



**INTERNATIONAL STUDENTS CONFERENCE
ON
INNOVATION, ENTREPRENEURSHIP & MARKET SPACE
(ISC-IEM 2022)- Hybrid Mode**

25TH - 26TH February 2022

**ORGANIZED BY
DEPARTMENT OF BBA, IEM KOLKATA**



Venue

**Institute of Engineering & Management. Ashram Building
GN-34/2 , Ashram Building , Sector V
Salt Lake Electronics Complex, Kolkata-700091
West Bengal, India**

About Institute of Engineering & Management (IEM)

Institute of Engineering & Management (IEM) started its journey in 1989 by noble efforts of visionary Director Prof. (Dr.) Satyajit Chakrabarti and is the first self-financed engineering college of West Bengal. Presently IEM is affiliated to Maulana Azad University of Technology (MAKAUT), formerly known as West Bengal University of Technology (WBUT). IEM is accredited with 'A' Grade by NAAC. In terms of placement IEM has a track record of 100 % placement every year. Faculty members of IEM have already published 300+ research papers in different reputed National and International journals & chapters in edited books. IEM has collaborations with many foreign universities, to name a few, Iwate Prefectural University, Japan, ESC Rennes School of Business, France, Montpellier Business School, France, to promote higher studies and research. IEM holds international conferences and study abroad programme in Canada, USA, UK, Australia and Singapore.

About ISC-IEM 2022

The International Students Conference on Innovation, Entrepreneurship & Market Space (ISC-IEM 2022) is a premier stage portraying the students innovative work coupled with corporate acumen. This event scheduled on 25th and 26th February 2022 at IEM, Kolkata (Hybrid Mode) provides unique opportunities to all the students from different Institutes. It facilitates to construct and disseminate ideas for change in future business through innovation in the current volatile and uncertain emerging technological market conditions. This event globally strives towards achieving excellence in the vanguard to differentiate the academia-industry gap and integrate the thoughts of academics and researchers worldwide to provide possible solutions for the economy. This event is an exquisite conglomeration of emerging technological systems with economic fundamentals, business and management considerations in the back drop of sensitive sustainable future.

Tracks and Sub-tracks:

In the context with the dedicated theme “*Emerging Technologies for Sustainable Management in Transition Economies*”, contributions from the authors are invited to the following tracks and sub-tracks:

<p>Track A: Marketing Sub-Tracks:</p> <ul style="list-style-type: none">• Social Media Marketing• Digital Marketing• Brand & Branding• Integrated Marketing Communication• Consumer Research Services• Marketing Innovation• Sustainable Tourism• Green Marketing• Strategic Marketing• B2B Marketing	<p>Track B: Finance & Economics Sub-Tracks:</p> <ul style="list-style-type: none">• Financial Innovation, Engineering & Analytics• Innovative Economic Strategies for Financial Inclusion• Financial Markets and Derivatives• Behavioral Accounting and Finance• Risk management and internal control• Social accounting• Technological progress and banking• Advance Taxation & its Implication• Credit risk modeling and management• Best Practices in Corporate Governance
<p>Track C: HR Management Sub-Tracks:</p> <ul style="list-style-type: none">• Redefining Role of Human Resource Professionals• Developing Leaders of tomorrow• HR Planning to adopt digitalization• Empowering Digital Leadership• Value based leadership• Toxic Leadership• Succession Planning• HR-VUCA Application• HR Analytics• Strategic HRM	<p>Track D: Management & Technology Sub-Tracks:</p> <ul style="list-style-type: none">• Innovation in Supply Chain• Strategic Management• Green Investing• Sustainable Innovation & Entrepreneurship• Crypto-currency & BlockChain• Sustainable Micro-Finance & Rural Development• Value Creation & Intellectual Property• Managing Disruptive Innovation• Data Analytics• Artificial Intelligence

The above list is only indicative. Papers related, but not limited to these areas, are also welcome.

Registration Details:

- All participants have to register by filling up the registration form and mailing it to conferenceciem@iemcal.com
- In case of multiple authors desirous of Certificates, at least one author must get registered for paper presentations

- A single author presenting multiple entries (paper presentation) should register for each paper
- **Registration fee** for various category:

Category	Participation Fee (National Students)	Participation Fee (International Students)
Students	INR 200	\$20
Research Scholar	INR 500	\$20

Review & Publication Process:

- The submitted extended abstract and full paper (if selected) would undergo a double-blind peer review process. Only original, unpublished work will be considered for reviewing.
- All accepted papers will be published in American Journal of Business and Management Research .(<https://ajbmr.smartsociety.org>)

Guidelines for Submitting Paper:

- Formatting guidelines:
 - The full paper not exceeds 2500 words inclusive of tables, appendices and references.
 - Tables, illustrations and charts, figures etc, should be serially numbered and duly acknowledged.
 - Only those references that are actually utilized should be included in the references list and should be alphabetically arranged.
 - Referencing Style: APA (American Psychological Association)
 - Paper size: A4, Font: Times New Roman, Size: 12, Line spacing: Single
 - Margins: 1 inch around

Important Dates:

Full paper submission	15 th January 2022
Acceptance Notification	30 th January 2022
Registration opens	31 st January 2022
Registration closes	10 th February 2022

Plagiarism Policy:

(1) The paper prior to submission should be checked for plagiarism from licensed plagiarism softwares. The similarity content should not exceed 30% (in any case either self-contents or others). Further, you have to strictly implement the following ethical guidelines for publication:

(2) Any form of self-plagiarism or plagiarism from others' work(s) should not be there in an article. If any model / concept / figure / table / data / conclusive comment by any previously published work is used in your article, you should properly cite a reference to the original work.

(3) Also language of explaining it should not be same as language of the work from which you have adopted it.

If you are using any copyrighted material, you should acquire prior permission from the copyright holder.

**** Payment Details will be shared soon.**

Contact:

The Organizing Committee: IC-IEM 2022
conferenceciem@iemcal.com

Conveners: Prof. Soumik Das
Prof. Dibyendu Chattaraj