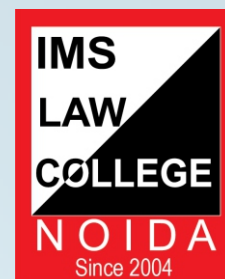




ims noida

INSTITUTE OF MANAGEMENT STUDIES

Recognised by UGC & Affiliated to CCS University, Meerut
GRADE 'A' INSTITUTE BY UGC-NAAC



Under the aegis of Internal Quality Assurance Cell (IQAC)

IMS-Noida

in association with

Center For Digital Future, Annenberg School of University of
Southern California

International Institute of Influencers, Oman, and Vision Digital India

organizes

7th International Conference on GDKP

Innovation and Index Reality: Birth of Covid-nomics

(With Special Emphasis on New Metrics for the Wealth &
Health of a Nation catalyzing Gross Domestic Knowledge Product (GDKP) of India)

(ICIIR-2022)

Patrons:

Shri. Rajeev Kumar Gupta, President, IMS-Noida

Smt. Shilpi Gupta, CMD, IMS-DIA

Chief Convener:

Dr. Manju Gupta, Dean Academics

Date:-

25-26 March, 2022

Venue:-

IMS- Noida

About the Institute

IMS-Noida runs under the aegis of the IMS Society, a nonprofit making body constituted in 1996 by a group of leading academicians and corporate visionaries. It is a NAAC 'A' grade institute, recognized by University Grants Commission (UGC), MoE; affiliated to AKTU, Lucknow for PG programmes in management and IT and to the CCS University, Meerut for UG programmes in management, IT, Law and Journalism & mass communication.

IMS-Noida has completed its 23 years of imparting professional education par excellence and has organized various national and international conferences workshops, seminars, and has a wide exposure of collaboration with the esteemed industries. With a radical, cutting-edge curriculum, infrastructure, teaching methodology, and industry interface, the institute is focused on creating students ready for whatever is next.

IMS-Noida heartily invites you to the **7th International Conference on Innovation and Index Reality vis-à-vis Birth of Covid-nomics (With Special Emphasis on New Metrics for the Wealth & Health of a Nation: Gross Domestic Knowledge Product of India)** (ICIIR-2022)

About The Conference

The major goal of the International Conference **ICIIR-2022** is to bring together Scientists, Academicians, Corporate Delegates, Professionals, Researchers, and Industrialists from various disciplines and streams to exchange, deliberate and discuss their rich and invaluable experiences and knowledge in order to facilitate research and interdisciplinary collaborations with a focus on Multidisciplinary Innovation in Academic Research.

The objective of the conference is to keep stakeholders up-to-date on new advances and emerging dimensions in the areas of Management, Law, Journalism and Information Technology apart from various other disciplines.

The conference intends to be a converging confluence for the prospective participants to engage in, interact with and discover myriad phenomena of innovations taking place around the world and expanding the frontiers of novelty and newness in various disciplines. As the innovation is the final outcome of the process of research hence through research paper presentations and insightful and enlightening addresses, the researchers and the luminary-speakers are expected to cast light on the unexplored territories of innovations, demonstrate and showcase the existing best global practices and products surfacing their presence in different scenarios and having real-life applications in almost all walks of life if it is made a sweeping generalization. It will further provide an opportunity to imbibe the shared-ideas as it is believed that the well-evaluated critically designed proposals have the transformative potential for future applications in making life easier and more comfortable for an individual.

Thus, the main aim of **ICIIR -2022** is to provide an ecosystem for the researchers to discuss and sharpen the ideas which can potentially be converted to be the cradling course of life.

Tracks & Sub-themes of the International Conference

The plenary and technical sessions will be organized during the Conference under the following sub-themes:

Management

- Start-ups and its Funding
- Bitcoin, Crypto, and Digital Currency
- Financial and Emerging Markets Financial Institutions and its Implications
- Microfinance and Rural Development
- Global Economy in Financial Crisis
- Emerging Trends of Marketing and Operations
- Innovative Supply Chain Management
- Innovation and Ethical Issues in Business
- Industrial and Integrated Social Marketing
- Global Marketing Practices and its Social Concern
- Social Responsibility & Digital Platforms
- Tourism and Green Marketing
- Learning Organization and Industry
- Embracing Change and Transformation
- Organizational Behaviour and Diversity
- Global Strategy and Innovative Practices
- Work Life Balance and Stress Management
- Trends in Talent Management Challenges of Ethical Issues in Digital Era
- Entrepreneurship and Sustainability

