



APEEJAY

Apeejay School of Management

15th National Conference on Contemporary Management and Research (NACCMAR-2024)

Theme: "Innovation and Disruption in
Business Strategy"

Date and Day: 2 February 2024 (Friday)

Mode: Hybrid



Apeejay School of Management, Sector-8, Institutional Area,
Dwarka, New Delhi-110077. Website: apeejay.edu/asm/
Email: admissions.asm@apeejay.edu.

CONFERENCE TRACKS

Sub-Themes/Technical Tracks: The conference will be conducted in 5 parallel technical tracks focusing on:

- **Innovative Marketing Strategies**
- **Agile Human Resource Management**
- **Financial Evolution through Innovation**
- **Optimized Operations, Supply Chain, and**
- **Sustainable Business Innovation**

The authors may submit their entries for participation, in any one or more of the above technical tracks. The entries will be selected for the final presentation based on the relevance with the main theme and the quality of research work.

IMPORTANT DATES

Abstract Submission Last Date : 30 December 2023

Decision on submitted abstract : 7 January 2024

Registration and Submission of full paper : 15 January 2024

Conference Date : 2 February 2024

REGISTRATION DETAILS

At least one author of the selected paper must register (to be included in the presentation schedule) on or before the last date of registration mentioned above. After the payment of registration fees, the authors must fill in their details on the registration link provided below.

Registration Amount: ₹ 1,500

Registration fees include a conference kit. (Non-refundable).

Registration Link: <https://forms.gle/ssT9KmQ8W69yNXSr7>

PAYMENT DETAILS

**Apeejay School of Management,
Punjab National Bank
Najafgarh Road, Palam Village, New Delhi.
SB A/C No. 04642010058430
IFSC- PUNB0046410**

ABOUT APEEJAY SCHOOL OF MANAGEMENT

In its endeavour to establish a truly international level Centre of Excellence in Management, the Apeejay Education established the Apeejay School of Management (ASM) in 1993. ASM strives to develop competent and relevant manpower for the twenty first century needs of trade, business, and industry. The school supports various programmes for enhancing the potential of individual students, enriching human values, upholding the Indian value system, all acting in union as a vehicle for growth at the national and international level, thereby making it a “student driven” institute of higher learning.

ABOUT NACCMAR 2024

The National Conference on Contemporary Management and Research 2024 (NACCMAR 2024) aims to provide an intellectual platform for academicians, scholars and industry experts for exchange of ideas and discussion of best practices for mutual benefit. The theme for this year’s conference is ‘Innovation and Disruption in Business Strategy’. In the recent past, the world has been subject to unprecedented disruption in the form of Covid pandemic. The advent of Industry 4.0 and almost simultaneous advent of Industry 5.0 has led to large scale technological interventions in business and a simultaneous focus on human factors in all aspects. The increasing focus on sustainability of business operations adds to the list of deliverables in an organisation’s performance chart. It is impractical for an organisation to ignore these developments and therefore, necessitates innovation in strategies that make an organisation robust, resilient and sustainable while simultaneously ensuring technical advancement and an increased human touch in the entire value chain.

PAPER SUBMISSION GUIDELINES

Full papers submitted at the conference must contain original research that has not been previously presented or scheduled for presentation, published, or accepted for publication and if under review, must not appear in print before the Conference. All papers selected for publication will undergo a double-blind review process.

ABSTRACT SUBMISSION

- Submit your abstract and full paper at: nacmar.asm@gmail.com
- Mention "Abstract/ Paper submission for NACCMAR 2024 -Track Name" in the Subject section of the email.

ABSTRACT/ PAPER SUBMISSION GUIDELINES

- Please send the abstract of your paper in 400-500 words as part of the first round of the screening process by 30 December 2023.
- After reviewing the abstracts, authors will be invited to contribute a full paper. The decision on submitted abstracts will be communicated via email.
- The authors of accepted abstracts are invited to submit a full-length paper and complete the registration process by paying the registration fee.
- Maximum word limit for a full-length paper is 7000 words (including abstract, references, tables, figure captions, and annexure) and the last date of submission of the full article is 15 January 2024.
- The entire paper (title, abstract, keywords, main text, figures, tables, references, etc.) must be in one document (Word).
- The paper must include the following headings- introduction, literature review, data and methodology, findings, discussion and policy implications, and references.
- Authors should provide a brief biographical note indicating full name, affiliation, contact details, and short professional biography in a separate PDF/word file labeled as 'cover page.'

PUBLICATION OPPORTUNITIES

After the conference, the best papers of NACCMAR 2024 will be selected for publication in the following indexed journals, following each journal's policies. The corresponding author will be notified to submit the final version for further review. The selection process will consider both the quality of the author's presentation at the conference and the evaluation of the paper by reviewers. All papers submitted for publication consideration in these journals will undergo the journal's standard review and publication process. The current list of journals and books for publication includes:

- International Journal of Business and Globalisation, Inderscience Publishers (Scopus Indexed)
- World Review of Entrepreneurship, Management and Sustainable Development, Elsevier Publishers, (Scopus Indexed)
- The Empirical Economics Letters (C Category in ABDC List)
- International Journal of Technology Transfer and Commercialisation, Inderscience Publishers (EBSCO)
- Apeejay Business Review (Peer- Reviewed Journal)
- International Journal of Management Research (Peer- Reviewed Journal)
- Conference E-Proceedings (With ISSN Number)

FORMATTING GUIDELINES

Use Times New Roman font. Font size should be 16 points for the title and 12 points for the rest of the text. Provide a margin of 1.5" on all sides, double-spaced. The text should be justified. All the figures and tables should be pasted at the end of the paper (after references). Please write "Insert table- here" in the main text of the manuscript. References should be provided using the American Psychological Association 7 (APA7) Style.

CONFERENCE HIGHLIGHTS

- The best paper award will be given in each of the technical tracks.
- Participation certificates will be awarded to all registered authors.

CONFERENCE ORGANISING TEAM

Convenor : Dr. Shalini Vermani (Convenor) (9871993172)

Co-convenors : Dr. Pooja Chaturvedi Sharma (9811988668)

Prof. Ruchi Malik (9871814095)

Dr. Pragya Arya (9871511114)

For Further Information, Please Contact:

Email: nacmar.asm@gmail.com