



19TH NATIONAL CONFERENCE
GJ-NatConMITE
— 2 0 2 3 —

**EMBRACING CHANGE
& TRANSFORMATION**

SATURDAY, 22ND JULY 2023

ABOUT THE CONFERENCE

GJIMT is hosting its **19th National Conference on the theme “Embracing Change & Transformation”**. The conference is held every year to make it an ideal platform for people to share views and experiences in Business Management & Commerce, Finance & Economics, Social Sciences & Humanities and Technology related areas.

Transformation is the new buzz word that carries different meanings for all. Today, the world has become Volatile, Uncertain, Complex and Ambiguous (VUCA) than ever before & therefore transformation has become synonymous with generating new value, unlocking new opportunities, driving new growth and delivering new efficiencies.

All transformations require you to stop and rethink why we are doing what we are doing. This is because in today's disrupted environment, mere survival is not enough. Instead, how to thrive is the new driver of business growth. For this purpose, all individuals and businesses must evolve and not just improve.

Business transformations are always driven from the top i.e., the CEO or Board of Directors. Earlier, transformations meant a period of many years. These days, owing to technology and support,

transformations are completed within months. The Deloitte Capability Hexagon provides a comprehensive approach to defining & designing enterprise capabilities across six dimensions:

Mission. The purpose of a capability, how it will operate, and what value it will deliver. The mission is derived directly from-and supports-the company's strategy.

Insights. The decision flow, information, & analytics that drive informed and timely decision-making.

Integration. Clear roles, decision rights, and policies that facilitate integration within and across other capabilities, functions, and partnerships.

Processes. An integrated and efficient set of processes designed to achieve the desired outcomes.

Technology. The software, hardware, and tools required to enable the capability.

Talent. The competencies, skills, talent infrastructure, & workforce planning that enable an optimal talent base to execute the capability.

This broader viewpoint allows organizations to frame and link execution to the value defined in the transformation ambition. This conference aims to deliberate upon and explore the latest insights on formulating and implementing strategies that drive transformational change in organizations.

CONFERENCE OBJECTIVES

- Provide an ideal platform where practitioners, academicians, researchers and students can meet and deliberate upon the benefits of sustainable development and inclusiveness.
- Build strategies that help governments, organizations, societies and individuals achieve the three-fold objective of environmental protection, societal well-being and economic development.
- Devise sustainable strategies to strengthen the global economy.

CONFERENCE GOAL

The **19th GJ-NatConMITE 2023** will focus on sustainable and inclusive business development strategies for smart growth.

WHO CAN ATTEND

- Academicians/Scientists
- Students/ Researchers/Ph.D Scholars
- Corporate Representatives/NGOs
- Industrialists/Consultants
- Government Officials/Policy Makers





PUBLICATION OPPORTUNITIES

Plagiarism of any kind will lead to the rejection of paper for publication.

1. Gyan Management Journal (ISSN: 0974-7621) indexed in Google Scholar, Index Copernicus, EBSCO, UlrichsWeb, CAB, ISI, Base, Worldcat, CORE, ASI, CiteFactor, Crossref and ResearchBib.
2. Chapter in Edited Book with ISBN with Cambridge Scholars Publishing (Extra Charges applicable)
3. Chapter in Edited Book with ISBN with Saptarishi Publisher

AWARDS

In order to be considered for “**Best Paper Presentation Award**”, the authors are required to submit the full paper on or before 15th July 2023. The author of an awarded paper, and co-authors if any, will be entitled to a signed official award e-certificate and the announcement of their achievement on the conference webpage.

CONFERENCE VENUE

The conference would be held in both online & offline mode.

CALL FOR PAPERS

The 2023 National Conference on “Embracing Change and Transformation” welcomes research abstracts and full papers pertaining to the Conference Theme in the field of Business, Commerce, Management, Economics, Social Sciences, Humanities, and Education from authors in the research community.

