



International Conference on 'Ongoing Research in Management & IT'

19TH - 21ST Jan 2023



INCON 2023 WILL BE HYBRID (ONLINE & OFFLINE)

In Association With



Knowledge Partner



WATCH INCON 2023 LIVE TELECAST

"Peer Reviewed Papers will be published in our in-house biannual referred Journal"

ASM BUSINESS REVIEW SPECIAL EDITION -

And Selected Papers will be published in Scopus Index/UGC Care Journal.

ASM GROUP OF INSTITUTES: IBMR | IPS | IMCOST | CSIT | GEMS | GJC



CENTRAL THEME OF INCON 2023 AND PRESENTATION TRACKS

The central conference theme is “Ongoing Research in Management Studies and Information Technology”. Through this theme, ASM’s INCON 2023 intends to capture a comprehensive outlook featuring various pragmatic areas from management and information technology through Research Conceptual Papers, Case Studies, Discussion Papers, Review Articles and more.

The main objectives of this conference is to provide platform to Researcher, Academician, Students, Industry person, foreign delegates to present and publish their original valuable research work to global congregation of participants.

Over the 3-days academic conference, participants belonging to various prestigious institutions and corporate houses will be presenting insightful research papers on trending ongoing innovative original research work to a jury comprising eminent personalities from academia and corporate.

RESEARCH PAPER PRESENTATIONS (HYBRID MODE: OFFLINE AS WELL AS ONLINE) WILL HAPPEN IN 7 DIFFERENT TRACKS AS PER THE SUBJECT/CONCEPTS AS BELOW

Track I : Marketing Management

Ongoing and trending research in the field of Marketing, Sales, Marketing Research, Marketing Analytics, Green Marketing, Digital Marketing, Space Marketing, Advertising, Marketing and AI, new technology in Marketing and all related topics will be discussed, presented and published in this track.

Track III: Human Resource Management

All ongoing research papers related to Human Resource Management and allied subjects will be presented in this track. The paper must include Human Resource Analytics, Payroll Management, Talent Acquisition, Competency Mapping, Automated employee skills inventory, new technology, recent tools and techniques adopted by Industry to uplift the Human Capital /asset of an Organization, Behaviorally Anchored Rating Scale in performance appraisal etc.

Track V: Information Technology and Data Science

All ongoing research papers related to Information Technology Management, Data Science and allied subjects will be presented in this track. The papers are expected from various domains and sub-domains of IT like Big data analytics, Sentiment analysis using Python-i.e. some topics of Data science & AI. Research papers which give new ideas, new concepts and solution to technical problems are expected in this track.

Track VII: Students Research Paper Presentation

A special track to encourage and motivate students. Students those are studying in MBA -II year and have completed their Summer Internship Project, they can be present research paper in this Conference as per the template of Research Conference.

Track II: Financial Management

Ongoing and trending research in the field of Finance like Digital Currency, Bad Banks, Technology in Finance, Security and privacy of data, Emergency of Fintech companies, Digital Transformation in Banking and allied sectors, rethinking the concept of money and all related topics will be discussed, presented and published in this track.

Track IV: Agricultural Business

All ongoing research papers related to Agricultural Business Management and allied subjects will be presented in this track. Researcher must cover latest happening of Agricultural Business Management, Future of Agriculture Business, Credit access and performance, Agriculture SME, Agriculture business Data analytics, Design of Experiments, Analytics Driving Business, import and export, food security, Sustainable Agriculture, Agriculture Finance, Which covers and contribute the growth and development of Agri business in Indian and International Context.

Track VI: General Management

Ongoing and trending research in all domain and sub domain of General Management will be included. All research papers that are not included in above tracks but related to Business Management and allied subjects will be presented in this track. General Management Papers which cover Organization Development, Change Management, Core Values and Business Ethics, Corporate Governance, Organizational Management, Entrepreneurship Development and Project Management will be presented in this track.

INTERNATIONAL CONFERENCE

On Ongoing Research
in Management & IT

The central conference theme is “Ongoing Research in Management Studies and Information Technology”. Through this theme, ASM INCON 2023 intends to capture a comprehensive outlook featuring various pragmatic areas from management and information technology. Over the 3 days of conference, representatives from academia and corporate will be presenting in-depth research papers to a jury comprising eminent personalities from academia and corporate.

This is a golden opportunity to learn from like-minded people, and industry peers & seniors. Participants will come face to face with new research techniques, best practices and methodologies while unearthing new insights from some of the sharpest minds from the industry and academic world.

