



**14<sup>th</sup> International Conference**  
**GJ-IntConMITE 2020**  
**On**  
**Challenges and Opportunities in**  
**the Fields of**  
**Commerce, Management,**  
**Travel Tourism and Technology**  
**On**  
**30<sup>th</sup> July 2020**



## Invitation

**GJIMT is glad to invite all the professionals from the domains of Commerce, Management, Travel Tourism and Information Technology to attend the International Conference on “Challenges and Opportunities in the Fields of Commerce, Management, Travel Tourism And Technology” on Friday, 30<sup>th</sup> July 2020 at Gian Jyoti Institute of Management and Technology, Phase-2, Mohali.**



## GJ-IntConMite: Will be a Transformational Learning Experience

- ✓ Stimulate new ways of thinking and provoke action.
- ✓ Curated to address the concerns of today's business world.
- ✓ Interaction between peers and experts will prepare you to face technical and research oriented challenges.

**July 30, 2020  
GJIMT Mohali,  
India**







***We at GJIMT, strive to create transforming experiences, propelling researchers to interact and come up with actionable ideas thus enhancing the quality of research and development.***

14th International Conference on “**Challenges and Opportunities in the fields of Commerce, Management, Travel Tourism & Technology**” is the most lucrative platform for management and information technology researchers, academicians and industry professionals, who are pursuing work in this specific field.

### ***Salient Features:***

In a world of information overload, GJIMT focus on the issues most relevant to today's technical trends enabling our patrons to:

- ✓ Congregate with most Senior Industrial Executives
- ✓ Nurture connections with Business world and Academicians.
- ✓ Unprecedented growth and creating an unparalleled market place in the field of research.

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## Who'd be attending?

Industrialist, Faculty, Research Scholars and Students will be part of the event. It is a forum to explore issues of mutual concern as well as exchange knowledge, share evidence, ideas, and generate solutions.

### About hosting organization

**Gian Jyoti Institute of Management & Technology (GJIMT)** was established under the aegis of Gian Jyoti Educational Society (GJES) in the year 1998. GJIMT is approved by All India Council of Technical Education (AICTE), New Delhi and affiliated to I.K.G Punjab Technical University (IKGPTU), Kapurthala. It is making continuous endeavours to give latest and practical exposure to its students of MBA, MCA, BBA, B.Com, BCA & BTMM programs and is setting milestones in academics as well as in placements. It has been ranked **A+ Category as per Business India** (November 2019) and Ranked **2<sup>nd</sup> in Top BBA Colleges** (Tribune 2020)



## TECHNICAL SESSION

### **Marketing Domain:**

- Strategizing Global Marketing Practices
- Emerging trends of Marketing
- E-Commerce and E-Retailing in the Digital Era
- Digital platform for International Marketing
- Other topics related to Marketing

### **Finance Domain:**

- Financial Management Practices
- Financial Crisis and World Economy
- Green Accounting Practices in Global Environment
- Global International Banking Operations
- Any other related areas to Finance Aspects

### **Human Resource Domain:**

- Government/Policy Implications of Automation of Work
- New Wage Models for Humans working alongside machines
- Skills Requirement to meet New Age Challenges
- Sustainable HR Practices
- Social Justice and wellbeing
- Other topics related to HR and its Applications

## TECHNICAL SESSION

### **Accounting Domain**

Indian Accounting Standard (IAS)  
Market based Accounting Research  
Green Accounting  
Forensic Accounting  
Earnings Management  
Contemporary Accounting disclosures practices  
Any other related areas to Accounting Aspects

### **Travel & Tourism Domain:**

Tourism as Vehicle for Peace  
Sustainable Tourism: Opportunities and Challenges  
Tourism Marketing  
Medical Tourism: Innovative Practices.  
Other topics related to Travel and Tourism

### **Information Technology Domain:**

IT: Digital support, opportunities and Challenges  
Data Warehousing, Data Mining and Knowledge  
Cloud Computing & Grid Computing  
Network Security & Privacy Policies  
Other topics related to IT and its Applications



## Proceeding of the Conference

Time	Activity	Description
9:00am-9:30am	Registration	Sign in at the registration counter and collect your conference materials.
9:30am-10:00am	Keynote Session	The conference chair will host an opening ceremony. After that, keynote speakers will deliver their speeches.
10:00-10:20	Networking Tea	
10:20am-1:00 pm	Technical Session I	The session chair will start the session as per schedule and each presentation will be 15 minutes, including Q&A.
1:00pm-02:00pm	Lunch	
2:00pm-4:30pm	Technical Session II	The session chair will start the session as per schedule and each presentation will be 15 minutes, including Q&A.
4:30pm-5:00pm	Valedictory Ceremony	The organizer will be hosting a valedictory ceremony and the certificates will be awarded.



