गुजरात युनिवर्सिटी

KSCON 2021
(Virtual Mode)

NATIONAL CONFERENCE

ON CONTEMPORARY PRACTICES IN
**MANAGEMENT &
INFORMATION TECHNOLOGY**

K.S. School of Business Management & Information Technology,
Gujarat University, Ahmedabad

GUJARAT COUNCIL ON SCIENCE AND TECHNOLOGY
GOVERNMENT OF GUJARAT

26th **November 2021
Friday**

DST
Department of Science & Technology
Government of Gujarat

About
Conference

After the grand success of KSCON2020, K S School of Business Management & Information Technology is coming up with National Conference KSCON2021 contemplating over global contemporary practices in Management & Information Technology. 'The new normal' has triggered the necessity to think differently from the past as the world witnesses paradigm shift in the way businesses are managed and the ever domineering role of Information Technology.

KSCON2021 envisages to create an enriched amalgam of perspectives from like-minded people across the Nation to ideate, learn and exchange thoughts on the dynamics of the contemporary environment. KSCON2021 invites original Research papers from academia, industry, research scholars and the student community. A special attraction of KSCON2021 is 'Research Poster Presentation' for the student community.

Gujarat University

Established in 1949, Gujarat University is the oldest and the largest University in the state of Gujarat. It is having a significant history of being remarkably instrumental in the dynamic progress of the State through its advanced Higher Education programmes. Spread around 260 acres of land, Gujarat University recently completed 72 years of glorious existence and over these years has to its credit one of the largest bases of alumni. Gujarat University emerges as the 1st Ranked University in Gujarat for the category 'Public State Universities' under the prestigious Outlook-ICARE India Universities ranking 2019. Gujarat University has entered into various MoUs and associations with Research Organizations, Government agencies, and Industrial bodies to support students and faculties in order to create useful research for the society. With a robust network of around 47 PG departments in the campus, the University has taken necessary initiatives to contribute towards advancement of research, academics and innovation in the country.

K S School of Business Management & Information Technology

K S School of Business Management & Information Technology is one of the first institutions in the country to introduce Five-year Integrated Management Programme under the aegis of Gujarat University. It rolled out its first Five-year Integrated MBA in 1993 and MSc (Computer Applications and Information Technology) Programme in 1998. This year the institute celebrates its twenty eight years of existence. Many of the Alumni are well placed in the corporate world as executives, leaders and entrepreneurs. The institute tirelessly works towards upholding its mission of igniting young minds to grow in terms of knowledge and wisdom and to stand high in the corporate world.

STRATEGIC MANAGEMENT

- Balanced Scorecard
- Blue and Red Ocean Strategy
- Business Intelligence
- Business Values and Ethics
- Business-Government Interface
- Corporate Governance
- Corporate Social Responsibility
- FDI and FII
- ICT for Business Growth
- Business Environmental Scanning
- Contemporary Practices in Management
- Industry Disruption
- Intellectual Property
- Lean Management
- Organic and Inorganic growth
- PSU – Status and Challenges
- Start-up Ecosystem and Challenges
- Supply chain Management

MARKETING

- Integrated Marketing Communication
- B2B Marketing
- Consumer Protection
- Cross-cultural issues in marketing
- Cult Branding – Issues & Challenges
- Customer Relationship Management
- Digital Marketing
- Contemporary Practices in Marketing
- Ethical Issues in Marketing
- Green Marketing Initiatives
- Growth of Contactless Services
- Leveraging Marketing Gamification
- Marketing Analytics and Metrics
- Marketing in age of Disruption
- Marketing in Emerging Economies
- Retail Management
- Rural Marketing
- Social Media and Sharing Economy

ENTREPRENEURSHIP & INNOVATION

- Edupreneurship
- Entrepreneurship during Pandemic
- Entrepreneurship Ethics
- Entrepreneurship in the MSME Sector
- Family Enterprise Management
- Funding agencies
- Grass-root innovation
- Incubation center
- Intrapreneurship
- Social Entrepreneurship
- Business Communication
- Start-up Ecosystem
- Unconventional Business Models
- Women Entrepreneurship

ACCOUNTING AND FINANCE

- Accounting for carbon credits
- Accounting for Mergers and acquisitions
- Behavioral Finance
- Corporate financial disclosures
- Emerging role of Fintech in financial innovation and sustainability
- Environmental Accounting
- Extensible Business Reporting language [XBRL]
- Financial frauds
- Financial Inclusion
- Financial Planning during Pandemic
- Forensic accounting
- Global Accounting & challenges in IFRS
- Legal Aspects of Business
- Microfinance
- Regulations in financial sector
- Start –up finance
- Sustainable Investing
- Contemporary practices in Accounting and Finance

HUMAN RESOURCE MANAGEMENT

- Career Planning
- Compensation Management
- Digitalization of HR Processes
- Employee Separation
- Grievance Management
- Hybrid Work Culture
- Industrial Disputes
- Labour Laws
- Millennials and HR transformation
- Organizational Learning and Development
- Remote Working Policies and Perspectives
- Smart Workplaces
- Succession Planning
- Workforce Drivers, Equity & Inclusion
- Work-life Integration
- Contemporary Work Practices in the New Normal

