



INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN MANAGEMENT-2023

Saturday, 18th March 2023

Theme: Technology Driven Strategies for Business Transformation

**Abstract
Submission**

5th March, 2023

**Abstract
Acceptance
Notification**

6th March, 2023

**Full Paper
Submission**

10th March, 2023

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ABOUT LLOYD BUSINESS SCHOOL

Lloyd Business School is located at Knowledge Park – II, in the heart of Greater Noida (Delhi - NCR). A quiet and lush green campus spread over 10 acres, it is truly picturesque and scenic. Approved by AICTE (Ministry of HRD, Govt. of India), independent, co-Educational, privately endowed institute, Lloyd has been operational since 2004. Lloyd constantly strives to achieve its objective of delivering quality education to students while ensuring their professional development. The strength of the Institute lies in the niche and highly Industry-Integrated courses that Lloyd offers in the field of management under the combined aegis of renowned faculty members and highly respected corporate professionals, along with industry partners.

VISION

“To be a globally recognized center of excellence in all aspects of management education and produce ethical leaders with functional expertise, promoting sustainable solutions, and an entrepreneurial & innovative perspective to improve their employability exponentially”.

MISSION

- To offer an academically rigorous, practice and research supported, management education based on principled and ethical values, sensitive to the ever changing needs of the profession, society, industry, and country.
- To continue to provide a stimulating learning environment that fosters the understanding of disruptive, technological developments, and encourages continuous innovation and learning.
- To promote the practice of collaborations and work related learning experience which focuses on the application of knowledge and skills which is globally relevant.
- Nurture personal mentoring that respects individuality and inspires students to become responsive and responsible business leaders who can make progressive and sustainable impacts.
- To provide broad and domain specific knowledge to upskill, students, in definitive careers of functional expertise through various course electives in upcoming frontiers of management education.
- To stimulate and encourage entrepreneurial culture by equipping students with global business awareness, and developing faculty as thought leaders.

Program Educational Objectives (PEOs)

PEO#1: Managerial Excellence

To facilitate managerial excellence and globally relevant professional competency.

PEO#2: Innovation and Sustainability

To instill innovative and sustainable problem-solving abilities which will help them to become responsible business leaders.

PEO#3: Entrepreneurial Acumen

To develop entrepreneurial acumen for employability and exponential growth opportunities.

PEO#4: Ethics and Values

To develop professional ethics and imbibe value systems & learning mechanisms needed for the growth and well-being of society

PEO#5: Quality and Technology

To be able to contribute to the high quality of knowledge creation through faculty development and industrial collaborations through technology implants in management education

ABOUT LLOYD

Lloyd Business School was founded in 2004, guided by the philosophy of combining theoretical knowledge with practical applications in order to create skilled, highly trained and employable professionals.

Lloyd Business School is a privately endowed, co-educational, modern-day frontline B-School approved by AICTE, Ministry of HRD, Government of India. The guiding philosophy of Lloyd Business School is to integrate theoretical knowledge with practical application for creating highly skilled and employable management professionals. Following the mentioned idea and owing to the educational need of the world, Lloyd Business School runs a two-year full-time Post-Graduate Diploma in Management (PGDM) that is approved by AICTE, Ministry of HRD, GOI.

Further, the dispense of the philosophical idea and foreseeability of management employment reflects in the unique design of management specializations' curriculum. Lloyd Business School has ensured an efficient industry amalgamation in delivering all management specializations. The Business Analytics specialization is developed in collaboration with analytics giant IBM, Supply Chain Management Specialization is designed in association with SafeEducat, BFS & I specialization is instigated in close association with NSE Academy and Human Resource Management specialization is knitted in consultation with ManpowerGroup.

Lloyd Business School believes in providing additional skill-sets in the form of industry-oriented certifications. These certifications provide management graduates of Lloyd Business School a competitive edge when it comes to employability and sustainability in their careers. Lloyd Business School also contributes significantly to its social responsibilities of research and development. The intellectual capital of Lloyd Business School has a conspicuous contribution in social and management research. The Management Development Programs, Faculty Development Programmes and consulting projects carried at Lloyd Business School serve a great deal of learning for industry and academia. Lloyd Business School believes in raising the bar of knowledge acquisition and dissemination as excellence and knowledge are infinite.

Under the same umbrella, Lloyd offers legal education in Lloyd Law College and pharmaceutical education in Lloyd School of Pharmacy and Technical education in Lloyd Institute of Engineering and Technology.

INVITATION FOR CONFERENCE

Dear Professionals,

Greetings from LLOYD.....!

