



IILM Academy of
Higher Learning



AICTE SPONSORED

INTERNATIONAL CONFERENCE

Future Trends in Business: Knowledge, Skills, Sustainability, Innovation and Technology (FTB-KSSIT)

27-29 July, 2023 | Virtual Mode

Conference Tracks

Marketing & Sales

HR & OB

Finance & Accounting

IT, Operations & Analytics

Publication Opportunity

- Selected Papers will be published in SCOPUS/UGC Care Journals
- All Accepted Full Papers will be published in an E-Book, with ISBN

Important Dates

Last date for abstract submission	: May 15, 2023
Intimation of abstract acceptance	: May 20, 2023
Last date for full paper submission	: June 15, 2023
Intimation of Acceptance after peer review	: June 30, 2023
Final Revised Paper & PPT Submission	: July 5, 2023

Registration Link: <https://forms.gle/njoEBYVuLc3bxkhRA>

 iilmconference@iilmko.ac.in

 **7860700633**

 <https://www.iilmko.ac.in/international-conference/>

Aim of the Conference

IILM Lucknow proudly announces AICTE sponsored International Conference on “**Future Trends in Business: Knowledge, Skills, Sustainability, Innovation and Technology (FTB-KSSIT)**” from July 27-29, 2023 in online mode. The conference aims at providing academicians, industry experts, research scholars and students with a research flair, a platform to discuss, present and develop new ideas on the adoption of sustainable practices, emerging technologies, and innovations by industries to achieve sustainable growth.

About IILM Lucknow

IILM Academy of Higher Learning, Lucknow, a renowned name in management education, established in the year 2004 under the aegis of the Ram Krishan and Sons Charitable Trust, New Delhi. The trust manages various premier institutions by the name ‘IILM’ in various parts of northern India. There are two Universities, in Gurugram; Greater Noida, and three standalone management institutions in New Delhi, Lucknow & Jaipur. The Lucknow campus offers two-year full-time PGDM and PGDM (Financial Management) Programs, both approved by AICTE, Ministry of Education, Govt. of India.

KEYNOTE SPEAKERS

Inaugural Ceremony



Prof. Himanshu Rai

*Director
IIM Indore*



Prof. S. P. Singh

*Vice Chancellor
Royal Global University
Guwahati*

Valedictory Ceremony



Prof. Sushil Kumar

*Professor
IIM Lucknow*



Prof. Riktesh Srivastava

*Associate Professor,
City University
Ajman UAE*

Sub-themes for the Conference

Academicians, industry experts, research scholars and students are invited to contribute their original and unpublished manuscripts on the following sub-themes but not limited to:

Marketing & Sales

- Digital Marketing
- Green Marketing
- Sustainable CRM
- Marketing Analytics
- Service Marketing
- Brand Management
- Marketing Strategy & Innovation
- Digital Marketing
- Marketing 4.0
- Sales & Distribution Management
- Marketing Technologies
- Advanced Sales Management
- Innovative Marketing Strategies
- Market-Challenger Strategies
- Developing new market offerings
- Integrated Marketing Communication

HR & OB

- Artificial Intelligence in HR Practices
- HR Analytics
- Green HRM
- Sustainable Talent Acquisition
- Workplace Spirituality
- Talent Management
- Sustainable Compensation Management
- Technologies in Recruitment Practices
- Technologies in Performance Management
- HR in Industry 4.0
- HR Practices in post-pandemic era
- Leading Millennials and Netizens
- Managing Virtual & Hybrid Teams
- Managing Gig Workers

Finance & Accounting

- Sustainable Finance
- Financial Innovation
- Blockchain Technology
- Cryptocurrency
- E-Governance and Sustainability
- Startups and Innovation
- Gig Economy
- Financial Analytics
- Sustainable Wealth Management
- Digital Economy
- Sustainability Accounting
- Financial Inclusion
- Micro-Finance and Sustainable Development
- Innovation in Capital Markets
- Entrepreneurial Finance
- Green Investing
- Investment Banking

IT, Operations & Analytics

- Green Manufacturing
- Smart Innovation & Technologies
- Sustainable Supply Chain Management
- Decision-Modelling
- Automation and Operational Efficiency
- Reverse Logistics
- Smart Logistics
- Internet of Things
- Service Operations
- Data Science & Analytics
- Data-driven Business Analytics
- Artificial Intelligence and Machine Learning
- Blockchain Security Models
- E-Commerce & E-Government
- New Product Design
- Lean & Six Sigma
- Project Management
- Supply Chain Analytics
- Quality Control

Paper Submission Guidelines

Academics, industry experts, research scholars and students are invited to contribute papers on topics related to the theme of the conference. All the paper submissions will be subjected to double blind peer review. The decision of the reviewers will be final and binding. To facilitate the review process, the author should adhere to the following guidelines:

- Abstract should not exceed 300 words and should contain title of the paper, authors' name, institutional affiliations, and keywords (upto 5)
- The maximum full paper length (excluding tables, figures and references) should not exceed 5000 words.
- The paper should be in Times New Roman, Font Size 12, with 1.5 line spacing.
- Authors should follow APA (Sixth Edition) style of referencing.
- Plagiarism should not exceed 10% to maintain the originality of the manuscript.

Criteria for evaluation of the manuscript

- Relevance: Is the topic relevant to the theme of the conference?
- Rigor: Depth & logical organisation of the literature review, and the conceptual framework.
- Originality: Does the manuscript add to the existing body of knowledge?
- Methodology: Does the paper utilise appropriate data analysis tools and techniques to achieve the objectives of the manuscript?
- Practical Implications: Does the manuscript highlight relevant discussion points for industry managers and policy makers?

Guidelines for PowerPoint Presentation

- Number of slides should be between 8-10 only.
- The slides must cover Introduction, Review of Literature, Methodology, Data Analysis, Findings, Managerial Implications, Recommendations and Suggestions, Limitations, Scope for Future Research, and Conclusion.
- All presentations will be done virtually.
- PPTs must reach us as per the specified date.
- Maximum time allocated for the presentation will be 10 minutes, including Q&A.

Abstracts, Full Papers & PowerPoint Presentations to be sent to:
iilmconference@iilmko.ac.in

Research Paper Award

- Best Research Paper in each Track will be awarded with a Commendation Certificate and a Cash Prize.

Registration Details

The registration link, along with the fee submission details will be sent with the Abstract Acceptance Email.

Registration Fee

S. No	Category	Registration Fee (June 10-July 15, 2023)
1.	Academicians/ Industry	Rs. 2500
2.	Research Scholars	Rs. 1500
3.	Student (UG/PG)	Rs. 500
4.	Foreign Delegates	USD 50

* Only Registered Participants will be given Participation Certificates.

Payment Details

- Bank: Kotak Mahindra Bank
- Account Name: IILM Academy of Higher Learning Lucknow
- Savings Account Number: 7113088680
- IFSC: KKBK0004620
- Branch: Defence Colony New Delhi

Publication Opportunity

- Selected Papers will be published in renowned SCOPUS/UGC Care Indexed Journals, as per the rules of the respective journals.
- All remaining approved papers will be published in an e-Book with ISBN.
- A maximum of three authors are allowed in each paper. Full paper should not be more than 10 pages including Abstract, Main Text, Tables, Figures and References.

Participation Certificate

- Certificates will be given to only duly registered candidates.

External Advisory Board

- Dr. Arshi Naim, Quality Program Head, King Khalid University, Saudi Arabia
- Dr. Prakash Singh, Professor, IIM Lucknow
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For Queries, please call:

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