Our previous International Conferences have been proven to be enormously beneficial for researchers in academic circles due to the immense value captured in 3 days, but also for a golden opportunity offered to participants to interact with leaders from Academia, Corporate & Government sectors.

In addition to this, our conferences have been serving as a vital tool for the decision-makers in the fields of academia, corporate houses, government undertakings and non-government undertakings, to come together and solicit solutions to the problems they're confronting.



"Highlights of Last Conference"



3 DAYS
CONFERENCE



300+ PAPER
SUBMISSION



300+ AUTHORS
PARTICIPATED



8+ INTERNATIONAL
PAPERS



7+ AGRICULTURE
MANAGEMENT
PAPERS



KNOWLEDGE
MANAGEMENT PAPERS
PAPERS



44+ MARKETING
MANAGEMENT
PAPERS



34+ INFORMATION
TECHNOLOGY
PAPERS



36+ HUMAN
RESOURCE
MANAGEMENT
PAPERS



57+ GENERAL
MANAGEMENT PAPERS



32+ FINANCE
PAPERS

CONFERENCE TOPIC

“We invite quality research papers in the field of ongoing research, recent trends, innovative methodology and experimental methodology in functional areas of the Global Business Management Environment. Your research paper may span over the themes and following sub themes of functional management areas preferably, but not restricted to only these themes and sub-themes. All other genuine, quality research papers in Global and National Business environments are welcome.”



RULES & GUIDELINES



Note: The authors should present original research work. Papers should be focused on new concepts, ideas, models and thoughts developed in global business management.

Research papers can be forwarded as Research Conceptual Papers, Case Studies, Discussion Papers, Review Articles etc. Authors should submit full paper including abstracts.

Video conferencing / Skype Presentation facility is also available for deliberations at conferences.

WHO CAN PARTICIPATE



PROCEDURE FOR PAPER SUBMISSION.

The submitted paper will be sent for a blind review. After review, based on the reviewer's comment author need to make corrections in the original manuscript and resend it again. Papers will be accepted strictly on merit as per the reviewer's comment. The author will receive confirmation of acceptance and registration. After registration, final acceptance will be carried out. All these peer reviewed papers will be published in a special conference edition of "ASM BUSINESS REVIEW - Bi-Annual Peer Reviewed Research Journal"

All Accepted papers will be published in INCON 2023 Edited Conference Proceedings in 5 volumes. Selected Papers will be published in Scopus indexed/ UGC Journal.

REGISTRATION FEES AND IMPORTANT DATES

REGISTRATION FEES

IMPORTANT DATES

Students	500/-	Conference	19 TH - 21 ST Jan 2023
Research Scholars, Academicians, Faculty Members (Authors can submit Two research papers in same registration fees)	2000/-	Last Date for Submission of Abstract	31 ST Dec 2022
Corporates, Industrial Consultants	3000/-	Registration Starts	1 ST Dec 2022
Foreign Delegates	USD \$100	Payment Details will be Conveyed with Paper Acceptance Letter	
Absentia / Skype	500/-	Last Date for Registration	31 ST Dec 2022
		Full Paper Submission	31 ST Dec 2022

Click here for Registration: www.asmibmr.edu.in/incon-2023

RULES AND GUIDELINES FOR RESEARCH PAPER PRESENTATION FOR PARTICIPATION

- Submit your papers to: incon@asmedu.org
- The subject line should include areas such as Finance, Marketing etc.
- Single column format, Font: size 12, Times New Roman, 1.5 spacing, only MS-Word format
- Rich Text and PDF formats will not be considered for submission
- Use Harvard referencing styles for references and citations
- Maximum length of papers: 10 pages including references. All graphs, tables & diagrams should be in bpm formats inserted in the MS-Word Document
- The first page should contain the author's details (Title of Paper, Name of Authors, Contact Details i.e. Email ID and Contact Numbers, Affiliations to the industry or institution & Name of the Country)
- Abstract should not be more than 200 words and should have 3 to 4 keywords
- Provide a list of references used in papers
- Maximum three authors per paper
- Submission to INCON can be case studies, scholarly articles, working papers, research papers policy review analysis etc.
- Research scholars can submit papers related to their area of research
- Important: Submit full paper with Abstract, only Abstract will not be considered for review
- Papers will be accepted after review by appropriate authorities and acceptance will be communicated to authors via contact details



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ABOUT ASM

CELEBRATING

39

YEARS OF
EXCELLENCE
IN EDUCATION



Established in 1983, the Audyogik Shikshan Mandal (ASM) Group of Institutes has completed 39 years in the field of education. Through this period, ASM has persistently provided the corporate world with well prepared professionals. This history of excellence has been validated by the fact that ASM has consistently been ranked amongst the top B-Schools in India.

