



**INTERNATIONAL CONFERENCE
ON
INNOVATION, ENTREPRENEURSHIP & MARKET SPACE
(IC-IEM 2023)**

24TH – 25TH March, 2023

About the Conference(IC-IEM 2023)

The International Conference on Innovation, Entrepreneurship & Market Space (IC-IEM 2023) is a premier stage portraying the academic innovative work coupled with corporate acumen. This event scheduled on 24th and 25th March 2023 at IEM, Kolkata provides unique opportunities to all the attendees from academia and corporate. 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.

Guest and Keynote Speaker-

Eminent academicians from top Indian & Foreign Universities and Industry Experts

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 500+ 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.

Call for Papers :

Authors from academics and corporate are invited to submit scholarly articles / research papers. All papers must be original and not simultaneously submitted in any other conference, journal and edited book.

- 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 abstract would be published in conference proceedings with ISBN
- All selected full papers will be published in *American Journal of Business and Management Research* (AJBMR) (ISSN Number (Print)-2693-4108) (ISSN Number(Online) - 2691-5103)

Conference 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 • Marketing Innovation • Services Marketing • Green Marketing • Strategic Marketing • B2B Marketing 	<p>Track B: Finance & Economics Sub-Tracks:</p> <ul style="list-style-type: none"> • Financial Innovation & Analytics • 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
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<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 & Block Chain • Sustainable Micro-Finance & Rural Development • Value Creation & Intellectual Property • Managing Disruptive Innovation • Data Analytics • Artificial Intelligence
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****The above list is only indicative. Papers related, but not limited to these areas, are also welcome.*

Submission Guidelines

Guidelines for Extended Abstract

- The first page of the manuscript should have the title of paper, author(s)' name, institutional affiliation(s), e-mail address and contact number.
- Each submission must mention the Track at the top right on its first page.
- Please do not indicate author(s)' affiliation or any such information in the manuscript elsewhere.
- Extended abstract may not exceed 1000 words inclusive of Introduction, Objective, Brief Literature Review, Research Methodology, Results & Findings, Conclusions and Five Key words.
- The extended abstract must be submitted as Word file attachment as per following format: Margin 1 inch, Font-Time New Roman 12 point with 1.5 spacing.

If the extended abstract is accepted the authors need to submit the full paper as per the guidelines given below.

Guidelines for Full Paper Submission

- An abstract of 150-200 words followed by 5 key words.
- Submissions must include the following elements: cover page (which includes title, authors, affiliations and contacts), abstract, index terms, introduction, literature review, objective/s, research methodology, results & findings, conclusions, implications/future scope, appendixes, acknowledgement, references, and biographies.
- Biographies must include a brief introduction (50-70 words) of the author/s describing current designation and affiliation, address for correspondence and email address etc.
- The Manuscripts should not be more than 5000 words inclusive of references.

- Manuscripts must be 1.5 spaced and with 1 inch margins in all sides, Times New Roman font and should be in 12pt text and 14pt heading.
- All figures should be indicated in million and billion.
- Use APA 6th edition for in-text citation and referencing.
- Authors are advised to go through plagiarism checker before submission of their manuscript.

Both Extended Abstract and Full Paper are to be submitted at conferenceiciem@iemcal.com

Registration Details:

- The registration fee includes admission to conference, conference snacks & lunch.
- Conference Kit would be provided to the participants who will register for paper presentation.
- In case of multiple authors desirous of Certificates, at least one author must get registered for paper presentations.
- A single author presenting multiple paper presentation should register for each paper
- **Registration fee** for various category:
 - Academician : INR 1200,
 - Research Scholar : INR 1000
 - Students : INR 500
 - Industry Professional: INR1500
 - Foreign Delegates : USD 50

- **Bank account** details for Registration

- **For RTGS or NEFT (National Participants):**

Beneficiary Name	Institute of Engineering & Management Trust
Bank account no. (SB)	184104000054214
Name of the Bank	IDBI Bank Ltd.
Branch name & address	Salt Lake, Kolkata
IFSC Code	IBKL0000184
MICR Code	700259009

- **For Foreign Participants:**

Beneficiary Name	Institute of Engineering & Management Trust
Bank account no. (SB)	164201000000488
Name of the Bank	Indian Overseas Bank
Branch name & address	Ashram Campus, GN-34/2, Salt Lake Sector V, Kolkata – 700091, India
IFSC Code	IOBA0001642
Swift Code	IOBAINBB893

***** Registration link will be available on and from 12th January 2023.**

Important Dates:

Extended Abstract submission: 7th January, 2023
Extended Abstract acceptance: 12th January, 2023
Full paper submission: 3rd February, 2023
Full paper acceptance: 12th February, 2023
Registration opens: 12th January, 2023
Registration closes: 21st February, 2023

Contact:

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