



**Two day International Conference**  
**‘Society and Business in the New Millennium’**  
**Jointly Organized by ICFAI Business School, Kolkata**  
**and**  
**Lincoln University College, Malaysia**  
**12<sup>th</sup> and 13<sup>th</sup> April, 2019**

Human history has witnessed and been shaped by three revolutions, namely the Cognitive, the Agricultural and the Scientific. These revolutions have ensured the supremacy of the Homo sapiens over the other species. These revolutions could create and connect ideas which did not physically exist and thus enable mankind to think about Religion, Capitalism and Politics. Human beings could build robots and even envision immortality. This is the story of Homo sapiens’ success on earth.

But at the same time, mankind seems to have entered into an Age of Unhappiness. While cultures across nations are converging to become one, there remain significant internal inconsistencies.

Bourgeoning pollution, rising Gini Coefficient (high level of disparity in distribution of income), challenged democracies and increasing violence compel mankind to introspect.

All through history, Business and Society have had symbiotic relationships. Successfully adapting and imbibing various concepts from different branches of social science, business has empowered the human race to grow and to innovate.

It is our endeavour to focus on the contributions of various streams of business and social sciences in the changing and challenging new millennium, the age when artificial intelligence is waiting to replace human intelligence and forcing mankind to look beyond the frontiers.

## Conference Plan:

Venue: ICFAI Business School (IBS) Plot # Y1, Block EP, Sector-V, Salt Lake, Kolkata-700091. Phone: 033 2357-7125/6576/7, Visit our Website: <http://ibsindia.org/>

12<sup>th</sup> April, 2019 : Inauguration and Keynote address: 5 P.M

13<sup>th</sup> April 2019 : 7 Parallel Technical Sessions: 10 A.M onwards

The conference invites papers on the following tracks

1. Business in the New Millennium - covering
  - Human Resource and Business
  - Marketing and Business
  - Finance and Business
  - Technology, Analytics and Business
  
2. Social Science in the New Millennium Covering
  - Economy and Development
  - Politics and Society
  - History and its Relevance

Participants may send abstract and full paper to this email id [ibskconference@gmail.com](mailto:ibskconference@gmail.com)

Last date of submission for abstracts: 17<sup>th</sup> March, 2019

Last date for submission of final papers: 31<sup>st</sup> March, 2019

Those willing to be associated with the conference as a sponsor, co-sponsor, knowledge partner or exhibitor, please write to Prof Durga Sinha, [durgas@ibsindia.org](mailto:durgas@ibsindia.org)

Accommodation: If you need any assistance to get accommodation in Kolkata, please contact Mr. Jayant Kumar Jena, [jayantakumar.jena@ibsindia.org](mailto:jayantakumar.jena@ibsindia.org)

**Registration fee:**

Students and Research Scholars	: Rs 1000/-
Delegates from Academic Institutions / Industry	: Rs 1500/-
Foreign Delegates	: \$50

Virtual presentation: Arrangement for virtual presentation would be made, if requested, through Skype.

**Conference Chairman:** Dr. Ajay Pathak, Director, ICFAI Business School, Kolkata,

**Joint Convenors:** Dr. Krishnendu Ghosh +91 98300 27589

Prof. Kumar Satyaki Ray +91 9831026728

There will be awards for Best Paper from each Track

**Publication of Conference papers:** Selected papers will be published in a reputed journal after proper review