

**Department of Management, North-Eastern Hill University,
Tura Campus, Meghalaya, India**



and

The North Eastern Management Association (NEMA), India



Jointly Organize the
International Conference
on the theme
**“Contemporary Issues in Business, Management and Social Sciences in
the era of Artificial Intelligence”**

(20th & 21st June 2024)

Venue: Conference Hall, Department of Management, NEHU, Tura Campus

Important Dates:

Last date for Submission of Abstract	25 th April 2024
Notification of Acceptance	30 th April 2024
Submission of full paper	15 th May 2024
Registration (on or before)	25 th May 2024

About the Conference:

The business environment, management system, business models across industries and social sciences disciplines across the globe has disrupted and changed significantly in the last decade particularly after widespread application of Artificial Intelligence (AI). AI enables the companies to introduce the innovative ways of solving the complex business problems. The industries have shown a substantial growth with new AI driven business models which enhance the productivity of every business, reduce operational costs, grow revenue and enhance the overall customer experience. It has created a new business ecosystem that creates opportunities for new startups particularly digital startups which have grown manifold in the last few years. The companies have also adopted the AI enabled new management system that facilitates the smooth conduct of the business. Other than business environment, AI has also brought a tremendous influence on the social sciences disciplines that enhance the quality of social as well as economic life of various stakeholders. In this scenario, the North Eastern Management Association (NEMA), India in collaboration with Department of Management, North-Eastern Hill University (NEHU) aim to have deliberations on multiple perspectives by bringing together academia, industry as well as practitioners during the proposed International Conference on “**Contemporary Issues in Business, Management and Social Sciences in the era of Artificial Intelligence**” during 20th and 21st June 2024. The main objective of the conference is to have deliberations from scholars and industrial experts from business, management and social sciences disciplines that will help in analyzing and understanding the evolving business and social environment effectively. The outcome of this conference is to propose few feasible and realistic business models and strategies that will be beneficial to the industries and policy makers in making the industries, economies and society more vibrant.

About Department of Management, North Eastern Hill University (NEHU), Tura Campus:

The Department of Management, North Eastern Hill University (NEHU), Tura Campus was established with an objective to provide the students with an appropriate combination of conceptual framework and practical insight into managerial challenges and business opportunities for grooming entrepreneurial initiatives. Its unique feature of Financial Autonomy has been facilitating to make synergy with Doyens of Management and professionals across the Premier Institutions to bring an integrated approach from International, National and Regional perspectives. The MBA programme is a full-time course with an exhaustive course curriculum, regular industrial visits, winter internship, regular interaction with industry experts and visits to rural enterprises for exposure to Indigenous knowledge and systems. Our unique learning methodology includes learning case studies, group discussions, debates,

seminars, business games, role plays, self-managing team, and venture creation projects.

Department has its own library with 750 titles (several of them multiple copies), 26 journals and magazines and requisite staff. Besides, it has its own V-SAT Internet connection for students and faculty for updating their knowledge at par with their contemporaries across the globe. Computer Lab has 20 PCs installed. Faculty members are provided with Laptops.

About North Eastern Management Association (NEMA):

The North Eastern Management Association (NEMA), which came into being on 21st May, 2016, is a non-political, non-partisan, voluntary regional management association with national and international perspectives. This is a cohesive group of management experts, economists, business community, business and management researchers, technologists etc, with multifarious objectives such as- to serve as a forum for the exchange of ideas, experiences; collection and dissemination of information on management, business, trade, and commerce; to promote the research and consultancy activities; and to bring coordination in the Business Management curriculum at national level. Any person/institution interested in the study of business management, trade and commerce, and economic issues of the firms and issues subscribing to the objectives of the Association can be member of the NEMA. Members of NEMA are presently drawn from the eight North Eastern States but membership to NEMA is also open to all the interested individuals/institutions from all over the world. The core activities of NEMA include organization of seminars, conferences, workshops, and meetings; promotion of research; providing technical assistance and consultancy to the clientele world and publication of books, journals and periodicals, etc.

The North Eastern Management Association (NEMA) was incorporated as Section 8 Company on 19th April 2023 as per Sub- section (2) of Section 7 and Sub- section (1) of Section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014. The Corporate identity Number of the company is U898900MN2023NPL014841.

Aim and Objectives of North Eastern Management Association:

- To undertake, promote, co-ordinate and collaborate in the study of managerial problems and issues in India with special emphasis on North East India.
- To provide a common platform for interaction of ideals and exchange of experiences among the scholars.
- To contribute in promoting an atmosphere conducive for research through dissemination of information and knowledge.

