

Best Paper Awards

The "Best Paper Awards" will be given to the studies which will be selected by the committee among the presented papers. Study's relevance to the conference's scope, its scientific contribution, and writing / presentation style will be considered in the evaluation process. The "Best Paper Awards" will be given for each discipline/ track.

Publications

All the accepted papers will be published in ABDC/ SCOPUS/ UGC CARE listed journal(s) depending upon the registration category of delegate.



Registration Fee

For Participation	Registration Fee	Publication	Registration Fee
Researchers / Academicians	1000 INR	ABDC	15550 INR
Students	500 INR	SCOPUS	8500 INR
		UGC CARE	3000 INR

Guidelines for Submitting Abstract/ Paper

- Paper submitted should be an original and unpublished work. Any paper submitted which is identical or substantially similar work already published or under review for another Conference or Publication, will not be considered.
- Author(s) must submit an Abstract of 250-300 words with 5-7 Keywords.
- Title Page: Title, Author(s), Affiliation(s), Contact Details | Font: Times New Roman; Size: 12 points; Spacing: 1.5; Format: Microsoft Word (*.docx).
- Abstracts and papers must be written in accordance with the 6th Edition of American Psychological Association (APA).
- The recommended length of the research paper should be between 3000- 5000 words. Tables, illustrations, charts, figures etc. should be serially numbered and duly acknowledged.

Important Dates

Last Date for Abstract Submission	: 31st March 2021 (Wednesday)
Last Date for Communication of Acceptance of Abstract	: 2nd April 2021 (Friday)
Last Date for Full Paper Submission	: 10th April 2021 (Saturday)
Last Date for Communication of Acceptance of Paper	: 12th April 2021 (Monday)
Last Date for Registration and Payment of Fees	: 10th April 2021 (Saturday)
Last Date for Camera Ready Paper Submission	: 17th April 2021 (Saturday)
Online Conference Dates	: 23rd & 24th April 2021 (Friday & Saturday)

About Chandigarh

One of the youngest cities in India, Chandigarh, was born after independence, fulfilling the requirement for capital for the new Indian Punjab post-independence. Being one of the few cities in India that was drawn on paper before being crafted from the earth, Chandigarh has an architecture that is a world-renowned and unparalleled quality of life. An urban showpiece, Chandigarh, has open and clean gardens, a serene lake-side park, a collection of Le Corbusier buildings that attract tourists and architects from across the globe, a captivating folk-sculpture Rock Garden, etc. There are a number of places to hang out and relax after a tiring day at work or absorbing study sessions. Chandigarh Group of Colleges, Jhanjeri is located in the vicinity of Chandigarh and this provides an opportune learning environment for students here.

About Faculty of Management

The Faculty of Management (FOM) at CGC, Jhanjeri, Mohali was established with a vision of shaping our young leaders to meet the qualitative requirements and needs of corporate and industrial houses all over the world with a very clear perspective of becoming an academic institution that is responsive to the requirements of the new age corporate world. Our institution sets a benchmark to help shape up young students into professionals for touching the highest zeniths in their professional growth. We have set for ourselves the goals of a consistent flair for innovation & the ever increasing capacity for adapting to changes in the business scenario.

About Chandigarh Group of Colleges

Chandigarh Group of Colleges, established in 2001 is superlative in giving professional education to students from all corners of the country. The success of CGC encouraged the group to start its latest and as such the most modern campus at Jhanjeri in 2012. This campus possesses an excellent infrastructure and top ranking facilities and is flourishing into a campus of choice among the students not only from Punjab but from all parts of India and abroad. It has gradually developed into a present day's healthy challenging environment with state of the art facilities. Students at CGC are guided by an experienced group of faculty members who are alumni of IITs and other top institutions of the country. CGC has emerged to be a leader in unique teaching methods, path breaking research and grooming personality of the students.

Scope of Conference:

The two days virtual conference aims to highlight the various emerging issues of ecological imbalance on the economies and the plausible solutions showing the sustainable transformation of global environment post Covid-19. This conference will bring together industry leaders, entrepreneurs, academicians and researchers from around the world to assess what businesses and societies in particular can do to rise to the challenge. The societal thrust calls the emergence of such a global transformation of economies in today's ever dynamic environment and the conference will help in getting the insights of the ecological imbalance and thereafter transformation of economies as a solution from various perspectives. For details visit <http://cgc.ac.in>

Registration Fee Payment Details

Registration fee as stated above can be paid on <http://cgc.ac.in/international-conference-2021/> or through NEFT/Online transfer to:

BANK NAME	: PUNJAB NATIONAL BANK
BANK ACCOUNT NAME	: CGC TECHNICAL CAMPUS FACULTY OF MANAGEMENT
ACCOUNT NO.	: 4582000100010720
IFSC CODE	: PUNB0458200

Committee:

Conference Organizers

Conference Chief Patron S.Rashpal Singh Dhaliwal President Chandigarh Group of Colleges		Conference Patron Dr. Ajay Sharma Vice Chancellor Punjab Technical University		
Conference Director Dr. Jaskiran Kaur Director Management Chandigarh Group of Colleges		Conference Chair Dr. G.G. Sastry Campus Director Chandigarh Group of Colleges		
Conference Convener Dr. Noha Singh Associate Professor (Ph: 978-544550) (E: noha.n@gmail.com)	Conference Convener Mr. Anshul Pardesi Associate Professor (Ph: 99147-20022) (E: anshul.p@gmail.com)	Conference Co-ordinator Dr. Rajinder Kaur Associate Professor (Ph: 8560182651) (E: rajinder.kh@gmail.com)	Conference Co-ordinator Dr. Arshan Kler Associate Professor (Ph: 9451018331) (E: Arshan.k@gmail.com)	Conference Mentor Dr. Vilas Verma Dean Research & Development
Organizing Committee Dr. Saurabh Sharma Mr. Sachin Soodan Ms. Neha Sharma Ms. Tanya Sharma Dr. Pooja Dhawan		Dr. Komal Bharadwaj Dr. Ravi Gaur Dr. Navdeep Kaur Dr. Kirsi Ms. Ishpreet Kaur		Ms. Ashwarya Sharma Ms. Maureen Kaur Ms. Umang Ms. Anita



Chandigarh Group of Colleges, Chandigarh, Skindol Road, Jhanjeri, Mohali-140007, Ph: 466
 General Helpline: 0160-5945300, 84377-04444
 Admission Helpline: 0160-5945311, 84376-04444 | Fax: 0160-5945322
 E-mail: admissions@cgc.ac.in
 For Further Details Log on to: www.cgac.ac.in
 Toll Free: 1-800-275-0444

Facebook: [ChandigarhGroupOfCollegesJhanjeri](https://www.facebook.com/ChandigarhGroupOfCollegesJhanjeri)
 Instagram: @cgcjhanjeri | WhatsApp: @cgcjhanjeri

www.cgac.ac.in

Call for Papers

Original research contributions are invited from the Researchers, Academicians and Industry experts from the field of Management, Computer Science, Computer Applications and Information, Technology across the world. Research papers, should present novel perspective within the general scope of the conference. Contributions can be submitted on the link <http://cgc.ac.in/international-conference-2021/>. At least one of the authors of each accepted paper must register for the conference and present the paper online in the conference.

Track 1 : Marketing

- Digital Marketing Strategies
- E-Commerce: Planning & Execution
- Buzz Marketing
- Ethical Issues in Advertising
- Marketing Analytics & Marketing Metrics
- Changing Context of Consumer Behaviour
- Entertainment Marketing
- Marketing in SMEs
- Rural Marketing
- Branding of Professional Services

Track 2 : Human Resources

- HR Analytics
- Strategic Recruitment
- People, Process and Performance
- Organizational Learning
- Spirituality in Organizations
- Employee Happiness
- Talent & Career Management
- Stress Management & Psychological Aspects of Workforce
- Managing Diversity at Workplace
- Performance Management System

Track 3: Business Analytics & IT

- Predictive Analytics
- Big Data
- Internet of Things
- Artificial Intelligence
- Green & Agile Product Development
- Machine Learning
- Data Mining
- Business Intelligence
- Analytics
- Data Sciences Issues in IT

Thematic Areas and Subthemes of the Conference

The Conference thematic areas and sub-themes have been designed to identify ecological issues and challenges in order to find the innovative solutions for the betterment and development of the society. The conference aims to offer the best solutions that provides an efficient, sustainable and positive ecological change or solution for the various ecological issues.

Track 4: Finance & Accounting

- Goods & Service Tax – Opportunities and Challenges
- Demonetization and its Impact on Indian Economy
- Digital Economy : Financial Implications
- Financial Informatics
- Microfinance
- Advances in Accounting software
- Managing Business Risk and Performances
- Green Accounting
- Internal Control and Auditing
- Financial Literacy & Inclusion
- Web-based Financial Reporting

Track 5: Operations & Logistics

- Operational Challenges in E-commerce
- Mathematical Modeling
- Supply Chain Management
- Logistics Management
- Sustainable Operations Management
- Quality Management
- Project Management
- Advances in Inventory Management
- Lean Management & JIT
- Behavioral Operations Management

Track 6: Economic Policy

- Global Trade-war
- Make in India
- Start-up India
- Digital India
- Skill India
- Rural Entrepreneurship
- Smart Cities Initiatives/International Economy under Globalization
- FDI & FII : National Growth Perspective
- Privatization and Disinvestment of PSUs
- Tax Reforms and Ease of Doing Business

Track 7: Business Ethos, Corporate Governance & Corporate Social Responsibility

- Emerging Corporate Governance Landscape
- Corporate Governance and Sustainability
- CSR and Social Entrepreneurship
- Global Corporate Governance Scenario
- Business Ethics
- Value Based Management
- Corporate Social Responsibility Driven Innovation
- Electronic Initiatives in Corporate Governance

Track 8: Social & Environmental Sciences

- Sociology: Concepts and Practices
- Horizons of Interest: Agenda Setting in the Social Sciences
- Research and Knowledge in Action: The Applied Social Sciences
- The social sciences in the applied sciences and professions
- Health and the Environment
- Environmental Governance
- Research Methodologies involving "Human Subjects"
- Geographical Perspectives on Spaces and flows



CGC TECHNICAL CAMPUS
FACULTY OF MANAGEMENT

JHANJERI, MOHALI

in collaboration with
Faculty of Business & Accountancy,
Lincoln University College, Malaysia



organizes

3rd International Virtual Conference

"THE ECOLOGY OF NEW ECONOMY POST COVID-19"

23rd & 24th April 2021