Technology

- Data Science and Artificial Intelligence in Social Media
- Artificial Intelligence as a Revolution of Innovation
- Over Arching AI Landscape in Foresight
- AI enabled Social Media platforms : Strategies & Trends
- Automated tools and Environments
- Innovative Browsing and Navigation Techniques and Tools
- AI Enabled Collaborative Learning and Working Ethics
- Redefinition of Computer-Based Training and Teaching
- Disruptive Content mark-up Languages
- Innovative Mass Online Open Course
- Distributed Computing and where ahead
- Emerging Electronic commerce
- Innovation of Heterogeneous Information Sources
- Internet and Emerging Web-based Applications
- Database and Information Systems Support for Cooperative Work
- Emerging Data Mining and Warehousing Tools
- Interoperability and Heterogeneous Information Systems
- Multimedia Database and Information Systems
- Object-Oriented and Object-Relational Databases

- Immersive Learning with Augmented Reality/ Virtual Reality/ Mixed Reality
- Learning and Teaching with Blended Learning
- Flipped Learning: Effective tools and approaches
- AI enabled Social Media platforms : Strategies & Trends
- Cyber Complacency
- IOT(Internet of Things) Technology
- Machine Learning and Deep Learning
- Natural Language Processing
- Soft Computing and Neural Networks
- Collaborative Commerce
- M-Commerce, E-Commerce and E-Governance

Law

- Evolution of Innovative Practices in systems relating to Criminal Justice from the perspective of Jurisprudence in the modern world
- Role of AI in Justice Delivery Mechanism
- Importance of AI in the domain of legislations
- Impact of technology and AI in the Indian Legal System
- Innovations in Law Firms and Legal Technology
- Disruptive innovations in delivery of legal services
- Evolution of new practices in functioning of executives

Journalism

- Journalism and Mass Communication
- Advertising
- Alternative and Community Media
- Asian Perspectives on Communication
- Communication and Culture
- Communication and Multi-Media Campaigns
- Communication Policy and Regulation
- Communication Technology and Digital Media
- Communication Theory and Methodology
- Communications
- Disaster Coverage in the Media
- Documentary Production
- International Communication
- Journalism
- Journalism Research and Education
- Magazine
- Media Industry Trends and Dynamics
- Media, Information and Communication Literacy
- Media, Climate Change and Environmental Studies
- Mass Communication, History and Society
- Mass Communication, Society and Globalization
- Media and Democracy

Registration Fee QR Code



***The list is not exhaustive, any other issues relevant with the Main Theme may also be Included.**

The Intellectual Pool

The Conference is expecting a huge number of scholarly participants from abroad as well as from the domestic turf, besides top-notched representatives for keynote speeches and session chairs. The participants are intended to be the innovators, entrepreneurs, disruptors, developers, evolvers, experts and policy makers from various Industries, Ministries, Educational and Research Institutions, Information Technology sector, and national international governing bodies.

How to Register?

Participants may register themselves by tapping on the given Link:
<https://forms.gle/gudrBNRuFcEThZao6>

Please send the scanned copy or the screen shot of the complete registration form along with the payment slip in the following Email ID: conference@imsnoida.com

Online payment mode: <https://imsnoida.com/payment/>

Registration fees include conference kits, abstract volume/ E- Compendium, participation certificate, tea, snacks and lunch for both the conference days.

- There will be no provision for spot registration.

- Research scholars and Students are requested to submit a scanned image of their valid ID Proof issued by their respective institutions at the time of mailing their application form.
- No T.A/ D.A will be provided to the participants.
- Information regarding accommodation for out station participants will be facilitated on request. For female participants, it may be arranged in the IMS girls' hostel. Since the rooms are limited, it would be provided on the first come first serve basis.
- Participants have to show the confirmation mail/message at the registration desk at the time of registration.

Important Dates

Last date for submission of Abstracts	10th March, 2022
Notification of acceptance of Abstracts	15th March, 2022
Last date for Submission of full-length paper	20th March, 2022

Call for Papers

Submission of Abstract & Full Paper

- Authors are requested to submit their original research contribution in the form of an abstract with specified subtheme, not exceeding 300 words with maximum 5 key words, 1.5 spaced, 12 fonts, Times New Roman, justified on both sides.
- The abstract must carry the author's name, designation, and affiliation, contact number with STD or ISD code and email id.
- The abstract must contain a brief introduction, objectives, methodology, database, major findings and keywords.
- After shortlisting of their abstracts, the author/s are to submit their full-length paper after getting the letter of acceptance of the abstract from the organizers. In that case the format of the full-length paper will be the same as the abstract.
- The full paper must not exceed 10 pages including all the tables, diagrams, maps, references, title and particulars related to the author(s).
- It is highly expected that the contributions should be authentic as per the research ethics of anti-plagiarism.

Both the abstracts and full papers have to be submitted to conference@imsnoida.com

APA 7th Edition Citation Style or as applicable to the respective streams.

Please share the Scanned copy of duly-filled registration form along with registration slip to conference@imsnoida.com or do the registration through below Google form link:

Publication

The abstracts and papers will be accepted after the process of review by an expert committee and on the basis of their recommendations; selected abstracts/papers will be published in the reputed International peer reviewed e -Journal **Manthan**.