The faculty of ASM comprises of the best in industry and academia The faculty members for the course are a rich blend of academicians, industry practitioners teaching faculty and mentors from industry. ASM has excellent industry-institute interaction for more than 3 decades and tie-ups with leading organisations for cutting edge certifications for enhanced skills leading to employability.

ASM boasts of a strong alumni base of 72000+ graduates in leading corporates, who are very closely associated with the institute for placements & industry interfacing



72000+
ALUMNI



7 CAMPUSES



5000+
STUDENTS



CAMPUS AREA
6,00,000 SQ. FT.



INTERNATIONAL
TIE-UPS

AWARDS & ACCOLADES

Reception of prestigious awards and honors is an adduce to the fact that ASM is one of the most coveted educational institute

- “Best Education Brand” by The Economic Times 2018-19
- “Leading Higher Education Group” by Business Excellence Research Group (BERG), Singapore
- “Academia & Industry collaborations for Interactive Curriculum to Drive Employability”- National Execution Award 2018 ASSOCHAM India
- “Digital Learning Award 2018” at HE&HR Conclave, from Govt. of Telangana
- “Best Innovative Institute” by WIEF’19
- “Business School of the Year” by Higher ED Award’19

ACADEMIC PARTNERS



ABOUT SAVITRIBAI PHULE PUNE UNIVERSITY, INDIA

Savitribai Phule Pune University (formerly Pune University), established in 1949, is one of the premier universities in India. Rated as a 5-star university, it is the largest in the region and is ranked amongst the top universities in the world. Famously known as the “Oxford of the East”, it is finest and one of the most popular educational centers in the country, attracting students from the world over. Spread across 411 areas, it houses 46 academic departments and comprises 307 recognized research institutes and 612 affiliated institutions offering graduate and undergraduate courses.

ABOUT CITY UNIVERSITY OF SEATTLE, USA

Established in 1973, the City University of Seattle is one of the top-ranked universities in the USA. During its rich history, the university has attained a network of more than 55,000 alumni from around the world, who has become a leader in global business. The City University of Seattle offers a multitude of programs at various locations throughout the state of Washington, Australia, Canada, China, Czech Republic, Mexico, Slovakia, Switzerland, and Vietnam, with a total of 9,000 studying at its 27 campuses across diverse countries.



ABOUT CETYS UNIVERSITY, MEXICO

CETYS is an educational institution of excellence, situated in the state of Baja California, Mexico. CETYS University seeks to establish just what it states in the mission, “To contribute in the development of persons with the necessary moral and intellectual capacity to participate significantly in the economic, social & cultural improvement of the country”.

ABOUT CEGR (CENTRE FOR EDUCATION GROWTH & RESEARCH)

With over 5000 aligned academicians, corporate and researchers, the CEGR National Council comprises 30 Chancellors and Vice Chancellors from various regions of India, Bureaucrats from AICTE, the Association of Indian Universities and leading industrialists. CEGR is only education think tank to organize 56 successful events in 14 states on a single day under its flagship social initiative i.e. Indian Education Festival. Indian Education Festival benefited more than 12,500 persons on a single day. The 4 unique innovation include (i) Research-Based Book in India for Academic Leaders i.e. Higher Education Leadership and Management, (ii) Research-Based Book in India for skills gap i.e. Corporate Employability Skills (iii) Research Methodology for Faculty and (iv) First research-based book in India for Faculty Career Orientation i.e. Higher Education Faculty Career Orientation and Advancement.



CEGR
(Centre for Education
Growth & Research)



ABOUT **ASMA (ADOPTION OF SOCIAL MEDIA IN ACADEMIA), INDIA**

A unique research initiative by FMA Digital, ASM has emerged as one of the pioneers, helping educational institutes and universities harness the power of digital and social media for growth. ASMA has received lot of appreciation from academic leaders, influencers from higher education, industry bodies and associations such as AICTE, AIU, EPSI, AIMS, & India Education Network. Over 5000 academic stakeholders from 200+ universities have engaged with ASMA through initiatives like Annual India Trend Study, Portal, Business and Research conferences, MDPs, Research Publications etc.

ABOUT **INTERNATIONAL SOCIETY FOR ORGANIZATION DEVELOPMENT AND CHANGE (ISODC), USA**

The International Society for Organization Development and Change (ISODC) is the leading international OD association. Our members are OD consultants, professors, students, corporations, non-profits, NGOs, and anyone interested in building a strong OD network around the globe.

The ISODC provides training and development through annual conferences, webinars, and the esteemed peer-reviewed Organizational Development Journal.