## Guidelines for the Contributors

Original papers are invited from Academicians, Professional, Researchers and Students engaged in the fields of Commerce, Management, Travel Tourism and Information Technology. The participants interested in presenting paper in technical session must submit the abstract of the paper (150 words) in English which will be scrutinized by the editorial committee before their acceptance for presenting. The abstract must be accompanied by the author's name(s), affiliations, full postal address, and email id and telephone/fax number along with the title of the paper on the front page. Abstract of all the papers accepted for presentation will be published in the form of souvenir. Full text of the paper is to be submitted - typed in MS Word using Times New Roman, font size 12 on A-4 size paper in double spacing (not more than 25 printed pages) and the soft copy of the paper e-mailed to the conference secretary at the mail-id [gjimt@gjimt.ac.in](mailto:gjimt@gjimt.ac.in) / [internationalconference@gjimt.ac.in](mailto:internationalconference@gjimt.ac.in) The paper must be accompanied with the author's name (s), affiliation (s), and full postal address, email ID, and telephone number along with the title of the paper on the front page. Selected full research papers will be published in Scopus listed journals, UGC Care listed journals and Gyan Management- A Biannual International referred journal.

For the presentation of the paper/s in the conference, the contributors are requested to register themselves at an early date. Registration and presentation of the paper by at least one author in the conference is mandatory to ensure inclusion of the paper in the book. Conference e-book will be distributed free to those participants only who will attend the conference and present their paper at the conference. Research papers must provide appropriate references in APA format. Paper in absentia needs to be sent along with PPT.

## See your work PUBLISHED

In one of our related journals

- Scopus Journal
- UGC care listed
- Gyan Management – A Biannual International Referred Journal



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## About Destination Chandigarh

Chandigarh is the best-planned city in India, with architecture which is world-renowned, and a quality of life, which is unparalleled. As the capital of the states of Punjab and Haryana, and the Union Territory of Chandigarh it is a prestigious city. The face of modern India, Chandigarh, is the manifestation of a dream that Pt. Jawahar Lal Nehru envisaged and Le Corbusier executed.

Serenity and a city are two diametrically opposite concepts, which however, get belied in the 'City Beautiful'. Chandigarh is a rare epitome of modernization co-existing with nature's preservation. It is here that the trees and plants are as much a part of the construction plans as the buildings and the roads. India's first planned city is a rich, prosperous, spic and span, green city rightly called **"THE CITY BEAUTIFUL"**.

**By Air** : Located around 12 km away from the city centre, Chandigarh International Airport links the city with rest of the world.

**By Road**: Chandigarh has excellent road connectivity with other neighbouring cities. Many direct buses are available from cities like Shimla, Delhi, Kullu etc. The National Highway 1 connects Chandigarh with Delhi, which takes around 4 to 5 hours.

**By Rail** : Located about 8 km away from the city centre, Chandigarh Railway Station has several frequent trains plying from New Delhi. From the railway station, you can take buses, autos or taxis to reach any place of the city.



## Venue Assistance



For Venue Assistance you can contact us: +91-172-226-4566, e-mail: [gjimt@gjimt.ac.in](mailto:gjimt@gjimt.ac.in).

## Visa Facilitation

Obtaining Visa from India is possible through website [www.indianvisaonline.gov.in](http://www.indianvisaonline.gov.in). Possibly your country is listed on Visa on arrival. However, the organizers will issue such a letter only when you have registered for the conference. Requests for such support should be made directly to [gjimt@gjimt.ac.in](mailto:gjimt@gjimt.ac.in)

**Mail us to know more!**

**For Abstract Submission Guidelines | For Reserving your slot |  
Proposals | Posters | Accommodations**

No doubt you have lots of queries...

Why not get in touch..!

Drop us your query with details and we will call you right away

**Gjimt@gjimt.ac.in**



[Register Now](#)

### Choose your Category:

Registration Fees	Registration Fees	
For Academicians/ Corporate Participants	Rs. 2000	\$27
For Research Scholars*	Rs. 1250	\$20
For Students*	Rs. 500	\$10
Presentation in Absentia	Rs. 2200	\$30
Delegate/Spouse/Guest	Rs. 1000	\$13
* 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.



## IMPORTANT DATES

<b>Abstract Submission Date</b>	<b>1<sup>st</sup> July, 2020</b>
<b>Notification of Acceptance /Rejection of Abstract</b>	<b>10<sup>th</sup> July, 2020</b>
<b>Full Paper Submission</b>	<b>20<sup>th</sup> July, 2020</b>

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### **Patron**

Mr. J. S. Bedi, Chairman, Gian Jyoti Group of Institutions, Mohali

### **Conference Chair**

Dr. Aneet Bedi , Director ,GJIMT, Mohali +91-98147-44642

### **Conference Coordinators**

Dr. Neeraj Sharma, Dean Academics, GJIMT, Mohali +91-98148-37880

Dr. Rakhee Dewan , Assistant Professor GJIMT, Mohali +91-8146-813100

## 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 e-mail:

[gjimt@gjimt.ac.in](mailto:gjimt@gjimt.ac.in)





## COVID-2019 Update

**On March 11, the WHO (World Health Organization)** has declared the assessment of the risk of spread and impact of COVID-19 to very high at the global level and Characterized as 'Global Pandemic'.

As your safety is our top priority and concern, the Organizing Committee will add the online/Video presentation mode for presenters (in case the situation didn't get better).

**Till then let's pray, This too shall pass!**

**#staysafe #keeplearning**

**#GJIMTfightscorona**