INFORMATION TECHNOLOGY

- Artificial Intelligence
- Big Data Analytics
- Bioinformatics
- Blockchain Technology
- Cloud Computing
- Collaborative Commerce
- Computer Graphics and Image Processing
- Data Communication & Networking
- Data Mining and Warehousing
- Distributed and Parallel Processing
- M- Commerce, E-Commerce and E-Governance
- Geoinformatics
- Information Security
- IOT(Internet of Things) Technology
- Machine Learning and Deep Learning
- Natural Language Processing
- Soft Computing and Neural Networks
- Advanced Software Engineering

IMPORTANT DATES	LAST DATE OF SUBMISSION	15th October 2021
	ACCEPTANCE NOTIFICATION	31st October 2021

HOW TO REGISTER:

VISIT OUR WEBSITE
www.ksschool.org.in/conference

REGISTRATION FEES IN INR [ONLINE PAYMENT ONLY]:

Academician	Rs 700/-
Industry	Rs 900/-
Research Scholar	Rs 500/-
Students	Rs 300/-
Attendees	Rs 200/-

Registration fees includes conference material (digital format) and Paper Presentation/ Conference Participation E-Certificate. Co-author(s) needs to pay registration fees to get E-certificate. Authors submitting multiple papers will have to register and pay separately for each paper.

SUBMISSION GUIDELINES:

FULL PAPER SUBMISSION ALONG WITH ABSTRACT

Abstract Length	Not exceeding 300 words, including all the important key words
Full Paper Length Along With Abstract	Not exceeding 4000 words (excluding references).
Document Type	PDF File
Page Type	A4 size
Page Margin	1" on all sides [TOP, BOTTOM, LEFT, RIGHT]
Title Font	Times New Roman, 16 points (Bold)
Subheading Font	Times New Roman, 14 points (Bold)
Body Text font	Times New Roman, 12 points
Line Spacing	1.5
Title Page	Author Name/s & Designation, Institutional affiliation,
	E-mail ID & contact number/s.
Referencing	APA CITATION STYLE
Conference E-mail Address	kscon2021@gujaratuniversity.ac.in

POSTER SUBMISSION

Poster Presentation	Students will have to upload their posters in portrait format during the registration process and will have to present the same. It must have a short title. Photos, info-graphics, figures and tables may be used. All the text must be in English.

PUBLICATION

Paper selected by the review committee will be published in conference book with ISBN/Peer Reviewed Journal with ISSN/UGC Care List Journals (Publication fees may be charged separately as per the requirement of the Journals). The Full papers received will be checked for plagiarism.

PARTICIPATION IN THE CONFERENCE

Paper Presentation	At least one author needs to remain present during conference to get the certificate of paper presentation otherwise it will be treated as in absentia.
Attendees	Only Participation in the conference without a research paper is allowed. They need to register and pay the fees accordingly.

AWARD

Best Research Paper and Best Poster presentation will be awarded.

CONFERENCE COMMITTEE

Chief Patron
Dr. Himanshu Pandya,
Vice Chancellor, Gujarat University

Patrons
Dr. Jagdish Bhavsar,
Pro Vice Chancellor, Gujarat University

Dr. P M Patel
I/c Registrar, Gujarat University

CHAIR PERSONS
Dr. Jayraj Pandya
Director, K S School of Business Management & Information Technology
Dr. Radha Ravichandran
Joint Director, K S School of Business Management & Information Technology

Convenors
Dr. Hiral Parikh, Dr. Rachna Gandhi, Ms. Vidhi Sutaria

Advisory Board
Dr. P N Gajjar, Dr. N K Jain, Dr. Pankaj Shukla, Dr. Vanraj Chavda, Dr. Bharti Pathak, Dr. Prateek Kanchan, Dr. Jyoti Parikh, Dr. Nandita Goswami, Dr. Anjali Gokhru, Ms. Ingita Jain, Dr. Richa Seth, Dr. Ismail Bootwala, Dr. Maulik Desai, Dr. Shamina Ansari, Dr. Kalyani Patel, Mr. Hitesh Parmar.

Organising Committee
Dr. Akanxa Galande, Ms. Asha Bramakshatriya
Mr. Sagar Burse, Ms. Purvi Pandya, Ms. Aiman Bhabhrawala

Technical Committee
Ms. Krupali Busa, Ms. Namita Doshi, Ms. Abhilasha Vadesara

Details For Correspondence
✉ kscon2021@gujaratuniversity.ac.in

Contact
👤 **Dr. Hiral Parikh**   📱 97147 14181
👤 **Dr. Rachna Gandhi**   📱 98985 49463
👤 **Ms. Vidhi Sutaria**   📱 95128 89983

Conference Website
🌐 www.ksschool.org.in/conference