
- Humanitarian Logistics and Disaster Relief

Human Resource

- HR Technology
- People Analytics
- OD for Innovation & Creativity
- Leadership for Sustainable Development
- Positive Organizational Scholarship
- Resilience, Mindfulness & Wellbeing
- Talent Management
- Strategic HRM
- HR Operations

General Management

- Innovative Business Models and Strategies for a Sustainable Future
- Business Model Innovation
- Performance Measurement and Accountability
- Learning from the Pandemic and Global Supply Chain Crisis
- Innovation Management
- Business Strategies for Sustainable Development
- Sustainable Corporate Performance
- Sustainable Entrepreneurship; Eco-Entrepreneurship; Social Entrepreneurship
- Entrepreneurship and Startups
- Achieving the UN SDGs
- Potential Biases and Risks in AI Applications
- Role of Businesses in Shaping the Future of AI
- The Role of CSR in Sustainable Development
- Family Business Management
- Small & Medium Enterprise Management
- CSR, Business Ethics & Governance
- Business in Democratic Society

Marketing

- Advertising, Branding, and the Internet
- Digital Marketing
- Artificial Intelligence (AI) in Marketing
- Consumer Behaviour and Internet
- Big Data and Marketing Analytics
- Virtual Reality (VR) and Augmented Reality (AR) in Marketing
- Innovation and New Product Development.
- Green Marketing
- Ethical Marketing
- Sustainable Marketing
- Rural Marketing

Business Analytics

- Advanced Data Analytics
- Innovations in Predictive Analytics
- Business Intelligence and Analytics
- Machine Learning Applications in Business Analytics
- Big Data Strategies for Business Success
- Emerging Trends in Prescriptive Analytics
- Risk Management through Business Analytics
- Social Media Analytics for Business Impact
- Ethical Considerations in Business Analytics
- Real-time Analytics
- Application of IoT in Business
- Data Analytics and Big Data
- Application of AI and ML in Business Management

PAPER SUBMISSION GUIDELINES

Guidelines for Abstract Submission

- The word limit would be 200 to 250 words for the abstract.
- The text should be written in MS Word, Font: Times New Roman, Font size: 12 with 1.5 line spacing.
- The whole document should not exceed one page.

Guidelines for Full Paper Submission

- The full paper can be submitted after the acceptance of the Abstract
- Research papers should be original, unpublished works that follow the conference theme.
- The word limit would be 4,000 words for the full paper.
- Suggested structure of the research paper: Introduction, Review of Literature, Research Gaps, Methodology, Major Findings and Analysis, Study Contributions, Limitations and Scope for Further Research.
- The reference style should be APA (6th edition).

- **The Best Paper will be awarded based on the committee's recommendations.**

Submit your Abstract: <https://forms.gle/Q6T9htAXgyRmuqbM9>

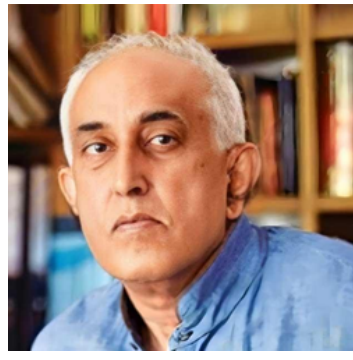


CONFERENCE COMMITTEES

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President
GITAM



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Virander Singh
Chauhan**
Chancellor, GITAM

Patrons



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Siddavattam**
Vice-Chancellor
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Mr. Ramegowda K V

Mrs. Usha Rani J

Mr. Vijaya Kumar V M

Ms. Nithyashree R

Accommodation Facility: Limited accommodation will be provided on a payment basis for the conference participants on a first come, first serve basis, on prior intimation.

Know more

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Venue

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