Lloyd Business School is pleased to announce the International Conference on **Contemporary Issues in Management (ICCIM) themed "Technology Driven Strategies for Business Transformation"** scheduled to be held on Saturday, 18 March 2023 at Lloyd Campus II, Greater Noida, Uttar Pradesh, India. We feel privileged to invite you to participate/attend the conference to bring richness to the discussion on the contemporary issues in management through the main theme.

ABOUT THE CONFERENCE

Every Year Lloyd Business School, Greater Noida, India along with the associating partners, organizes the International Conference on Contemporary Issues in Management (ICCIM), at Lloyd. The Conference is to provide a rendezvous for academicians, researchers, test developers, industrialists, university representatives, consultants, research scholars, and management students across the globe to discuss the contemporary and innovative practices being observed in the revolutionary world of management. There is a noticeable transition across borders, industries, sectors, economies, etc., which makes it difficult to understand the surges on a broad intellectual platform. This will enable academics and researchers to understand current concerns and close the gap between theory and practice.

Lloyd Business School feels privileged to announce the International Conference on Contemporary Issues in Management (ICCIM), themed **"Technology Driven Strategies for Business Transformation," on March 18, 2023 at Lloyd Campus II, Greater Noida, Uttar Pradesh, India.** ICCIM Invites research papers and business management cases from professionals, academicians and research scholars to deliberate upon unique and new ways of thinking about technology and business transformations.

ABOUT CONFERENCE THEME 2023

In the relentless race for innovation and sustainable growth, organizations have always looked to technology to be the catalyst for driving business results. Whether the objective was focused on getting data as the single source of truth to determine analytics capabilities for decision making, reducing costs through process optimization, or driving business continuity for economic survival in a competitive environment, technology has fuelled value creation through business transformation.

Although, the customer, business partner and employee experiences have emerged as strategic drivers of technology-led business transformation. Transformation is not always driven by outside forces. Many businesses look at functions such as customer processes, talent, or finance and supply chain operations, and reimagine them for efficiency, process optimization and cost management. The growing trend is all about deploying intelligent workflows, achieved through digitizing and automating workflows fuelled by data. To accelerate these workflows and their outcomes, companies will need to embed technologies like automation, blockchain, AI and edge throughout, with data as the backbone. The benefits of activating intelligent workflows are significant.



CALL FOR PAPERS

Full research papers with a maximum word count of 5000–6000 words in all fields of marketing, human resources, strategy, finance, economics, supply chain management, business analytics and artificial intelligence, law, pharmacy, and business case studies directly relevant to this conference theme are invited. These papers may be any of the following, but are not limited to:

CONFERENCE TRACKS

1. Economics, Finance and Accounting

- Corporate Financial Policies
- Mergers & Acquisitions and Corporate Restructuring
- Financial Reporting and Regulations
- Cost Management Policies and Opportunities
- Financial Markets, Regulations, and Development
- Sustainable, Environmental Finance, and Investment Innovations
- Behavioral Finance and its relevance to policy making
- Banking Policies and Financial Inclusion
- Corporate Governance and Ethics
- Accounting and Finance Education
- Public Finance, Public Procurement and Public Policy
- Digital Finance
- Intellectual Capital
- ERP Issues

2. Operations, Statistics & Logistics

- Information Technology & Networking
- E-Commerce & M-Commerce
- Quantitative Applications in Management
- Queuing and Inventory theory
- Six sigma & TQM
- Supply Chain Management
- Statistical Quality Control
- Transportation System Management
- Infrastructure Management

3. Business Analytics & Artificial Intelligence

- Ethics and governance issues in business analytics
- Big data and business analytics
- Organizational issues in business analytics
- Data quality and business analytics
- Business analytics and decision support
- Data mining Trends and Health data mining
- Web Analytics solution
- Data Mining marketing
- Data Mining in Search Engine Analytics (related SEO)

- Natural Language Generation
- Speech Recognition
- Virtual Agents
- Machine Learning Platforms
- NLP and Text Analytics

4. Organization Behavior & Human Resource Management

- Workplace bullying and harassment
- Workplace bullying and harassment
- Protecting company data in the age of technology
- HR planning in mergers and acquisitions.
- Job satisfaction, loyalty, and commitment
- Employee productivity and retention
- Conflicts in the workplace
- Talent management and talent hunting
- Risks and opportunities for recruiting new team members
- Ethics and Corporate Social Responsibility
- Positivity enhance work performance
- Creativity at Work
- Cyberloafing at workplace
- Organizational Citizenship Behavior
- Organizational Retaliatory Behavior
- Withdrawal Behavior: Lateness
- Workplace Incivility
- Whistleblowing
- Organization Behavior Management

