



Gitarattan International Business School
Grade 'A' Accredited by NAAC

14TH INTERNATIONAL CONFERENCE (IC-GIBS)

CREATING AGILITY IN BUSINESS & TECHNOLOGY

with Special Reference to Innovative Legal & Managerial Strategies

 2ND & 3RD FEBRUARY 2024



www.gitarattan.edu.in/conference



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[gibs.gitarattan](https://www.instagram.com/gibs.gitarattan)

ABOUT THE CONFERENCE

Welcome to the International Conference on "Creating Agility in Business and Technology: Innovative Legal and Managerial Strategies!"

In an era defined by unprecedented advancements in technology and rapidly evolving global markets, the ability to adapt and thrive has become the hallmark of successful organizations. The International Conference on "Creating Agility in Business and Technology" is your gateway to unlocking the secrets of agility in the dynamic worlds of business and technology, with a special focus on groundbreaking legal and managerial strategies.

As we stand at the crossroads of innovation and transformation, this conference brings together leading experts, thought leaders, and industry pioneers from across the globe to explore the convergence of business acumen, technological evolution, and the legal and managerial frameworks that underpin success in the 21st century. Together, we will delve into the strategies that not only respond to change but also leverage it as a catalyst for growth and excellence.

With a diverse array of sessions, interactive workshops, and networking opportunities, this conference promises to be a stimulating intellectual journey, where you'll gain valuable insights into the cutting-edge practices, disruptive technologies, and the legal and managerial insights that will shape the future of your organization.

Join us for an engaging and enlightening experience at the International Conference on "Creating Agility in Business and Technology," where you'll discover how to navigate the challenges of our dynamic world, harness innovation, and embrace agility to achieve success. Together, we will chart a path towards a brighter, more agile future for businesses and technology, and explore the innovative legal and managerial strategies that will lead the way.

KEY AREAS OF DISCUSSION

Management

- Strategic agility and adaptive planning.
- Social responsibility in technology adoption and business operations.
- Talent management and recruitment in a dynamic environment.
- Lean and agile production and supply chain strategies.
- Agile marketing strategies and real-time consumer insights.
- Digital marketing and e-commerce innovations.
- Customer relationship management and personalized marketing.
- Risk management in a volatile economic landscape.
- Financial technology (FinTech) and digital payments.
- IT agility and infrastructure modernization
- Agile product development methodologies (e.g., Agile, Scrum).
- Open innovation and collaboration with International partners.
- Sustainable supply chain practices and corporate social responsibility.
- Agri Business risk management and sustainability.
- Social responsibility in technology adoption and business operations.
- Adapting sales approaches to agile business environments.
- Using agility and technology for industry 4.0
- Sustainable green marketing strategies.

LAW

- Intellectual Property and Innovation.
- Contract Law and Agreements.
- Corporate Governance and Liability.
- Dispute Resolution and Litigation:
- International Law and Cross-Border Operations.
- Environmental and Sustainability Law.
- Exploring the ethical and legal dimensions of surrogacy within the framework of business and technology agility.
- Climate Change and its Business and Technological Implications.
- Promoting Gender Equality in Business and Technology.
- Migrants and Refugees: Legal and Managerial Strategies for their Integration.
- Leveraging Alternative Dispute Resolution Strategies.

These sub themes are only indicative and papers based on other topics related to the main theme of the conference may also be submitted.

BEST PAPER AWARD

In each track “Best Paper Presenter” award of **Rs 10,000/-** along with a certificate of appreciation will be given.

IMPORTANT DATES

Abstract Submission	26 th December 2023
Notification of abstract acceptance	1 st January 2024
Full paper Submission	14 th January 2024
Notification of full paper acceptance	20 th January 2024
Submission of copyright form	22 nd January 2024
Closing registration	28 th January 2024
Conference Inauguration	2 nd February 2024

PUBLICATION OPPORTUNITIES

- Selected papers will be published in associated SCOPUS INDEXED Journal / UGC Approved* Journal. Fee charged (if any) by the respective Journal are to be borne by the Author/Authors.
- Rest of the papers will be published in Book form with reputed publisher with ISBN Number.
- Conference Proceedings will also be published containing all the abstract of the conference.

