



**16th NATIONAL CONFERENCE
GJ-NatConMITE 2019
on
14th December 2019**

**“ Recent Trends and Development
in Management and Information
Technology ”**

Organized by



www.gjimt.ac.in

About GJIMT

Gian Jyoti Institute of Management & Technology (GJIMT) was established under the aegis of Gian Jyoti Educational Society (GJES) in the year 1998. GJIMT is an approved institute by All India Council of Technical Education (AICTE), New Delhi and affiliated to IKG Punjab Technical University (IKGPTU), Kapurthala. Being North India's premier destination in the fields of management and computer applications, located in the heart of Mohali City, GJIMT has been setting milestones in academics and placements.

GJIMT imparts holistic management and technical education to nurture and develop human resources of global standards, capable of serving the industry and society productively. Hence, a conscious effort made to give latest and practical exposure to its students of **MBA, MCA, BBA & BCA programs**.

GJIMT has maintained the Top B-Schools rank of the country for more than a decade now in surveys conducted by the various prestigious publications like Business Standard (2017), Outlook (2016) and Bureaucracy Today (2015). These surveys have been carried out on various parameters including academics, pedagogy, infrastructure, training and placements.

GJIMT community thrives on its philosophy of Aspire, Achieve, Ascend !!

CONFERENCE THEME

16th National Conference on “**Recent Trends and Development in Management and Information Technology**” aims at providing the researchers, analysts and enthusiasts an opportunity to exchange ideas on the latest issues and challenges in the broad gamut of research driven discussions on entrepreneurship and information technology. The theme of this conference will motivate the researchers to adopt the outcome for implementation.

The threshold of Industrial Revolution needs to create a skilled workforce tailored to our emerging trends and opportunities in management and technology. The need for a dynamic business environment and technology is to transform education from theory to expertise based on creating a pool of workforce and entrepreneurs in line with the needs of the national and global professional market to cope with the rapidly changing business environment.

PUBLICATION

After the conclusion of the conference, the selected papers (Oral and Poster Presentation) will be published in UGC Care Listed Journal "Think India" ISSN No: 0971-1260. (A Multidisciplinary Journal) Journal Website is <https://www.thinkindiaquarterly.org/Think India>

CALL FOR PAPERS

Original research papers related to the conference themes and sub-themes are invited for presentation under following areas and any other domain related to Management & Technology:

Theme 1 - Finance	Theme 2 - Marketing
<ul style="list-style-type: none"> Financial management Practices 	<ul style="list-style-type: none"> Strategizing global marketing practices
<ul style="list-style-type: none"> Financial crisis and world economy 	<ul style="list-style-type: none"> Emerging trends of marketing
<ul style="list-style-type: none"> Green accounting practices in global environment 	<ul style="list-style-type: none"> E-Commerce and e-retailing in the digital era
<ul style="list-style-type: none"> Global International banking operations 	<ul style="list-style-type: none"> Digital platform for international marketing
<ul style="list-style-type: none"> Any other related areas to finance aspects 	<ul style="list-style-type: none"> Other topics related to Marketing
Theme 3 - Human Resource	Theme 4- Information Technology
<ul style="list-style-type: none"> Organizational Behavior 	<ul style="list-style-type: none"> IT: Digital support, opportunities and Challenges
<ul style="list-style-type: none"> Quality of work life, Work Ethics 	<ul style="list-style-type: none"> Data warehouse, Data Mining and knowledge
<ul style="list-style-type: none"> Governance and CSR practices in multinational organizations 	<ul style="list-style-type: none"> Cloud Computing, & Grid Computing
<ul style="list-style-type: none"> Challenges of ethical issues in digital era 	<ul style="list-style-type: none"> Network Security & privacy policies
<ul style="list-style-type: none"> Any other related areas pertaining to any issue which is related to human resource aspects 	<ul style="list-style-type: none"> Other topics related to IT and its Applications

IMPORTANT DATES

Abstract Submission Date (Extended)	10th Nov, 2019
Notification of Acceptance /Rejection of Abstract	16th Nov 2019
Full Paper Submission	27th Nov 2019

GUIDELINES FOR SUBMISSION OF PAPER

The papers will be evaluated on their originality, structure, clarity and relevance. Other important instructions include the following:

- Manuscript must have proper literature review, research methodology, results & findings,

limitations and figures, graphs, tables, appendices, and references should follow the American Psychological Association (APA) Style Guide.

- The extended abstract must cover the title page, keywords, main text, figures, tables, references, etc., and must be in one document created either in MS-Word or PDF format.
- Incomplete submissions will not be considered for review.
- Title page must include author(s) details and their affiliation. Manuscript must not have any author details except from title page.
- First screening of the manuscript will be based on 10 -12 % plagiarism - Turnitin software (excluding references and tables)
- Full research papers must be submitted electronically in word format as an attachment to the Conference Convener on/or before **27th Nov 2019**.
- Submitted papers must NOT have been either previously presented, published, accepted for publication, or under review. For the same declaration letter must be filled and duly signed.
- Post graduate students may attend the conference and may be the co-authors of the papers but the papers shall be presented by the faculty/ research scholar.

HOW TO REGISTER

The registration form and guidelines for authors can be downloaded from the institute website <https://www.gjimt.ac.in>

All Communication related to registration & submission shall done at mail ID: nationalconference@gjimt.ac.in

REGISTRATION & FEES

All participants should register for the conference by completing the registration form which is given separately with the brochure and is also available on the institute website: <http://www.gjimt.ac.in>

Fees are payable in advance. The payment can be made by Demand Draft, or Online Bank Transfer, the details for which are available in the Registration Form, which is supplied with the print/e-mail brochure and is also available on the institute website. Payment of registration fee should be made in favor of **GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY**.

The Registration Fee Covers:

- Admission to all conference sessions
- Conference kit and materials
- Tea/Coffee at the designated breaks during the conference
- Conference lunch

Registration Fees	Registration Fees	
For Academicians/ Corporate Participants	Rs. 2000	\$20.97
For Research Scholars*	Rs. 1250	\$13.98
For Students*	Rs. 500	\$15.38
Presentation in Absentia	Rs. 2200	\$27.96
Delegate/Spouse/Guest	Rs. 1000	\$13.98
* Students/Research Scholars should attach copy of valid testimonials / Student Identity Card along with Registration Form		

Payment options

Option 1: Electronic Transfer or Direct Deposit

Name of the Institute: Gian Jyoti Institute of Management and Technology

Bankers Name: Axis Bank, Phase-2, Mohali.

Account No: Saving Account No 917010047654066 IFSC Code UTIB0003367

Option 2: Bank draft

Payable to 'Gian Jyoti Institute of Management and Technology' Payable at Chandigarh/Mohali.

Organizing Committee

Patron Mr. J. S. Bedi Chairman, Gian Jyoti Group Of Institutions, Mohali	Conference Chair Dr. Aneet Bedi Director GJIMT, Mohali +91-98147-44642
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Conference Coordinators

Coordinator Dr. Neeraj Sharma Dean Academics, GJIMT, Mohali +91- 98148-37880	Coordinator Dr. Rakhee Dewan Assistant Professor GJIMT, Mohali +91-8146-813100
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Information and enquiries, please visit our website: www.gjimt.ac.in