

INTERNATIONAL ONLINE CONFERENCE
ON THE THEME

IBEE - (INNOVATION-BUSINESS-
EMPLOYMENT-ENTREPRENEURSHIP)

**1st
December
2021**

REINVENT
**'Business TODAY &
TOMORROW'**



ORGANIZED BY
**SCHOOL OF COMMERCE &
MANAGEMENT**

IN COLLABORATION WITH

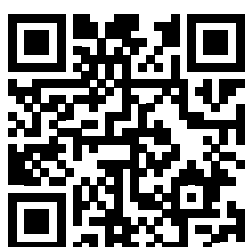
FINCURIOUS

CONFERENCE HIGHLIGHTS

- Platform to present your knowledge and skills, research and innovations in the form of paper presentations to the experts and likeminded participants in Club House Platform.
- Receive first hand publication exposure by publishing your articles/ review papers/ conceptual papers and research papers in ISSN indexed journal – THE PARADIGM
- Publish your book chapter in “REINVENT - Business TODAY & TOMORROW” with ISBN number

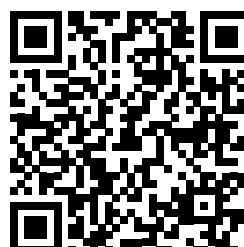
To Register, Click the link given below or Scan the QR code

<https://forms.gle/fxsL9M3bpDfEY-wvHA>



To join the Conference group, click the link given below or Scan the QR code

<https://chat.whatsapp.com/I0Iwg-fOhJK1HPEZ4TxZpFG>



CONFERENCE CONCEPT NOTE

In today's challenging scenario Business Planning Strategies has changed drastically, but in the past 2 years of pandemic has put an additional challenge for all sizes and types of business to be sustainable in the market.

This is the time where innovation is becoming

the strategy for the sustainability and growth of the organisation. This aim of the conference is to understand, discuss the different scenario, strengths, weakness of various types and streams of business, to be successful in the market not even for today but for tomorrow also.

CONFERENCE SCHEDULE

Timing	Activity
10:00 AM - 11:00 AM	Inauguration
11:00 AM - 12:00 Noon	Key Note address delivery
01:00 PM - 03:00 PM	Paper presentation session (2 Parallel sessions)
04:00 PM - 04:30 PM	Valedictory session

Conference presentation opportunity via **Microsoft Teams**

CONFERENCE PUBLICATION OPPORTUNITY

THE PARADIGM ISSN 2249-2534

Invited themes for the papers:

The conference will cover a spectrum of topics, from theoretical results to concrete applications and solutions for the INNOVATION-BUSINESS-EMPLOYMENT-ENTREPRENEURSHIP. The following are included on the agenda:

- Human Resource
- Finance
- Marketing
- Supply Chain Management
- Accounting
- Traffic monitoring
- Intelligent home
- Smart cities
- Smart cars
- Intelligent infrastructure
- Smart parking
- Animal tracking
- Emergency treatment facilities
- Track usage of drugs
- Smart-inventory management
- Damage detection
- Real-time visibility
- Accurate inventory control
- Optimal asset utilization
- Predictive maintenance
- Freight transportation
- Medical and agricultural image processing
- E-Health
- Smart devices
- Visualization of measurement data
- Artificial Intelligence for the Internet of Things
- Blockchain in the supply chain
- Advanced Factories
- Industrial Internet of Things
- Efficiency vs. sustainability
- Connected transportation
- Innovative platforms and ecosystems
- 5G and new possibilities
- Service design and user experience
- Disruptive business models
- Data analytics
- Internet of Things in enterprise
- Privacy and security
- Monetization
- Agriculture
- Utilities
- Manufacturing and supply chain
- Sports and fitness
- Connected and autonomous vehicles

SUBMISSION AND SELECTION SPECIFICATIONS

- Abstract (250-300 words, with 5 keywords) and full paper (3000-5000 words including references) should be typed in size 12, Times New Roman font with double line spacing.
- Author(s) name, designation, organization and contact details should be tagged along with the title of the paper in the first page followed by abstract and full paper from second page.
- Paper should follow the sections as introduction, methodology, results, discussion, and conclusion
- Citations and references should follow APA 6 style.
- Author and Co-Author(s) (maximum 3 for a paper) should register separately.
- Papers will be double blind reviewed before confirmation for presentation in the conference.