REGISTRATION

CATEGORY	NATIONALITY	REGISTRATION FEE
Paper Presenter	Indian Participants	
	Academicians/ Corporate	INR 1500
	Ph.D. Research Scholar	INR 1000
	PG/M. Phil Student	INR 500
	Foreign Delegates (All)	\$100
Only Participation (Spouse or any other accompanying person)	Indian Participants	INR 500
	Foreign Participants	\$50

LINK TO REGISTER



<https://rzp.io/l/ICGIBS24>

Note: Registration fee includes - Tea, Snacks, Lunch, Programme Kit and Conference Proceedings. Outstation participants have to make their own boarding and lodging arrangements. However, assistance will be provided on request to avail these facilities in the vicinity of the Institute on prior request only.

PAPER SUBMISSION GUIDELINES

Guidelines For Author(s)

Format of Papers

Submission of paper must have a cover letter showing the full name of author(s) along with correspondence address including e-mail and contact numbers. The title should appear on the first page of the manuscript, as we use peer-review process, so that GIBS can remove the identity of the author(s) before sending it to referees.

Presentation of papers

The papers can be presented by at least one of the authors in physical, poster, online or hybrid mode.

Types of the Articles

Research Papers/Review Articles Authors should determine the originality of the contents in all the types of articles/reviews. They must avoid plagiarism in order to maintain the high standards of the publication. Author(s) should deliberately follow the scientific research methodology to uncover the truth and augment the impact of the work. Author(s) of review articles should establish the relevant literature in systematic order of emerging issues with aims and scope for future research. The author(s) should also determine uniqueness of in-text citations and bibliographic references in APA style of citation and referencing.

Copyright

Submission of the manuscripts implies that the work is original and not submitted elsewhere for publication in any form (abstract or a part of article). The copyright to this research paper/article in the Conference is reserved. In this regard, after acceptance for publication, the author(s) has/have to fill the Copyright Form (Click on the Link) and submit the same before publication to the editor. On the receipt of the copyright form, we shall start the procedure for publication.

GUIDELINES FOR FORMATTING OF THE PAPER

The contributors must mention their track on the separate page.

Paper be typed	MS Word
Font	Times New Roman
Font size	14pt. and Bold for Title of the Paper, 12pt and Bold for heading in the paper, 10pt. for text.
Line spacing	1.5
Margin	1 inch on all sides.
Layout	Use a single column layout with both left and right margins justified.
Language	English and Hindi
The title page	It should contain title of the paper, followed by name(s) of author(s), designation, affiliation, e-mail, phone, fax with STD code and Postal Address. Authors should not write their name and affiliations anywhere else in the paper.
Tables, graphs, and charts etc.	In the text, the references for table should be mentioned as Table-1 and so on, not as above table. Same should be followed in case of graphs and charts. Each table, graph and chart should have its own heading and source.
Abstract	500 words
Full length paper	5000 words
References	APA with hanging format.

POSTER PREPARATION GUIDELINES

- Poster Size: One sided, no larger than 42" x 36" displayed horizontally or vertically.
- Format: All posters may use poster template, which can be found at below. However the template is only indicative and participants can submit a poster that may not follow the exact template.

Each poster should include

1. Title Banner – Including the title, author(s), and department(s). The entrant must be the first author listed.
2. Introduction – A clear and concise statement of the rationale, hypothesis, and justification for the project, the objectives of the research, and general approach.
3. Materials and Methods – An outline of the key materials and methods defining how the experiment or study was conducted.
4. Results – Tables, figures, photos, etc., showing and documenting experimental findings and analyses.
5. Conclusions and Discussion – A statement of the conclusions from the study results and a brief explanation of the study's scientific rigor, discoveries and their significance, and congruence (or lack of) with the body of scientific knowledge.
6. Acknowledgments and References – A brief acknowledgment of other contributors who are not authors, and key literature references to the study, if required.

