



Kaka's

College Code: BRAB

# Dr. B. R. AMBEDKAR INSTITUTE OF MANAGEMENT AND TECHNOLOGY

Founder Chairman: Late Sri. Kaka Venkata Swamy

Approved by AICTE, Affiliated to Osmania University

1-8-1, Baghlingampally, Hyderabad – 500 044, Telangana, India

[www.dbraei.edu.in](http://www.dbraei.edu.in)

## Organizes

### A Three Day International Virtual Conference on

# Contemporary Issues in Business and Management (ICCIBM-2022)

## 21<sup>st</sup> - 23<sup>rd</sup> February 2022



# About the Conference

Globalization's contemporary omnipresence has resulted in an emphasis on the conflicts between the local and the global. This emphasis has blurred our ability to have insights that may be gained by recognizing that the local and the global are interdependent and cannot exist without each other. This Conference explores the initial insights from such recognition regarding local identities, cultural development, and modern marketing's shortcomings in aiding development. The Indian economy is undergoing rapid transformations and the business entities are increasingly playing a key role in discovering the untapped opportunities. In such a scenario, business should move out of their comfort zones to explore new avenues and boundaries if they want to be successful. They must accept the revolutionary changes and mold themselves accordingly. In the direction of becoming global, organizations have to focus all functional areas from strategic perspective and bring down to implementation level. Generalist view is required to be viewed keeping in mind “connecting the dots” between line and staff functions both seen and unseen. Conference aims to receive quality research papers on the sub-themes enlisted.

## Conference Objectives

- To analyze how businesses react to changes in government policies and regulations and the benefits achieved
- To understand how businesses can venture into new areas of operations through business dynamics.
- To bring together eminent personalities like academicians, industrialists and researchers
- To analyze the opportunities and challenges of business dynamics and share their views and experiences
- To provide a platform for the policy makers, practitioners, researchers and students for intellectual discourse on various dimensions of business and management in the pandemic environment

# Call for Papers

The Conference covers a broad range of topics. The authors may contribute their original & unpublished papers based on the following sub tracks but not limited to the following topics:

## Marketing

Digital Marketing  
Consumer Behavior Analysis  
Product and Brand Management  
Integrated Marketing Communication  
International Marketing  
Industrial Marketing  
Services Marketing  
Green Marketing  
Retail Marketing & Analytics  
Agricultural Marketing  
Rural Marketing  
Social Media Marketing

## General Management

Management Processes  
Entrepreneurship Development  
CSR  
International Trade  
Economic Development  
International Business Management  
Pharmacy & Healthcare Management  
Tourism & Hospitality Management  
Rural & Agribusiness Management  
Social Entrepreneurship  
Micro Finance

## HRM

Talent Management  
Change Management  
HRA & HRIS  
Work Engagement  
Work Place Productivity  
Agility in HR  
Transformation

## Finance

Financial Performance  
Accounting Practices  
Micro-Financing & MSME's  
Corporate Governance  
Derivatives  
Capital Markets  
Financial Markets  
Asset pricing & Volatility  
Innovations in Banking  
Financial Inclusion  
Payment System  
Green Accounting  
Forensic Accounting

## Operations & SCM

Manufacturing Processes  
Supply Chain Management  
Optimization Techniques  
Total Productive Maintenance  
Project Management  
Total Quality Management  
Six Sigma & Productivity  
Technology Management

## Business Analytics

Data-driven Analytics in Management  
Big Data Applications and Opportunities  
Business Intelligence  
Cloud Computing  
Artificial Intelligence  
Data Science and Machine Learning  
Data-driven Business Management  
Data Warehousing and Security

## Guidelines for Paper Submission

The submission of research paper will be treated as transfer of copyright to Dr. B. R. Ambedkar Institute of Management and Technology for publishing in the Souvenir. Selected papers from each track will be published in ISSN/ISBN Edited Book after review by the editorial board. Upon payment of additional fees papers may be published in Scopus/Web of Science (publons) and ABDC Journals. Maximum three authors can register. At least one of the authors of the selected paper should present the paper in the conference. Papers must be based on themes of the conference. Submission of paper should be in word doc format only.

**Paper Format:** Single Column, A4 Size, 1.5 line spacing. Font Style: Times New Roman (Size 12).

**Word Limit:** Total word limit for each paper should be between 5000–8000 words.

**Page Limit:** Not to exceed 12 pages including all references, tables and figures.

**First Page:** Title, Author(s), Name(s) and Affiliation(s) with contact number and email id.

**Second Page:** Title, Abstract (between 200–300 words), Keywords (5) followed by main text.

The papers will be blind reviewed and only those approved by the reviewers will be selected for publication.

**Paper must be sent through mail:** [iccibm2022@gmail.com](mailto:iccibm2022@gmail.com)

## Publication Support

Few selected papers will be published in **SCOPUS, Web of Science and ABDC** journals. The **Article Processing Fee** will be collected separately from the author depending on the journal.

### Web of Science (Publons)

International Journal of Management and Humanities (2394–0913)  
Journal of Contemporary Issues in Business and Government (1323–6903)  
International Journal of Advanced Research in Management (0976–6332)  
International Journal of Marketing and HRM (0976–643X)  
Journal of Management (2347–3959)

### Scopus Indexed Journals

International Journal of Mechanical Engineering (0974–5823)  
Natural Volatiles and Essential Oils (2148–9637)  
Turkish Journal of Physiotherapy and Rehabilitation (2651–4451)  
Tobacco Regulatory Science (2333–9748)

### ABDC Journal

The Empirical Economics Letters (1681–8997)

# Registration Link

Please register to participate in the conference by using the link:  
<https://forms.gle/c5jUHT8pGkPvFUbH7>

## Registration Fee (Includes publication of a book with ISBN)

<b>Professionals from Industry/business</b>	<b>₹. 1000/-</b>
<b>Faculty / Academicians</b>	<b>₹. 500/-</b>
<b>Research Scholars</b>	<b>₹. 300/-</b>
<b>Students</b>	<b>₹. 200/-</b>

## Payment Details: Online Transfer/Bank Transfer

Account Name: **Dr. B. R. Ambedkar Institute of Management & Technology**  
Account Number: **62060681282**  
Bank: **State Bank of India (SBI)**  
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IFSC Code: **SBIN0020064**

## Important Dates

Last date for submission of abstract	10. 02. 2022
Notification of acceptance of abstract	15. 02. 2022
Last date for submission of full paper	18. 02. 2022
Last Date for Registration	19. 02. 2022

## Conference Outline

21. 02. 2022 – Monday  
10AM to 02 PM

Formal Inauguration , Panel  
discussion and Paper presentations

22. 02. 2022 – Tuesday  
10AM to 02 PM

Panel discussion and Paper  
presentations

23. 02. 2022 –Wednesday  
10AM to 02 PM

Panel discussion, Paper  
presentations and Valedictory

# Guests & Speakers



**Prof. D. Sreeramulu**  
Head-Dept. of Business  
Management, Osmania  
University, Hyderabad, Telangana



**Prof. T. Sreenivas**  
Dean-Faculty of Commerce, Law,  
Management, Yogi Vemana University,  
YSR Kadapa, Andhra Pradesh



**Prof. Suja S Nair**  
Principal, VSU College,  
Vikrama Simhapuri University, SPSS Nellore,  
Andhra Pradesh

## Session Chairs

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Chairman-BOS, Dept. of Business Management,  
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Yogi Vemana University, YSR Kadapa

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Studies, Pondicherry Central University

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## For more details Please Contact

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