



**BPIT**

presents

**INTERNATIONAL CONFERENCE  
ON  
BUSINESS PRACTICES AND INNOVATIONS IN PUBLIC  
SECTOR: E- LEARNING, E- MANAGEMENT, E- BUSINESS.**

**THURSDAY, 20<sup>TH</sup> MAY, 2021**



**Organized by**

**BHAGWAN PARSHURAM INSTITUTE OF TECHNOLOGY  
SCHOOL OF BUSINESS ADMINISTRATION**

PSP Area 4, Sector 17, Opp. Sector 11,

Rohini, New Delhi- 110089

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## **BHAGWAN PARSHURAM INSTITUTE OF TECHNOLOGY (BPIT)**

In view of the national and international scenario of the growing demand of qualified technical personnel in different streams of engineering technology and management, Bhartiya Brahmin Charitable Trust in 2005 laid the foundation of Bhagwan Parshuram Institute of Technology (BPIT). BPIT is approved by the Ministry of Human Resource Development, Government of India and the Directorate of Training and Technical Education, Government of National Capital Territory, Delhi. It is affiliated to Guru Gobind Singh Indraprastha University, Delhi and offers courses of Bachelor of Technology (B.Tech), Master of Business Administration (MBA) and Bachelor of Business Administration (BBA), which are approved by the All India Council of Technical Education (AICTE). All B.Tech. programmes are accredited by NBA.

## **SCHOOL OF BUSINESS ADMINISTRATION (SBA)**

School of Business Administration (SBA), under the aegis of Bhagwan Parshuram Institute of Technology, began with one post graduate programme- MBA in the year 2008. After successfully running MBA programme, SBA has also ventured into undergraduate programme- BBA in the year 2016. The MBA programme run by the School of Business Administration is approved by All India Council of Technical Education affiliated to Guru Gobind Singh Indraprastha University and the Government of NCT, Delhi. The faculty is highly qualified with research degrees from premier institutes of the country and highly experienced in running such programmes. In the curricular work innovative teaching learning methodologies are incorporated within the prescribed MBA syllabus of GGSIP University, Delhi.

## **ABOUT CONFERENCE**

***International Conference on Business Practices and Innovations in Public Sector: E- Learning, E- Management, E- Business will be held on Thursday, May 20, 2021 at School of Business Administration, Bhagwan Parshuram Institute of Technology, Delhi.***

*International Conference on Business Practices and Innovations in Public Sector: E- Learning, E- Management, E- Business will bring together delegates from across the globe for an insightful discussion on innovative business practices. The core objective of the conference would be to track the innovative efforts, seek inspiration from achievements and determine the road blocks for innovative business practices in the future.*

This conference will serve as a platform to explore pertinent issues, innovative approaches that can create change in the most significant way so that the upcoming problems can be solved in a collaborative manner for national as well as global development.

The aim of the conference is to provide a special forum to present and discuss research based knowledge among academicians, people from industry and practitioners on innovative business practices in public sector that specifically pertain to *E- Learning, E- Management, E- Business*.

**The various subthemes on which the conference seeks to promote information interchange are:**

- Innovations in Marketing Practices
- Recent changes in Financial Service Sector
- New Age Advertising
- Political Marketing
- Engaging Millennials
- Technological Advancements in Social Media
- Challenges in Channel Relationship
- Sustainable, Environmental Finance and Investment Innovations
- Digital Finance
- New – Age HR Strategies for Organizational Excellence
- Technology and Work Life Balance
- Inclusive Leadership
- Social Capital and HRM
- Digital Business Models and Technological Innovation
- Corporate Governance and Transformation in Innovation Policies
- Dynamics of Social Innovation
- Green Projects and Green Technology
- Corporate Ownership, Governance Control and Business Ethics
- Inclusive Growth - Strategy and Policy
- Marketing, HR, IT and Sustainability
- Sustainable manufacturing transfer of technology and responsible consumption
- Digital revolution technology advancement and its role
- The new age start ups SMEs for sustainable and global development
- Entrepreneurship, Intrapreneurship, Socio Entrepreneurship, Techno Entrepreneurship and Women Entrepreneurship

## **GUIDELINES FOR AUTHORS**

### **ABSTRACT SUBMISSION**

- Selection of papers for presentation and discussion will be based on detailed abstracts of 100-400 words followed by a list of 5-6 keywords to be written in alphabetical order.
- Abstracts must include a clear indication of the purpose of research, methodology, major results, implications, and key references.

- A soft copy of the abstract should be mailed at [bpitconference@gmail.com](mailto:bpitconference@gmail.com) not later than **January 15, 2021**.

## **MANUSCRIPT SUBMISSION**

- All the papers should be mailed at **bpitconference@gmail.com**
- The paper should begin with a title page including title, author(s) names, Institutional address along with email.
- All tables, charts, and graphs should be placed wherever required along with the respective text and numbered continuously as Table 1 / Figure 1/Graph 1 & so on, at the top of the table/figure/graph (centre aligned). The sources, wherever necessary, should be mentioned at the bottom. References should be in line with the APA (American Psychological Association) Guidelines.