Research Study Title _____

Name of Author(s) _____ College /Department _____

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TENTATIVE PROGRAMME SCHEDULE

DAY 1, 2nd February 2024

Inaugural Session 10.00 AM - 11.00 AM
Networking Tea 11.00 AM - 11.15 AM
Panel Discussion 11.15 AM - 12.30 PM
Lunch Break 12.30 PM - 1.30 PM
Technical Session-I (Track-1) Management Technical Session-I (Track-2) LAW 1.30 PM - 4.00 PM

DAY 2, 3rd February 2024

Panel Discussion(Track -1 & 2) 10.00 AM - 11.00 AM
Networking Tea 11.00 AM - 11.15 AM
Technical Session-I (Track-1) Management Technical Session-I (Track-2) LAW 11.30 AM - 2.00 PM
Lunch Break 2.00 PM – 3.00 PM
Valedictory Session 3.00 PM-4.00 PM

DAY -3 Visit to Taj Mahal, Jaipur & Red Fort (OPTIONAL)

A unique land of vibrant colours, breathtaking landscapes and rich history, India is unlike any other. From the writhing streets of Mumbai to the idyllic shores of the Andaman Islands, this remarkable country offers a diverse feast for the senses. To show case the culture and tradition of India, a visit of National/ International Participants; is scheduled on 4th February, 2024. Registration fee does not include the charges for the visit. Extra charges for the visit will be applicable. For details mail at conference@gitarattan.edu.in.

About Delhi

Delhi, officially the National Capital Territory (NCT) of Delhi, is a city and a union territory of India containing New Delhi, the capital of India. Lying on both sides of the Yamuna River, but chiefly to the west, or beyond its right bank.

From the early 13th century until the mid-19th century, Delhi was the capital of two major empires, the Delhi Sultanate and the Mughal Empire, which covered large parts of South Asia. All three UNESCO World Heritage Sites in the city, the Qutub Minar, Humayun's Tomb, and the Red Fort, belong to this period.

Delhi features a dry winter humid subtropical climate bordering a hot semi-arid climate. The warm season lasts from 21 March to 15 June with an average daily high temperature above 39 °C (102 °F). The cold season lasts from 26 November to 9 February with an average daily high temperature below 20°C (68 °F).

ABOUT GIBS

Welcome to Gitarattan International Business School (GIBS).

GIBS was established in the year 2004 and is affiliated to Guru Gobind Singh Indraprastha University, Delhi. It is approved by All India Council for Technical Education (AICTE), Ministry of HRD, Government of India for Technical Programmes and Bar Council of India for Law Programme. The Institute is self-financed, private and a co-education institute. It is awarded with category 'A' by NAAC, JAC of GNCTD & GGSIPU, Quality Audit Cell by GGSIPU.

Since its inception, GIBS has remained steadfast in its pursuit of academic excellence, fostering the growth of aspiring business and legal professionals. With a relentless dedication to students & faculty development, placement opportunities, and a dynamic curriculum, GIBS has earned a place as a premier institution of GGSIPU at the forefront of business and law education.

One of the recent proudest achievements of GIBS is Rank 1 for its BBA Programme at the Times B-School Survey 2023, and 19th Rank among the Top 20 Private B-Schools in North India for its MBA programme. GIBS has also achieved 30th All India Rank in the Internshala Annual Ranking 2022, and 13th Zonal Rank out of 98 participating colleges in the North Zone for its internship selections during the year 2022.

GIBS aims to develop versatile students so that they can face the challenges of competitive professional realm with value-based approach. In addition to academic inputs, students are exposed to various co-curricular and extra-curricular activities which help them to hone their managerial and legal skills both as professional managers, lawyers and entrepreneurs.