Chief Convenor



Dr. Manju Gupta
Dean Academic
IMS Noida

Conference Advisors



Dr. Hari Krishna Maram
Chairman Vision Digital
India & CEO GDKP India
Initiative



Prof. Umberto Sulpasso
Inventor of Gross
Domestic Knowledge
Product model of
India (GDKP-India),
Senior Fellow Digital
Center for Future,
Annenberg School of
University of
Southern California

Invited Speakers

Eminent Resource persons from India and abroad have been invited to grace the conference and participate in deliberation and discussion.



Mr. Conal Creedon
Award-winning Novelist,
Playwright, Documentary
Film-maker & Adjunct
Professor University
College Cork. (Ireland)



Mr. W Patrick McPhilamy III
Renowned Lawyer,
Accredited Mediator and
Certified Arbitrator
(California)



Mr. Umar Faruk
Mr. Umar Faruk Kabir
Magistrate at
Judiciary (Nigeria)



Dr. Bootheina Mjoul
Associate Professor at,
ISLT- University of
Carthage (Tunisia)



Mr. Ricardo Sabates
Professor, Faculty of
Education, University of
Cambridge (England)



Ms. Marieta Safta
Associate Professor at,
Titu Maiorescu
University Bucharest
(Romania)



Mr. Paulo Moratelli
Psychologist &
Psychotherapist
Restorative Justice
Expert- serious crimes
(Brazil)



Dr (HC) Pramod Rajput
Member of Leaders Excellence
Harvard Square
Vertical Head & Sr Vice
President at Cadila
Pharmaceuticals Limited



Dr. GK Reddy
Chairman, Stayfit Health
and Fitness World Private
Ltd.



Dr. Sujata Singhi
Award Winning Author, Speaker,
Trainer, Educationist, Master NLP
Trainer
Founder of Divine Soul Sound
& Specialised in Business
Leadership.



Dr. Shama Hussain
Founder & CEO
International Institute of
Influencers (Oman)



Dr. Parin Somani
Independent Scholar,
Academician, World
Record Holder



Mr. Himanshu Agarwal
Senior Vice President
International Markets,
Zydex Industries Pvt Ltd



Dr. Venketshwar Reddy
Associate Vice President
(Marketing), Nu Tech
Biosciences Inc.



Dr. Manivanan Saman
Dean and Development
Director, STI Myanmar
University



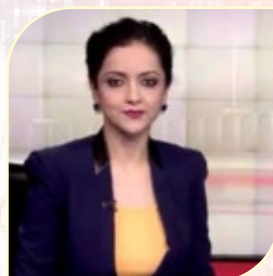
Dr. P Shrinivas Rao
Director
Firebird International
Business school
Coimbatore



Dr. Dewakar Goel
Ex. General Manager at
Airport Authority of
India



Mr. Bikram Nayak
Head Human Resources at
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Ms. Smriti Rastogi
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Consultant & Producer
at Rajya Sabha Tv



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Dr. Preeti Adhav
Founder-CEO :Monks-
learning lab . Vice
President : India- South
Korea Business Council
WICCI



Dr. Orly Lobel
Professor, University of
San Diego,
Author & Speaker from
(United States)



Ms. Jennifer A. Errington
Founder & Managing
Partner, Errington Law
Firm, PLLC
North Carolina



Dr. Youna Lyons
Expert on Law of the Sea
& Marine Sciences
Chair of the ACOPS
(Singapore)



Dr. Peter Stone

UNESCO Chair in Cultural
Property Protection and Peace
at Newcastle University (UK)
and President of the Blue
Shield



Mr. Chjiioke Nnanna Ibeku

Lawyer, Certified Mediator,
Counselor, Author and
fellow of Chartered
Institute of Auctioneers



Tuba Kizilkan

ELT Professional NLP
Practitioner &
Mind- mapping Instructor
from Turkey



Dr. Cathy Andrews

Communication Coach



Dr. Rosie Burbidge

Renowned Intellectual
Property Lawyer &
Author



Dr. Graham Perry

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Australasia at BWH Hotel
Group



Ms. Lakshika Joshi

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Leadership
Capgemini Engineering,
Capgemini Group



Mr. Edgardo Zampa

Food Anthropologist and
Food Design Thinking
Expert

* Yet to be confirmed

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Smt. Shilpi Gupta, CMD-IMS-DIA

Chief Convener:

Dr. Manju Gupta (Dean Academics)

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Prof. Govind Prasad Goyal
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Prof. Mini Verma
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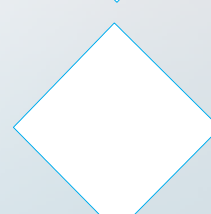
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