5. Marketing & Advertising

- Marketing and its impact on vulnerable consumer groups
- Marketing and its impact on marginalized consumer groups
- Consumer materialism and behavior aspect
- Emulative Consumer behavior, Anxieties and insecurities
- Marketing of ideologies and consumers of fanaticism
- Overuse of credit cards and easy credits leading to personal bankruptcies
- Issues of unsolicited marketing campaigns



- Network /pyramidal marketing and exploitation of relationships
- Consumerism, consumer resistance and consumer reactance
- Social responsibility and ethics in marketing
- Social and public service marketing
- Social media analytics
- Text mining and sentiment mining
- Social Network analysis
- Big data and marketing
- Data-Driven CRM
- Measurement models and methods in marketing
- Marketing through online
- Brand Management
- Integrated Marketing Communications

6. General Management

- Business & Managerial Economics
- Hospitality Management
- Knowledge Management

- Business Ethics and Corporate Governance
- Management and Computer Science
- Risk Management
- Supply Chain Management
- Health Management ▪ Rural Management
- Aviation Management
- Business Administration
- Hospital Management

7. Law

- Contemporary Issues in Legal Aspects of Business
- Comparative IPR, Technology Law and Emerging Legal Domains
- Artificial Intelligence and Legal aspects
- Digital Personal Data Protection and the Right to Privacy
- Social Media and the Regulatory Framework
- Regulation of Crypto Currencies in India
- Environmental Regulations



AWARDS

Accepted papers will be evaluated on parameters of originality, research rigor, and contribution to theory and/or practice. The selective papers will be awarded in the following categories:

- Best Research Paper (3 prizes)
- Best Management Case (3 prizes)
- Young Scholar Award (3 prizes)
- Best Student Presenter (3 prizes)

PUBLICATION DETAILS

- The selected papers will be published as a chapter in a Book with an ISBN Number by **Bloomsbury Publisher**.
- Selected high quality and original papers will be considered for publication in **Lloyd Business Review (LBR)**, Peer Reviewed Journal.

SUBMISSION GUIDELINES

The selection of papers for presentation will be based on an abstract of about 250–300 words. Abstracts should include the following headings:

1. Purpose
2. Design/methodology/approach
3. Findings
4. Research limitations/implications (if applicable)

Note: For publication, a full paper submission is required. You are requested to adhere to the following:

Length	About 250-300 words excluding titlecover page and references
Margins	2.5 cm or 1 inch
Font	Times New Roman 12 point font
Spacing	1.5 inch
References	American Psychological Association (APA)
Title Page	Title, author(s), affiliation(S), Contact detail(S), e-mail id(S)
Key Words	Minimum four

All abstracts and selected research papers or case studies should be sent to iccim@lloydbusinessschool.edu.in

Note: Please note that if your abstract gets selected, at least one of the authors needs to register for the conference.



REGISTRATION DETAILS

- **Payment:** Payment can be made by one of the following methods as mentioned below, delegates are requested to save the payment receipt for uploading in online registration form.
- **Online Registration :** Registration form has to be filled online by: <https://forms.gle/7dnCNDp68A3heHj76> OR Scan QR Code
- **Registration Confirmation:** Upon receipt of online registration form and payment, you will receive confirmation through email.
- **Cancellation & Refund Policy:** Amount paid towards registration will neither be refundable nor-transferable.
- **International Delegates:** Foreign delegates need a valid passport with visa to attend the conference. We recommended for early registration to the conference so as to obtain the letter of invitation from the organizer to process the Visa on time

Payment Details:.

Category	Bulk Registration (More than 5 from same institute) (Rupees)	Individual Registration (Rupees)	Foreign Delegates
Paper presentation by Corporate Delegates/Academicians	1000	1500	USD 100
Paper presentation by Research Scholars/Students	500	1000	USD 50
Conference Attendees- UG/PG students	250	500	-

Scan QR Code for Registration



The Registration includes:

- Permission to attend the conference.
- Certificate for conference attendees.
- Conference kit
- High Tea & Lunch

Paper in Absentia:

Authors who cannot present the paper in person but wish to contribute in absentia, are encouraged to email their submission. These submissions will go through the blind review process. Authors with the paper in absentia must also complete the registration process and pay the fees for the certificate.

PAYMENT METHODS

Payment can be made by one of the following methods:

👉 Online Through NEFT/RTGS

Beneficiary: Lloyd Business School
Account No: 218305000035
IFSC Code: ICIC0002183
Branch Name: Omega-1, Greater Noida

👉 Online Through UPI



For Registration Related Query:

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