PRATAP UNIVERSITY

organizes

International e-Conference on
Sustainable Innovation, Research & Emerging Trends in Entrepreneurship

3rd April, 2021

Organized by

SCHOOL OF MANAGEMENT STUDIES

www.pratapuniversity.in

About Pratap University

Jaipur commenced its journey in the year 2011, with a mission to provide quality education to you of the world. Pratap University has been providing excellence in education by offering various courses in the diverse streams of Engineering, Management, Pharmacy, and Information Technology. Our campus is spread over 100 acres of lush green surroundings, well-furnished hostel facilities, boast of modern infrastructure, well equipped libraries, and labs. University comprises a team of more than 200 highly qualified faculty members from prestigious institutions like IIT's, IIM's, committed to shape the future of over 10,000 students.

Vision

PRATAP UNIVERSITY is established with an objective of creating social awareness and imparting quality education at all levels from technical to higher or professional education. Pratap University is ready to create new benchmarks in education.

Mission

Our mission is to develop and evolve skill based systems for effective delivery of knowledge so as to equip young professionals with dedication and commitment to excellence in all spheres of life.

About School of Management Studies

School of Management Studies is a wing of the Pratap University, which has the pride of being an excellent Business School in imparting business education successfully since 2011 with then vision age to create, translate and disseminate knowledge embedded with creativity and innovation for positive transformation of emerging society. Responding to the changes in the field of business, the department offers a pragmatically designed curriculum by choosing a blend of courses that meet corporate needs. The department ensures a student-driven, participative e-learning environment and hosts fully equipped class rooms and lab facilities for focused discussions, interactive study sessions, presentation, and case studies to enrich the learners' experience. It takes pride in its professional and highly qualified faculty, modern infrastructure, technology, and resources-bait in the fields of Human Resources, Marketing, Finance, IT & Systems, International Business, Logistics and Shipping, Logistics and Supply Chain Management. To enhance employability of students, the school provides value added courses viz, Rural Development Programme, SPSS, and MOOC

About The e-conference (ICIRE)

International conference is an annual meeting for Researchers, Managers, and the academic staff of the universities to discuss the latest innovation, discoveries and realization in the foundations, business, Management, finance, case studies and applications of nature inspired, and emerging areas related to the different topics of (ICIRE).

Enterprises that anticipate this next leap and take charge of it will be known for their innovation and sustainability. Now it is the right time to think about the future and to prepare for the upcoming challenges, which will be a game-changer for the human race and business community.

In this context, this e-conference aims to discuss and deliberate on "sustainable innovation, research, and emerging trend in entrepreneurship". The prime objective of the conference is to understand the new business opportunities posed for the next industrial revolution and gain insights of its impact on businesses. Specifically, the conference focuses on work contribution into Human Resource Management, Entrepreneurship, Corporate Social Responsibility, Finance, Economics, Marketing, Supply Chain Management fields etc.

We are encouraging authors to submit work that fits within the specific remit of any of the conference themes/sub themes mentioned ahead.

Conference Sub Themes

GENERAL / GLOBAL BUSINESS MANAGEMENT

- Business Transformation through Innovation and sustainable Innovation
- Business practice in logistic and supply chain Management to competitive advantage management.

MARKETING MANAGEMENT

- Marketing Innovation
- Marketing strategy for Business
- Destination Marketing and customer Engagement
- Green / Eco-Centric Marketing

FINANCIAL AND OPERATIONAL MANAGEMENT

- Innovation in Financial Markets/Services
- Financial competitiveness/Strategy for business and Fin. tech
- Sustainable investment to earning Management
- Business process optimization

ORGNISATION AND HUMAN RESOURCE MANAGEMENT

- Building Agile organizations Sustainable HR practices
- Technology Transformation and Work life balance and Knowledge management
- Robotics Assistance

INTERDISCIPLINARY AND CROSS-DISCIPLINARY

- Corporate Social Responsibility and social Business
- Entrepreneurship for Innovation and sustainability and business Re-engineering
- Block chain Technology
- Artificial intelligence in Marketing
- Pharmaceutical Packaging And Marketing

CASE STUDIES

Any other topic relevant to the conference theme.

Submission Guidelines

The manuscript should be original and unpublished work of the author / authors. All papers will be subject to blind review by the Expert committee. The contributors are requested to adhere to the following.

