

## SUBTHEMES

Academic contributions are invited from both academia and industry professionals related to the following subthemes, which are only indicative. Authors are also welcome to submit their original contributions in line with the main theme of the conference.

- Marketing**
- Digital Marketing, ICT
  - Marketing Analytics
  - Social Media, Influencer Marketing
  - E-retailing, Branding
  - Rural Marketing, Ethical Concerns and Green Marketing
  - CRM, Customer Engagement, Loyalty and Retention Strategies
  - Marketing, International Trade and Emerging Economies
- HRM & OB**
- HR Analytics, HR Information Systems
  - Leadership, Change and OD
  - Sustainable Business and Green HRM
  - Talent Management, Employee Training
  - HRM & GIG Economy, Employee Retention
  - Globalization, Regional Integration, Cross-Cultural Management
- Finance**
- Financial Analytics and Analysis
  - Financial Technology (Fintech), AI
  - Impact Investment and Green Finance
  - Business Valuation, Risk Management
  - Taxes, Accounting, Governance Issues
  - Financial Markets, FDI, Financial Inclusion, Wellbeing
  - Mergers, Takeovers & Corporate Restructuring
  - Pandemic, Economic Growth, Inequality, Sustainable Development
- Supply Chain & Operations Management**
- Supply Chain Management and Logistics
  - Quality Concerns, Lean and Offshore Production
  - Robotics, AI and Manufacturing
  - Green Production Technology and Sustainable Business Development
  - Service Operations
- Entrepreneurship General Management & Strategy**
- Innovation, Entrepreneurship and SME's
  - Local Resource based Entrepreneurship, Research & Innovation, Horticulture, Agriculture, Handicrafts, Food Processing etc.
  - Value Management, Competitive Advantage, Performance Measurement
  - CSR, ESG & Corporate Governance
  - Developing Economies, Globalization & Sustainable Business Development
  - Travel and Tourism Management
- Data Science & Analytics**
- Big Data Analytics and Machine Learning
  - Business Intelligence/Analytics
  - AI, IoT and Business
  - Social Media and Virtualization
- Business Education**
- Industry Oriented, Technology Blended Student Centric Business Curriculum
  - Business Student Engagement & Social Media
  - Motivating, Training and Developing New Business Faculty
  - Assessment and Feedback for Effective Learning Process
  - Faculty, Industry & Community Partnership for Bridging the Skill Gap

### Important Dates

- Abstract Submission 18/02/2023
- Abstract Acceptance 28/02/2023
- Full Length Article Submission 10/03/2023

### Registration Fee

- For Academia/Industry Persons INR 1000/-
- For Scholars/Students INR 700/-
- For International Academia/Industry Persons USD 30/-
- For International Scholars/Students USD 20/-
- For Participation only INR 700/USD 10

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**Registration Link** <https://forms.gle/sjFTCyGZmy7kGB8g8>

**Abstract/Paper Submission @** [icbmda@uok.edu.in](mailto:icbmda@uok.edu.in)

### Author Guidelines

- Abstract should be single page containing title of the article, author details along with affiliation. The abstract should not exceed 300 words.
- After acceptance of the abstract at least one of the authors should register on the above mentioned link to present the paper.
- Certificates shall be provided to the registered authors only.
- Full length papers not exceeding 5000 words, prepared strictly as per the APA style, Times New Roman font, size 12 with 1.5 line spacing.
- Accepted abstracts shall be published in conference proceedings and selected articles shall be recommended for publication in regular/special issues of refereed journals (to be notified).
- Presentation in Online Mode shall be accepted for outside authors.



**Date**  
15-16 March  
10.00 am - 5.00 pm

**Mode of Operation**  
Offline / Online



**Venue**  
Gandhi Bawan  
University of Kashmir

# International Conference on “Recent Advances in Business, Management & Data Analytics”

15th -16th March 2023



Organized By



Department of Management Studies  
University of Kashmir

Hazratbal Srinagar, J&K, India 190006  
NAAC A+

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## ABOUT THE CONFERENCE

Post pandemic business world is undergoing unprecedented changes not only due to stress caused by the pandemic but more by fast paced innovations and advancements in breakthrough technologies, data processing technologies, ICT, socio-economic and environmental concerns never witnessed before. Businesses today are facing the challenging task of maintaining a balance between competitive advantage created through the routes of effectiveness and efficiency on the one hand and socio-environmental issues to create sustainable business on the other hand. In this direction, many initiatives both at international and national level like SDG 2030 goals, startup India, digital India have been initiated to build a new business order. In this changing business scenario the traditional wisdom needs to be blended with the emerging knowledge to cater to the novel challenges to create a better, safer and healthier world. The emerging business order demands that local problems be solved with the help of global technologies in such a manner that local and customized values are delivered to customers at their place by maintaining socio-cultural value system. In this new order competitive advantage will be with those companies that will use the local resources and wisdom to augment their effective and efficient business processes. Accordingly, there is a need to radically change the philosophy and pedagogy used by business schools in order to stay relevant and keep guiding the business leaders and budding managers. Business education and research needs to focus more on sustainability, wellbeing, green technologies, AI, social, ethical and justice issues along with advancements in product, process and management technologies.

With this backdrop, the conference is an endeavor to bring together all the stakeholders including the academicians, researchers, entrepreneurs, managers, policy makers, scientists, students, civil society, change makers, social entrepreneurs and any interested individual to one platform for sharing their experiences, ideas, viewpoints and collective intelligence. The event shall provide an opportunity to identify and deliberate upon the emerging socio-economic issues and business game changers to march towards inclusive growth, self-reliance, sustainable development and just society.

### Conference Objectives

1. To deliberate upon the contours of the post pandemic business order.
2. To highlight the role of technology in shaping the emerging business world.
3. To understand the roles and responsibilities of business organizations in developing sustainable businesses.
4. To develop an insight into data driven economies and its fallout on business.
5. To discuss the impact of advances in technology and socio-technological changes on business education.

## UNIVERSITY OF KASHMIR

The University of Kashmir, founded in the year 1948, is situated at Hazratbal, Srinagar J&K. It is flanked by the world famous Dal Lake on its eastern side and Nigeen Lake on the western side. The University has A+ accreditation from NAAC, ranked 53 by NIRF, and 56 by Q7 BRICS <https://www.uok.edu.in>



## DEPARTMENT OF MANAGEMENT STUDIES

Established in 1991, the Department of Management Studies went on to become an iconic institution in the field of management education & has been playing an incredible role in the growth of corporate sector and management education in India. The department grooms future business leaders by following a judicious blend of theory and practice by using highly innovative teaching pedagogy. The Department endeavors to produce great thinkers and problem solvers, who go on to make this world a better place to live. <http://tbs.uok.edu.in>

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Honorable Vice Chancellor

University of Kashmir

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Head

Department of Management Studies

University of Kashmir

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### NOTE

- Participants desirous of availing transport and /or accomodation facilities should contact the Hospitality and Protocol Committee at [info.icbmda@uok.edu.in](mailto:info.icbmda@uok.edu.in)

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