

**Centre of Management and Humanities (CMH)**

**Punjab Engineering College (Deemed to be University), Chandigarh**  
organises

**Indian Council of Social Science Research (ICSSR)**

sponsored

**Two Days National Conference**

on

**Innovative Management Strategies in  
Business: A Path Towards Sustainability**

**IMSB 2024**



**Date-** 15th-16th March 2024

**Venue-** Centre of Management and Humanities,  
Punjab Engineering College, Chandigarh

# ■ About Conference

At the heart of business transformative journey lies the crucial nexus between innovation and sustainability, an essential element in the pursuit of holistic development that spans across environmental, economic, and social dimensions.

This conference will provide a space for stakeholders from diverse backgrounds, including Business Leaders, Regulators, Policymakers, Researchers, Academicians, Entrepreneurs, and Practitioners to collaborate and exchange ideas. With a shared understanding of the present need to develop and adopt Innovative Management Strategies, this conference will serve as a catalyst for transformative change. Hence, this conference aims:



1. To provide an interdisciplinary forum where participants can share cutting-edge research, case studies, and practical experiences related to Innovative Management Strategies that lead to sustainable business practices.
2. To promote multi-disciplinary collaborations and partnerships by converging diverse fields to address the latest research findings and strengthen the network between Industry and Academia.
3. To develop innovative and creative skills among attendees through thought-provoking keynote speeches and panel discussions.

# Punjab Engineering College



Punjab Engineering College (Deemed to be University) (PEC) having its roots in Lahore as Mugalpura Engineering College since 1921, moved to its present campus in 1953 as PEC affiliated to Panjab University. The institute became Deemed University in 2003 through a MHRD notification and rechristened as PEC University of Technology in 2009. The institute has a 146 acres sprawling and pious campus and is house of Chandigarh College of Architecture also. The academic and administrative processes are similar to IITs in the country. With a history of 100 Years now, the institute has produced a number of alumni who have earned name and fame both for themselves and the institute.

The institute offers 8 Undergraduate B. Tech. Programmes and 14 Post graduate M. Tech. Programmes in various disciplines of engineering and technology. After becoming University, the institute has also started PhD programme in various disciplines of engineering, science, management, humanities and social sciences. The admission to UG and PG programmes are made through national level examinations namely JEE (Mains) and GATE respectively. There are 9 academic departments and 2 centres of excellence.

## Centre of Management and Humanities

The Centre of Management and Humanities (CMH) facilitates the students to sharpen their critical understanding, entrepreneurial skills, leadership qualities and communication skills through interactive pedagogy, tutorials, practicals and seminars and workshops.

The Centre offers compulsory courses such as Communication Skills, Universal Human Values, and Basics of Economics/General Psychology/French to B.Tech. 1st year and 2nd year students respectively. Other compulsory courses such as Business Environment and Business Laws, Entrepreneurship and Project Management, Financial Management are offered to B.Tech. 4th year students. Besides, the Centre also runs open elective courses such as Applied Psychology, English Literary Studies, Essentials of Finance and Banking for B.Tech. 2nd year students, and Principles of Management for B.Tech. 7 thsemester. In addition to this, the CMH offers Management and Soft Skills to M. Tech., and Research Publication and Ethics to PhD students. The PhD programme is being offered by Centre of Management and Humanities.



# IMSB 2024

In recent years, the global landscape of business management has experienced a profound transformation. The increasing interconnectedness of markets and economies, combined with a growing awareness of the finite nature of our planet's resources, has compelled organizations to reassess their strategies. Sustainability, once considered a peripheral concept, has now moved to the forefront of strategic decision-making in businesses across the world. Furthermore, it closely aligns with various global initiatives and agendas, including the United Nations Sustainable Development Goals (SDGs), the G20 agenda, and the pursuit of the Millennium Development Goals (MDGs). Hence, it is imperative for companies to adopt innovative management approaches in the contemporary business landscape. This is essential to address the pressing environmental and social challenges while simultaneously to ensure the long-term profitability of the businesses.

## ■ Sub-themes

### **Innovation and Sustainability in Finance (Track 01)**

- Indian Financial System in New Economic Scenario
- Impact of COVID 19 on Economic Activities
- ESG Investing
- Banking and Micro-financing
- Financial inclusion
- Sustainable Finance and Practices
- Green finance
- Digital Innovations in Business and Economy
- Crypto currency and Blockchain Technology
- Financial Literacy
- Financial stability
- Behavioral Finance
- FINTECH-Financial Technologies
- Green reporting
- Entrepreneurship & Family Business
- Financial innovation