SUB THEMES



MARKETING & E-COMMERCE



HUMAN RESOURCE MANAGEMENT



EDUCATION



FINANCE & ECONOMICS



OPERATIONS MANAGEMENT



TECHNOLOGY MANAGEMENT

The list is not all exhaustive & one is free to add any relevant area to subject. Conference Fees. The rates are per manuscript.

Category	Mode	Indian and SAARC Members (Per Author Charges)
Attendee (Non-Author)	Offline	INR 500
	Online	INR 1000
Student/Research Scholar	Offline	INR 1000
	Online	INR 1500
Academia	Offline	INR 2000
	Online	INR 2500

Note: E-certificates shall be provided to all the paper presenters and attendees.

IMPORTANT DATES

Abstract Submission	15th July, 2023
Acceptance of Abstract	20th July, 2023
Full Paper Submission	20th July 2023
PowerPoint Presentation Submission	21st July 2023
Last Date of Registration	15th July, 2023
Conference Day & Date	22nd July 2023 (Saturday)

CONTACT US

In case of any questions, contact the conference convener

✉ gjncm23@gmail.com | +91-70095 66448

How to Participate?

Step 1: Register here: <https://forms.gle/Va8zqfE8dfprsU817>



Step 2: Scan the code below to pay the fees and WhatsApp the screenshot of payment showing transaction ID at +91-70095-66448.



Step 3: Submit on EasyChair:

<https://easychair.org/conferences/?conf=19thgjnatinconmite2023>

GUIDELINES FOR PAPER SUBMISSION

- Do not mention your name anywhere on the manuscript.
- Abstract must include (a) Introduction and Research Problem, (b) Literature Review, (c) Research Gap, (d) Objectives of the Study, (e) Research Methodology, (f) Findings of the Study, (g) Discussion and Implications of the Study.
- Heading levels must be clear, and the sections clearly defined.
- Manuscript should be of 1500-3000 words approximately, excluding supplemental material such as tables, graphs & appendices.
- Supplemental material used in the paper must be titled and numbered sequentially. There should be an indication of the source of the table which must be mentioned below the material.
- When citing supplemental material such as a table or a figure in text, refer to it by its number, such as "Table 3" or "Figure 2." Do not refer to it by its position relative to the text (e.g., "the figure below") or page number.
- All text must be typed in Times New Roman (Font size 12) with spacing of 1.5 between lines and 1-inch margins on all the sides of A4 size paper.
- References should be arranged in alphabetical order and as per the APA (American Psychological Association) Guidelines. All works cited in the text are to be included in the References section.
- Footnotes should be avoided.
- Each manuscript should be organized in the following order: (1) Introduction, (2) Literature Review, (3) Objectives of the Study, (4) Research Methodology, (5) Findings and Analysis, (6) Conclusions or Discussion, (7) Implications of the Study, (8) References, (9) Appendices (wherever applicable).

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 approved by the All India Council of Technical Education (AICTE), New Delhi, India and affiliated to I.K.G Punjab Technical University (IKGPTU), Kapurthala, Punjab, India. GJ-IMT is a pioneer in innovative academic and practical training of students of MBA, MCA, BBA, BCA, B.Com (Hons) and BTTM Courses. GJIMT is setting path breaking records in university assessments as well as placements for its students. The Tribune has ranked it 2nd in the Top BBA Colleges (2020). Business India has placed GJIMT in the A+ category B-School in North India (November 2019). GJIMT is a consistent force to be reckoned with when it comes to building bankable future human force.



PATRON

Mr. J. S. Bedi
(Chairman, GJIMT)

CONFERENCE CHAIR

Dr. Aneet Bedi
(Director, GJIMT)

CONFERENCE COORDINATORS

Dr. Neeraj Sharma
(Dean Academics, GJIMT)

Dr. Bushra S. P. Singh
(Assistant Professor, GJIMT)

GIAN JYOTI INSTITUTE OF MANAGEMENT & TECHNOLOGY

HELPLINE: 70095 66448

SECTOR-54, CHANDIGARH, PHASE-2, MOHALI.

www.gjimt.ac.in