- To contribute in promoting technical competence for teaching and research in the field of business management and its allied subject covering trade and commerce, economics, tourism and hospitality management, entrepreneurship, international business, strategic management, social and cross cultural studies etc.
- To undertake any other activities in furtherance of the course of the association as per the changing paradigm of the business and managerial world

Conference Sub-Themes

a) Policy, Strategy & Governance

Inclusive and Equitable Economic Growth
 International Business Strategies
 Strategy creating Competitive advantage
 India's Act East Policy & impacts on Business
 Regional Integration & policy implications
 Behavioural Corporate Governance
 Corporate Governance; Mechanism and Practices
 Strategy creating Competitive advantage

b) HR and Change Management

Human Capital Management
 Resilience & Well-being
 Organisational Transformation
 Culture aspects in business
 International Human Resource Management
 Emerging organisational structures
 New Leadership Models
 Emerging Business Models
 Change management in dynamic business environment

c) Marketing and Finance

Transformation of financial system for green economy
 Financial intermediaries in sustainable economies
 Innovations in financial services
 Behavioural finance
 Challenges and opportunities in International Marketing
 Green Marketing and Responsible consumerism
 Digital marketing
 Consumer behaviour
 Social Media marketing
 Branding strategy
 Customer engagement
 Marketing in real time scenario

d) CSR, Sustainability & Supply Chain

Business ethics in sustainable development
Sustainability Reporting
Solar and other sustainable energies for future
Sustainable financial regulatory framework
Business practices in Non-profit organization
Innovation, strategy and CSR
Contemporary CSR strategies
Global Reporting initiatives and corporate sustainability
Corporate Citizenship and Corporate Governance issues
Role of spirituality in sustainability, climate change and society
Sustainability Development Agenda 2030
Managing Forest and other natural resources
Managing water crisis in future
Supply Chain Management Practices
Value Chain Analysis
Gross National Happiness
Carbon Finance
UN SDGs

e) Entrepreneurship, startups & Tourism

Entrepreneurship, growth and competitiveness
Green Entrepreneurship
Digital Entrepreneurship/startups
Innovation and technological entrepreneurship
Social and community entrepreneurship
Tourism and sustainable development
Contemporary issues in tourism and hospitality industry
Managing indigenous cultures and livelihood through tourism
Eco Tourism and Community tourism
Agri Tourism
Virtual and e-tourism

f) Business Analytics, AI, ICT & Knowledge Management

Knowledge Management in knowledge economy
ICT in development practices
Green ICT for sustainability
Recent trends in ICT
Marketing Analytics
HR Analytics
Revenue Management
Analytics Leadership
Artificial Intelligence in Business

Submission Guidelines:

Author can submit their paper as an email attachment in doc or docx format at

drsunildroakoijam@gmail.com; secretarynema2016@gmail.com;
juahmednehu@gmail.com

- Length of full-length paper should be about 3000-6000 words.
- The entire paper (title, abstract, keywords, main text, figures, tables, references, etc.) must be in ONE document created in MS WORD (compatible mode). Please use Times New Roman font.
- Font size should be 16 point for title, and 12 point for rest of the text. Please provide margin of 1" on all sides. The text should be justified.
- References should be provided using American Psychological Association (APA) guidelines.
- Check that the paper prints correctly (i.e. all imported figures and tables are there) and ensure that the file is virus-free.
- Changes in the paper title, authorship and paper contents shall not be possible after the submission deadline.
- Submitted papers must not have been previously presented, published, accepted for publication anywhere.
- Submission of a paper implies that should the paper be accepted, at least one of the authors will register and present the paper in the conference.
- Last date of registration is **25th May, 2024**.
- Authors should provide their full name, current affiliation, and contact details on the cover page of their research paper.
- Kindly indicate the name of the corresponding author in case of two or more authors. All conference related mails will be addressed to the corresponding authors.

Conference Publication:

The peer-reviewed conference papers will be published in the Book Proceedings (Full Paper) bearing an International Standard Book Number (ISBN) by a reputed National Publisher. Based on Editor's review, few selected papers may be published in the UGC CARE listed journals.

Registration for the Conference

Indian Nationals

Faculty/Paper Presenting Authors/Delegates (Non-NEMA Members/NEMA Members)	INR 3000/2000
Students/PhD Candidates presenting paper (Non-NEMA Members/NEMA Members)	INR 1500/1200
Non-Presenting participant	INR 1000

Foreign Nationals

Faculty/Paper Presenting Authors/Delegates	US\$ 200
Students/PhD Candidates presenting paper	US\$ 100
Non-Presenting participant	US\$ 50

**The Registration fee includes the Conference Kit, light refreshment, lunch, certificate and Indo Bangladesh Border visit only.*

***** The organising committee will arrange the Indo Bangladesh Border visit on 22nd June 2024 for the participants. Those participants requiring accommodation can be arranged in the NEHU, Tura Campus Guest House on request but on payment basis.**

*****Payment for the registration for the Conference should be made to the account of NEMA given below. Registration is compulsory for all the participants of the conference. If a paper has more than one author, then all the authors need to register separately by paying the fee and filling up registration form separately. The registration should be done by filling up the online registration form (google form link provided below) and paying the registration fee. Once the payment has been made, the payment reference no./ID should also be emailed to drsunidroakoijam@gmail.com; secretarynema2016@gmail.com**

Online registration form link (google form link):

<https://forms.gle/bkZBo3xhchFB63Kx5>

Account Name: North Eastern Management Association (For Indian Nationals)

Bank: State Bank of India (SBI)
Branch: Manipur University (MU)
Account no: 20512944868
IFSC Code: SBIN0005320

Organising Committee

Chief Patrons	<p>Prof. P.S. Shukla, Hon'ble Vice Chancellor, NEHU</p> <p>Prof L. Shashikumar Sharma, Chairman, NEMA</p>
Patrons	<p>Prof. Sujata Gurudev, Campus Director, NEHU, Tura Campus</p> <p>Prof. W.C. Singh, Director, NEMA and Registrar, Manipur University</p>
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