

About the Conference

The International Students' Conference on Innovation, Entrepreneurship & Market Space (ISC-IEM) is a premier stage portraying the academic innovative work coupled with corporate acumen. This event scheduled on 27th and 28th September 2024 at IEM, Kolkata provides unique opportunity all the attendees from academia and corporate sector.

About the Department Of IEM BBA

IEM offers a 4-year AICTE-approved BBA programme under the University of Engineering & Management, Kolkata. With a strong foundation built over 18 years, we have a tie-up for case studies with Harvard Business School and for entrepreneurship with Wadhvani Foundation to disseminate a world-class education. Our focus is on creating a dynamic learning environment where theory meets practice, and students excel in management, leadership, and technology.



**INTERNATIONAL
STUDENTS'
CONFERENCE
ON
INNOVATION
ENTREPRENEURSHIP
&
MARKET SPACE
(ISC-IEM 2024)
27TH-28TH
SEPTEMBER, 2024**

**Venue : IEM ASHRAM CAMPUS
GN 34/2 SALT LAKE SECTOR -
V
KOLKATA- 700091**

Important Dates

Abstract submission: 5th September, 2024
Abstract acceptance: 10th September, 2024
Full paper submission: 15th September, 2024
Full paper acceptance: 20th September, 2024
Registration opens: 25th August, 2024
Registration closes: 20th September, 2024
Conference dates: 27th & 28th September, 2024
e-mailing address: conferenceciem@iem.edu.in

Registration fee

- Academicians : INR 1500
- Research Scholars : INR 1000
- Students : INR 500
- Industry Professionals: INR 2000
- Foreign Delegates : USD 50

Call for Papers:

Intending Participants are invited to submit scholarly articles / research papers. Articles must be original and ensure that has not been or published submitted anywhere.

Word limit for abstract : 250 words

- The submitted abstract would undergo a double-blind peer review process.
- 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) or
 - Edited Book with ISBN Number

**Click Below  for details
Submission.Guidelines**



Conference Tracks and Sub-tracks

Track A: Marketing

Sub-Tracks:

- Social Media Marketing
- Digital Marketing
- Brand & Branding
- Integrated Marketing Communication
- Consumer Research
- Marketing Innovation
- Services Marketing
- Green Marketing
- Strategic Marketing
- B2B Marketing

Track B : Finance

Sub-Tracks:

- 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

Track C: HR Management

Sub-Tracks:

- 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

Track D: Management & Technology

Sub-Tracks:

- 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

Committee

Chief Patron:

Prof. (Dr.) Satyajit Chakrabarti,
Chancellor- UEM, President –IEM-UEM
Group

Patron:

Prof. (Dr.) Satyajit Chakrabarti, Pro Vice
Chancellor- UEM, Director –IEM-UEM Group

Advisor:

Prof. (Dr.) Sundeep Singh Sondhi

Convener:

Prof. Dibyendu Chattaraj
Prof.(Dr.) Saikat Chakrabarti
Prof. (Dr.)Rabin Mazumder

Joint Convener:

Prof. Ajanta Ghosh
Prof. (Dr.)Soumik Gangopadhyay

Departmental
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