### **Innovation and Sustainability in HRM/OB (Track 02)**

- Boundary less organization –challenges and opportunities
- Ethics, Values, Trust and Conflict Resolution
- Gig employment and organizational commitment
- Performance appraisal challenges in hybrid working
- Leadership and new normal
- Significance of employees' wellbeing post COVID era
- Employee development in remote working
- Digitalization in HR
- Agile HRM
- HR Analytics
- Gamification in HRM
- Impact of AI on HR
- Change Management and Managing human capital
- Employee Experience & Engagement

### **Innovation and Sustainability in Marketing (Track 03)**

- Content Marketing and Digital Copywriting
- Conversational Marketing
- Neuromarketing
- Search Engine Optimization
- Omni-channel Marketing
- Significance of 'S-commerce' in the world
- Social Media Management and Marketing
- Gratification marketing
- Artificial Intelligence in Marketing
- Green Marketing
- Sustainable Marketing Mix
- Influencer marketing

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## ■ Sub-themes

### **Innovation and Sustainability in Supply Chain Management (Track 04)**

- Adapting To Contactless Manufacturing, Storage, Handling And Delivery
- AI In Product And Service Design
- Using Big Data Analytics In Customer Preferences For Products And Services
- Promote Innovations In Operations Management
- Contactless Services- Education, Healthcare, Hospitality, Travel and Tourism adaption.
- Major disruptions to the Agriculture, Aerospace, and satellite communication industries' supply chains.

### **Innovation and Sustainability in Information Technology (Track 05)**

- Big Data Applications
- Artificial Intelligence
- Data Mining
- Machine Learning
- E – Governance
- Natural Language Processing
- ICT for education & Healthcare.
- Cyber-Physical Systems
- Cyber Security

### **Innovation and Sustainability in Entrepreneurship (Track 06)**

- Gender, Technology, and Entrepreneurship
- The Entrepreneur and the Enterprise in the Digital Era
- Enterprise Sustainability and Growth Barriers
- Innovation and Creativity in the entrepreneurial life-cycle
- Entrepreneurship
- Experience Sharing: Learning from Failures and Successes
- Government and Entrepreneurship: Partnerships, Support, and Regulation
- Managing Organizational Change amidst Uncertainty
- Digital Platforms and Sustainability in Rural Entrepreneurship
- Digital Entrepreneurship Outside the Service Sector
- Digital Platforms and Sustainability in Rural Entrepreneurship
- The Digital Revolution: Entrepreneurial Challenges and Opportunities

# Call for Papers

The conference invites researchers, students, academicians and practitioners to submit research-based as well as practical papers linked with the theme of the Conference. The broad areas / sub-themes that will be of interest to the conference are given on the previous page. Papers can be submitted to any one of the mentioned sub-themes or related areas, and paper presentation opportunities are available only in offline mode.

## Submission Guidelines

Articles submitted to the conference should be original contributions. Authors submitting articles should consider the following guidelines.

- Word Limit:
  - Abstract – 300
  - Paper – 3000-5000 words
- Font : Times New Roman
- Font Size: 12, MLA 9.

Publication opportunity: Selected papers will be considered for publication in the form of Edited Book with ISBN number. \*Publication is based on further review and acceptance.

## Significant Dates

- Abstract Submission: 27th January 2024
- Abstract Notification: 5th February 2024
- Full Paper Submission: 25th February 2024

## Registration Fees

Prior registration is mandatory. Registration charges for various categories are as follows:

- Students : Rs 500/-
- Research Scholars : Rs 800/-
- Academicians/Faculty : Rs 1500/-
- Corporate Delegates: Rs 2000/-

Beneficiary Name: Punjab Engineering College  
(Registration / Applications A/c)

Bank : State Bank of India

Account No. : 39083056639

IFSC : SBIN0002452

Address : PEC Market, Sector 12, Chandigarh

**Registration link after acceptance of paper**

**<https://forms.gle/z1cvpwhmHu9eZ7Hq6>**



# Conference Committee

## Patron

Prof. (Dr). Baldev Setia, Director, PEC

## Chairperson

Prof.(Dr.) Anju Singla, Head, CMH

## Organising Secretary

Dr. Nidhi Tanwar, Assistant Professor, CMH

## Conference Coordinators

Dr. Shivani Gupta

Dr. Garima Saini

## Organising Team

Dr. Anuradha Thakur

Dr. Jaidev Bishnoi

Dr. Sheetal Lalotra

Dr. Sadiya Jalal

## Student Co-ordinators

Ms. Prihana Vasishta

Mr. Piyush Hooda

**Submit the abstract at: [2024.imsb.pec@gmail.com](mailto:2024.imsb.pec@gmail.com)**

### Contact Person:

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Centre of Management and Humanities (CMH)

**Punjab Engineering College**

**Sector 12, Chandigarh (U.T.)**

Website: <https://pec.ac.in>





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