At the heart of the institution lies its esteemed faculty, composed of leading experts in their respective fields. They bring a wealth of practical experience and academic rigor into the classroom, ensuring that students receive a holistic education that empowers them to navigate complex legal landscapes and excel in the world of business. GIBS commitment to faculty development extends beyond traditional teaching methodologies. Investment in research, cutting-edge technologies, and industry partnerships, ensures that professors remain at the forefront of their disciplines. This commitment translates into a dynamic and engaging learning environment, where students gain a deep understanding of the ever-evolving legal and business landscapes.

GIBS, with two decades of dedicated service at the forefront of education, boasts a world-class infrastructure that harmoniously blends tradition and modernity. The campus provides an ideal environment for academic and personal growth. With air-conditioned lecturer rooms, technologically advanced computer centers & labs, seminar hall, conference room, auditorium & well-stocked libraries housing an extensive collection of legal and business resources, the institute ensures that students have access to the tools necessary for their intellectual development.

In addition, the exemplary track record in placement is a testament that we recognize that education is not just about acquiring knowledge but also about preparing students for successful careers. Our dedicated career services team works tirelessly to connect students with internship opportunities, and job placements at renowned law firms, corporate firms, and government agencies. Our alumni network, which spans the globe, is a testament to the doors that an education from GIBS can open.

As we look ahead to the next decade, we remain committed to our core values of excellence, integrity, and innovation. We invite you to embark on a transformative journey with us, where the intersection of business and law is not just a field of study but a gateway to limitless opportunities.

ACHIEVEMENTS AND ACCOLADES

- GIBS has been graded A by National Assessment & Accreditation Council in 2nd Cycle.
- GIBS has been rated A+ by State fee Regulatory Committee, a fee committee of Govt. of NCT of Delhi
- It has been rated highest grading A by Joint inspection Committee of Govt of NCT of Delhi & GGSIP University since 2013 till date.
- It has been rated Grade A by Academic Audit Cell of GGSIP University since 2011 till date.
- GIBS has also achieved 4 star ranking in IIC MOE ranking 2021.
- Also, GIBS has been rated as number 2 pan India by times Business School survey in 2021, 2019 and 2018.

VISION AND MISSION

Vision

- To prepare highly productive professionals in business management and other disciplines
- who can provide intellectual-emotional-psychological leadership;
- who have vision to design, develop implement systems & processes;
- who can add to national pride by research and innovation in their domain at national & international level.

Mission

- Provide an integrated learning experience stressing basic skill development, academic excellence, employable skill preparation and intellectual rigor;
- Promote overall personality development of students;
- Encourage research and excellence in all activities of teaching fraternity;
- Promote continuous improvement in processes and systems through innovative ideas and technologies;
- Nurture culture of novelty, equity, partnership and team spirit.

Quality Policy

- Design systems, processes and structure for quality & delivery;
- Develop culture to foster value proposition;
- Nurture leadership;
- Invest funds to sustain quality assurance.

Value Orientation

- Abidance to Law: To conduct all operations within the prescribed legal frame work, norms and standards;
- Ethics: Foster a learning environment that promotes responsible, principled and accountable behaviour among all members of the community;
- Integrity: Commit to practices that are fair, honest and objective;
- Student Service: Respond to inquiries, requests, and concerns in an appropriate and timely manner;
- Quality: Constantly endeavour to enhance quality and delivery with upgraded technology.

ORGANISED BY

Chief Patron

Shri R.N Jindal
Chairman

Patron

Shri Anirudh Jindal
Vice-Chairman

Chief Coordinator

Prof (Dr.) Vikas Nath
Director

Coordinators

Dr. Ekta Rastogi, Professor
Dr. B. K Yadav, Associate Professor

Faculty Coordinators

Prof. A S Ramnarayan | Prof. Abhijit Das
Prof. Urvesh Chaudhary | Dr. Nidhi Shrma

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