ISODC members receive the monthly newsletter, discounted event registrations, and free access to our organizational development, organizational change management, organizational effectiveness, and leadership development webinars.



ABOUT **UNIVERSITY OF L'AQUILA, ITALY**

Established in 1952 and located in L'Aquila, administrative centre of the Abruzzo Region, our University is a public teaching and research institution offering a full range of academic programmes including biotechnologies, sciences, economics, engineering, education, humanities, medicine, psychology, and sport sciences. With 7 departments, the University of L'Aquila offers its over 19,000 enrolled students 69 degree courses (divided between first and second level degrees), 9 research doctorate programmes, specialisation schools, specializing-master courses and vocational courses. Many members of its distinguished faculty of about 600 professors and researchers have received international recognition and are considered leaders in their fields of research.

ABOUT **PACIFIC UNIVERSITY**

The Pacific University has made a mark on the educational map of India with mammoth of ultra modern campus sprawling over more than 100 acres of lush greenery. Over the last 25 years, the Pacific Society has continued to make rapid strides in the field of higher & technical education. It has established more than twenty one institutions providing higher education in the diverse fields including Research Programmes (Ph.D.) in all relevant disciplines. The University has been making pioneering endeavors in developing frugal corporation on the campus, developing intellectual property practices, enriching family business management, promoting industry cluster studies and simulating thoughts on re-engineering the global financial architecture etc.





ABOUT **ARYA INSTITUTE OF ENGINEERING & TECHNOLOGY**

Arya Institute of Engineering & Technology (Main Campus), Jaipur is a Pioneer Institution in the field of Technical Education since 2005, which is providing UG & PG_ Engineering & Management Courses in various disciplines. Institute always believes in absorbing latest technologies through its R&D labs and then passing on these technologies to the students in the form of extra academic learning through COE, Incubation Centers, Startup Labs. Institute is NAAC & NBA Accredited and Ranked A from its Parent University (Rajasthan Technical University)

The contributions of Our President Dr. Arvind Agarwal is recognized by FORBES, he has also been bestowed with Visionary Edupreneur of India by Shri Pranab Mukherjee, Ex-President of India. Institution has been awarded as Top Private Institute in North India by Shri Venkaiah Naidu, Hon'ble Vice President of India.

ABOUT **GL BAJAJ INSTITUTE OF MANAGEMENT & RESEARCH**

GL Bajaj Institute of Management & Research is a leading Business School of North India offering 2 years Post Graduate Diploma in Management (PGDM) approved by AICTE, Ministry of HRD Govt. of India. With rapid growth over the past 15 years, the Institute has become one of the most preferred Institutions for students from northern and eastern India. The Institute is a flagship institution of the GL Bajaj Group. With 10 campuses in NCR and Mathura, the GL Bajaj Group provides quality education to thousands of students and budding professionals in the fields of Management, Technology, Education, Medical Science, Engineering, Pharmacy, and Library Science.



ABOUT **WORLD UNIVERSITY OF DESIGN**

World University of Design is India's first and only university dedicated to education in the creative domain. The university is established by the Haryana Private Universities Act, 2006 with the right to confer degrees under Section 2(f) and 22(1) of the UGC Act. All degrees of WUD are UGC approved. As India is poised for growth in almost all the fields, design is being looked upon as the key aspect in making India competitive. World University of Design (WUD) is responding to this need through its cutting edge, trans-disciplinary programs in the creative domains of Fashion, Design, Communication, Art, Architecture, Media, Management, Business & Performing Arts



ABOUT **SUSHANT UNIVERSITY**

Sushant University was established in 2012 under the Haryana Private Universities Act 2006. The University has seven schools offering programmes in Architecture, Design, Law, Management, Hospitality, Engineering and Health Sciences. Sushant University has been awarded the National Education Excellence award "Best Private University in Northern India" along with "CSR Excellence in Education" award. SU has many collaborations, both Indian and foreign, like with the University of Warwick, Vatel International, Upgrad, ImaginXP, etc. These collaborations cover curriculum development and delivery, student and faculty exchanges, joint research conferences and seminars abroad.





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& INFORMATION
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(CSIT) & JUNIOR COLLEGE**

PIMPRI - CHINCHWAD, PUNE

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Government of Maharashtra

**GEETAMATA
ENGLISH MEDIUM HIGH
SCHOOL & JUNIOR
COLLEGE (GEMS)**

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Pune University & Approved by
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Govt. of India



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ASM GROUP OF INSTITUTES

SCAN TO REGISTER FOR
INCON-2023



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PCMC Building, Near Sterling Honda
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