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Mr. Jaspal Singh
Mr. Akash Srivastava

Email ID: Headrmdiimtcn_gn@iimtindia.net
Plot No. 19 & 20, Knowledge Park - III,
Greater Noida - 201310, Uttar Pradesh, India
Ph. : 0120 - 2475000

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INSTITUTION'S
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IIMT
COLLEGE OF MANAGEMENT
Greater Noida
— Aim For Excellence —



NATIONAL CONFERENCE 2022

**"Transformation in Management, Technology &
Media in Emerging India"**

TMTMEI-2022

IIMT College of Management, Greater Noida, U.P.



About IIMT College of Management, Greater Noida

IIMT College of Management, Greater Noida (Affiliated to Chaudhary Charan Singh University, Meerut, Uttar Pradesh) was established in 2006 with the objective of transforming the young students into professionals with the ability to lead in the present dynamic corporate environment. Department of Management has evolved a comprehensive student's centric learning approach consisting of several stages. The purpose is to add further value to university's prescribed syllabus keeping in mind the industry's changing requirements and where they have to be placed. The courses are enriched with Personality Development Programs like GD, Debates, Seminars, Conferences and Industry Interface Programs like Guest Lectures by Experts, Industrial Visits, Case Studies and live Projects. The Department is committed to creating a culture which nurtures innovations and creativity in students. The college campus aids in lifting the spirits of its learners, makes knowledge accessible and promotes the holistic development of its students. To nurture the academic proficiency of students, varied contemporary and modern pedagogy is used at different levels. The college consistently endows learners with life skills, positive outlook, leadership and teamwork with the help of regular major and minor activities. The college is committed to creating a culture which nurtures innovations and creativity in students.

IIMT College of Management offers the following programs affiliated to CCS University Meerut.

- Bachelor of Business Administration (BBA)
- Bachelor of Computer Application (BCA)
- Bachelor of Art in Journalism and Mass Communication (BA-JMC)
- Bachelor of Commerce (B.Com)

The teachers of IIMT College of Management are highly motivated and have originally published academic and creative work, including journal and other print media articles and educational film making to their credit. IIMT College of Management is a premier institution in Uttar Pradesh and working with regular projects of state and national level.

Authors Manual

This conference will provide a platform to discuss innovations, research and challenges in Management, Technology, Media and other areas in field of education. It Aims to bring together the entire teaching and research fraternity to exchange and share their knowledge, experiences and research results.

Full Paper length	within 3000-5000 word limit, including references, tables/ charts and keywords
Abstract length	200-250 words
Key words	3-5 words
Font	12-point Times New Roman
Paragraph	Single-spaced
Margin	Normal (Top :2.54 cm , Bottom: 2.54 cm; Left : 3.18 cm , Right: 3.18 cm)
Page numbers	Bottom-cantered
Layout	One-column Portrait
Format	MS Word-compatible file

Sub Themes of the Conference

Human Resource

- Social Engineering & Social Entrepreneurship
- Employee Carrying Cost, Employment and Retrenchment Phenomena
- Employee Performance metrics with Appraisal and Standards
- Challenges of Virtual Leadership with Web 3.0 modifications
- Human Resource Management & Leadership
- CSR in Pre and Post COVID



Marketing

- Consumers Online Branding Related Activities (COBRA)
- Social & Digital Marketing
- Enhancing CRM
- Green Marketing and Consumerism
- Emerging Issues in Marketing
- Tools and application in Mobile Marketing & M-Commerce



Finance / Economics / Management

- Micro-Finance
- Financial Institutions and Financial Services Management
- Emerging Economic Policies
- International Trade and Policies
- Recent Trends in Banking and Finance
- Entrepreneurial Thinking & Mindsets
- Economic & Financial Stabilization
- Forensic Accounting & Fraud
- Financial Inclusion & Stock Market
- GST & Indian Economy



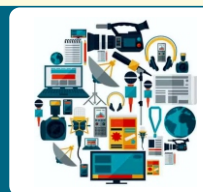
Technology Driven/Computer Science

- Artificial Intelligence (AI) and its application in context with ANN, CNN & RNN
- Cloud computing and Virtualization in XR Technology
- Soft Computing and its Application
- Cyber Security and Ethical Hacking
- Big Data and Hadoop
- Fuzzy Logic



Media (Journalism & Mass Communication)

- Virtual Communication
- Participatory Journalism
- Networked Journalism
- Data Journalism
- Role of Journalist in Conflict Reporting
- Electronic And Digital Media : Self – Regulation
- Fake News and Paid News : Myths & Reality



Important Dates

Online Registration Start Date – 24th November, 2022

Last date of Registration - 10th December, 2022

Last date of Abstract Acceptance - 10th December, 2022

Full paper submission - 15th December, 2022

Date of Conference - 30th and 31st December, 2022

Publication Details

- The paper must be original and should not have been published anywhere else or be under review for Indexed journals or other conferences.
- Authors of the acknowledged work are urged to send a full paper to the conference committee to be considered for publication opportunity. Selected papers have opportunity to be published in UGC - CARE/Scopus/Web of Science Indexed Journals and Peer reviewed journals as their acceptance is further subjected to the publication policy of the above mentioned journals. If the paper got selected by these research publication houses then publication fees has to be paid by authors.
- Any paper which does not follow the guidelines may not be considered for publication in the conference proceedings.

FEES

Authors	For Indian Authors	For International Authors
Academician	1100	25\$
Research Scholar	600	20\$
Students	300	15\$
Corporate Delegates	2000	30\$

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*All the registered participants will receive Participation / Paper presentation certificate.

*No TA/DA will be provided to the Participants.