Authors should adhere to the following:

Length	:	3000-4000 words excluding title/cover page and references
Font	:	Times New Roman
Font Size	:	12 points
Spacing	:	1.5
Title page	:	Title, author(s), affiliation(s), contact details

## **REVIEW PROCESS**

All papers will be evaluated through a double-blind review process by experts from Institutions/ Universities/ Organizations of repute in and outside India.

Only original, unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published, under review for another conference or publication will not be considered. In the covering letter accompanying the manuscript, the contributors should certify that the manuscript has neither been published anywhere nor is it at present being considered anywhere for publication.

The abstracts approved by the review committee will be selected for presentation and publication. Abstract of the manuscript should be mailed at [bpitconference@gmail.com](mailto:bpitconference@gmail.com) not later than **January 15, 2021**. Authors will be notified of acceptance by **February 1, 2021**. Acceptance of the abstract implies that at least one of the authors will attend the program and present the paper.

No TA/DA will be paid to any delegate who presents the paper in the conference. Registration fees include all taxes. Participation certificate will be given to each participant.

**Extended version of selected conference papers will be considered for publication in:**

- 1. Special Issue “Fostering Innovation in Business Practices: Role of the Public Sector” of the reputed Inderscience Journal: International Journal of Public Sector Performance Management, ISSN No. 1741-1041.**
- 2. International Journal of Financial Innovation in Banking, Inderscience Publishers, ISSN No. 2055-6799.**

**All accepted research papers will be considered for publication in BODH: BPIT International Journal of Technology and Management, ISSN 2454-8421.**

All the paper presenters would receive a “Certificate of Presentation” and winners would receive “Certificate of Appreciation” also. Best paper in each technical session would be awarded a certificate and cash reward as best paper in that specific session.

## **SCHEDULE OF EVENTS**

Abstract Submission	<b>January 15, 2021</b>
Notification of Abstract Acceptance	<b>February 1, 2021</b>
Full Paper Submission	<b>March 15, 2021</b>
Last date of registration	<b>March 26, 2021</b>
Conference Date	<b>May 20, 2021</b>

## **VENUE AND DURATION**

The program is scheduled on **Thursday, May 20, 2021** at **BPIT, Rohini, New Delhi, India.**

## **REGISTRATION DETAILS**

- Corporate/ Industry 3000 INR
- Faculty/Academicians 2500 INR
- Research Scholars/ Students 2000 INR
- Foreign Delegates 250 USD

The registration fee includes the conference kit, lunch, tea & coffee.

## **PAYMENT MODE:**

Registration fee can be sent through the following on-line payment gateways: A/c Name:

**BHAGWAN PARSHURAM INSTITUTE OF TECHNOLOGY**

A/c No.: 740014782

A/c Type: Current Account

IFSC Code: IDIB000R065

Bank Name: Indian bank, Sector 15, Rohini, New Delhi, 110085

## **ADVISORY PANEL/ KEY-NOTE/ EMINENT SPEAKERS**

- Prof. Leopoldo Eduardo Cárdenas-Barrón, Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico
- Prof. H. M. Wee, Dept. of Industrial and System Engineering, Chung Yuan Christian University, Chung Li, Taiwan
- Prof. Biswajeet Sarkar, Yonsei University: Seodaemun-gu, Seoul, Korea
- Prof. S. K. Garg, Pro-Vice Chancellor, DTU, India
- Prof. Rana Singh, Vice Chancellor, Sanskriti University, India
- Prof. S. K. Tuteja, Retd. Prof. FMS, India
- Prof. Neena Sinha, Dean, USMS, GGSIPU, India
- Prof. Neeraj Kaushik, Kurukshetra University, India
- Prof. Naveen Kumar, Department of Computer Science, University of Delhi
- Prof. Pooja Khatri, GGSIPU, India
- Prof. Prakash Chhabra, Executive Director, Sanskriti University, India
- Prof. Asha Chawla, GVM College, India
- Maj. Gen. (Retd.) S.S. Chahal, India
- Dr. Abdul Wahid A Hashed, Dept. of Accounting, Prince Sattam bin Abdulaziz University, Saudi Arabia
- Dr. R. B. Sharma, Dept. of Accounting, Prince Sattam bin Abdulaziz University, Saudi Arabia
- Dr. Gagan Grover, CTDI, Australia
- Dr. Gurvinder Kaur, L & D, Australia
- Dr. Sunil Tiwari, NUS, Singapore
- Dr Miklesh Yadav, FIIB, India
- Mr. Pankaj Mallik, SES Networks, Dubai, UAE
- Dr. Anamika Gupta, SSCBS, Delhi University, India
- Dr. Renu Mishra, Faculty, Gulf American University, Dubai
- Dr. Rama Bhatia, PSB Academy, Singapore
- Advocate Ramya Chari, India

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## **CONFERENCE COMMITTEE**

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Ms. Megha Sharma, Committee Member

Mr. Gaurav Sharma, Committee Member

Ms. Richa Jain, Committee Member

**For queries contact Conference Convener:**

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