Format	: Ms word (.doc)	Font size	: 12
Layout	: Single column	Title	: **14 pt and Bold**
Length	: 10 pages	Author and affiliations	: 12 pt
Paper size	: A4	Headings	: **12 pt & Bold**
Margins	: 1.2 inch	Font	: Times New Roman
line spacing	: 1.5		

- References should be given in AP / > format at the end of the paper.
- The title of the paper should be precise, concise and in bold.
- The abstract of minimum 150 to 250 words in italic form should be followed by four to eight keywords
- The empirical research paper should contain introduction to the topic, review of literature, methodology, results and discussion, conclusion. Recommendations, acknowledgment (if any) and references.
- The manuscript should be written in simple, concise, and free from linguistic error.
- Figures, charts, Tables etc., used should be numbered and labeled.

Publication of Papers

- All selected papers of duly registered authors will be published in e-proceedings with ISSN number. ISSN 0022 1945
- The peer reviewed papers will be published in UGC CARE list journals on additional charges.

IMPORTANT DATES

Abstract Submission	:	15th March, 2021
Abstract Approval	:	17th March, 2021
Full Paper Submission	:	25th March, 2021
Conference Date	:	3rd April, 2021

REGISTRATION FEE

Industry Delegates / Academicians/Research Scholars	:	Rs. 250
Students	:	Rs. 150
Students (Pratap University)	:	Rs. 100
Foreign Delegates	:	$ 5 USD

Papers should be sent to : icire2021@gmail.com

PAYMENT DETAILS

Bank Name	:	IDBI Bank
Brach Name	:	NIMS university, Jaipur
Name	:	Pratap University
Account No.	:	1093102000000958
MICR code	:	302259007

To Register Click the link below
https://qrgo.page.link/CXPPA

Patrons & Speakers

CHIEF PATRON

Shri Shailendra Bhadauria

Chairman, Pratap University

PATRON

Prof. (Dr.) Abhay Kumar

Vice Chancellor, Pratap University

CONFERENCE CONVENOR

Dr. R. Shanmugam, Dean Academics

Pratap University-Jaipur

GUEST SPEAKERS

1. **Dr. Emmanuel Attah Kumah,** Director – Research and Publication
   All Nations University, Koforidua, Ghana.
2. **Dr. Arvind Bhardwaj,** Professor (HAG)
   Dr B R Ambedkar NIT Jalandhar, (Punjab)
3. **Dr. Rtn. K. Murali Krishnan,** Managing Partner, VEL SYSTEMS, Chennai

ADVISORY COMMITTEE

1. **Dr S Ramachandran,** CEO-Achariya Group of World Class Educational Institutions – Pondicherry
2. **Dr. Sanjay Viswanathan,** Dy. Registrar SRM-IST, Delhi NCR Campus-Ghaziabad
3. **Dr. V. Selvalakshmi**, Department of Management, SRM Valliammai Engineering College-Chennai
4. **Dr. Viji.R, Dy.Dean**, Kalasalingam Business School, Kalasalingam Academy of Research & Education, Tamilnadu
5. **Col Nikhil Kapoor**, Mumbai
6. **Mr.Abid Ahmad Banday,** Director, Daagdaran Pvt. Ltd, Srinagar
7. **Prof (Dr.) Guru Basava Aradya.S,** ISBR-Bangalore

Technical Session : Chairperson

1.	**Dr. R. Satish**	-	Jappiaar Engineering College-Chennai.
2.	**Dr. P. Periasamy**	-	CMS B. School, Jain Deemed-to-be University Bangalore
3.	**Dr. Dinesh N.**	-	CMS B. School, Jain Deemed-to-be University Bangalore
4.	**Dr. Geetha**	-	Bharath University-Chennai
5.	**Dr. Anbu**	-	SMIST- Chennai
6.	**Dr. David Boohene**	-	All Nation University, Ghana
7.	**Dr. Durdana Ovais**	-	The Bhopal School of Social Sciences, Bhopal
8.	**Dr. Syed Azher Ali**	-	Institute of Public Enterprise-Hyderabad
9.	**Dr. Ravi Baijulal Bhandari**	-	Indira Institute of Management-Pune

STUDENT COORDINATOR

J. Manoj De Clarence - Research Scholar - +91 90525 51850

CONTACT PERSON

Dr. R. Shanmugam, Dean Academics
Pratap University - Jaipur
Contact Number : +91 98947 38733

Conference Venue- digital online platform
The zoom link will be shared separately to your email