Concept of the Book: IBEE - (INNOVATION-BUSINESS-EMPLOYMENT-ENTREPRENEURSHIP)

Invited chapters for the book:

REINVENT 'Business TODAY & TOMORROW'

Book chapters must be submitted through

reinvent@gardencity.university

IMPORTANT DATES FOR THE SUBMISSION

Manuscript submission: **November 24, 2021**

Acceptance notification: **November 26, 2021**

Final copy submission: **November 28, 2021**

Regular registration: **November 28, 2021**

Power Point presentation submission: **November 30, 2021**

PAYMENT PROCESS AND INSTRUCTIONS

Article processing fee: **Rs. 750/-**

The payment for registration and participation can be done using the given account details:

NAME: **FINANCE OFFICER GARDEN CITY UNIVERSITY**

A/C NO: **15610100131472**

Bank: **FEDERAL BANK**

Branch: **K R PURAM**

IFSC: **FDRL0001561**

INTERESTING INFORMATION ABOUT GARDEN CITY UNIVERSITY

Garden City University was established under Karnataka State Act no. 47 of 2013 and approved by UGC. The University is a product of a legacy of providing quality education for more than three decades. The journey started with the establishment of Garden City Education Trust in the year 1992 by Dr. Joseph V.G. who is the first Chancellor of Garden City University. The Trust was established to set up centres for educational excellence that would accept only qualitative practices nurturing students with value based education.

The University, ever since its functioning have focused on holistic international standards of education. The eight schools from different streams of Commerce, Science and Humanities offer numerous programmes that are the best in the industry and the country. Unique programmes at UG and PG levels like Forensic Science, Cyber

Forensic, International Accounting, English with Comparative Literature, Food Technology, Nanotechnology, English with Computational Linguistics are offered at GCU. Apart from UG and PG programmes all eight schools offer PhD programmes. All programmes at GCU comply by NEP 2020.

A new university campus is being developed in a lush green area spread over 150 acres of land, adjacent to the Volvo manufacturing plant. This is a part of the township envisioned by Dr. Joseph V.G., which would have Knowledge Parks, IT and BT Parks, Hotels and Convention Halls, Shopping Malls and Residential areas. The mission and the vision of the University is based on the belief that social development is an avenue for nation building which is inculcated through the approach and the policies of the University.

INTERESTING INFORMATION ABOUT COLLABORATING INSTITUTION

Fincurious is a bunch of super excited, always curious, and talented professionals (CAs and MBAs) with expertise in finance and business. We help you conceptualize, start, build and grow your business and help you in all your finance and legal matters.

They have covered from all facets of finance:

- **Financing** – Raising money and Capital (Equity and Debt)
- **Operations** – Business Finance, Planning and Tax efficiency
- **Application** – Investments and Treasury

UNIQUE ATTRIBUTES OF SCHOOL OF COMMERCE & MANAGEMENT

The School of Commerce and Management was established to impart knowledge to students the skills necessary to perform leadership roles in the business and corporate world. The department of commerce and management believes in developing and nurturing management students to global competencies through strong foundation and quality education through continuous innovations in the curriculum. The school offers Bachelors and masters program in commerce and management. It also provides professional program of US- CMA to our B Com Honors students. The infrastructure facility that the school has includes the classrooms equipped with ICT Facilities, Business Development Labs, Entrepreneurship Development Cells, Industry Integrated Computer Laboratories, etc.

industry experts who engage with the students in imparting knowledge via role-plays, case studies, movie case studies, Business plan competition, peer learning and teaching, event management, live projects etc. The School has various MOU's & Associations with the industry bodies such as US-CMA, Confederation of Indian Industry, All India Management association, Tata Consultancy Services, Techno park Trivandrum, Infosys- Campus Connect, Career Launcher, etc. Industry Giants such as TCS, Aditya Birla, IBM, KPMG, Goldman Sachs, Deloitte, Ernst & Young, HSBC, American Express, Citibank, Deutsche Bank, Wipro, L&T InfoTech, and Accenture are our regular visitors who participate in the recruitment drive for the students of Management & Commerce.

The subject experts comprise of academicians and

CONFERENCE PATRONS AND CONVENORS

Chief Patron:

Dr. Joseph V.G., Chancellor, Garden City University

Patrons:

Prof. G.R. Naik, Vice-Chancellor, Garden City University

Dr. Sibi Shaji, Registrar, Garden City University

Mr. Christo V. Joseph, Director, Strategy and Planning, Garden City University

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Organising Committee

Dr. Thomson Thomas

Dr. Duraipandian

Dr. Niviya

Mr. Subhra Pratim

Ms. Shipla R

Ms. Sneha Kanade

Ms. Sneha Chacko

Mr. Subesh

Ms. Savitha

Ms. Shalin

Mr. Vishnu

For Conference Support

reinvent@gardencity.university