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Venue:

Auditorium

**INDRAPURAM INSTITUTE
OF HIGHER STUDIES**

Vishist Shiksha Bhookhand

Indrapuram, Ghaziabad. Delhi-NCR

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IIHS

Indrapuram Institute Of Higher Studies

**MANAGING DIVERSITY
IN
BUSINESS THROUGH
SOCIAL & DIGITAL
MEDIA**



National Conference

Saturday, February 09, 2019



In Association with
Indian Academicians and
Researchers Association (IARI)



IIHS

Indrapuram Institute Of Higher Studies

About the Institute

Indirapuram Institute of Higher Studies a unit of Tapindu Educational society, Indirapuram and Radiant Group of institutions is a premier institute in Delhi NCR. IIHS belongs to a pool of ten institutions which encompasses a wide network of educational institutions comprising of residential and non-residential school degree colleges affiliated to the respective universities and management boards in India.

Since its inception, IIHS has evolved into a great intellectual, cultural and educational movement earning a reputation for academic excellence in providing real time and quality education. IIHS NCR campus offers post-graduate and under graduate management programs. The professionally oriented programmes offered by IIHS are designed to train the students to become well versed and accelerated in their fields of choice.

IIHS stands for development and innovation of management sciences in all its perspectives and strives consistently to become the center of excellence in management education with an established reputation as providers of management and professional education in northern India. Having experience in training people to enter a range of professions ranging from accountancy, IT, operations, finance, marketing, human resources, services and consulting professional development. IIHS is one of the most appropriate choices for the young Indian students.

IIHS not only provides the latest facilities and technology required for a professional learning environment with an employee base having a mix of highly stabled academic and industry professional to complement the need for sound academic theory underpinned with practical relevance. IIHS offers rigorous academic and certified professional programs that deliver the skills demanded by today's employers. Continuously striving to monitor at the courses being offered by IIHS so as to take the learning to intellectually challenging platforms. The institute is a pace setter in management education and has evolved into a repository of rich accumulated experience. All the courses at IIHS have further strengthened to play significant role in the field of Business Management, Computer Sciences, Commerce and Journalism & Mass Communication.

About IARI

Indian Academician and Research Association (IARA) is an educational and scientific research organization of Academicians. Research scholars and practitioners responsible for sharing information about research activities, projects and conferences to its members.

IARA offers an excellent opportunity for networking with other members and exchange knowledge. It also takes immense pride in its services offering to under graduate and post graduate students. Students are provided opportunities to develop and clarify their research interests and skills as part of their preparation to become faculty member and researcher.

About the Conference

National conference provides an opportunity to encourage National and International communication & collaboration which help in disseminating knowledge, share experiences and enhance research aptitude among the researchers in multidisciplinary areas. Present conference aims at managing diversity in various business domains through different digital and electronic platforms to understand the innovative and the best practices involved in the field of Management, Information Technology, Human Resource, Marketing, Finance & Mass Media.

Technical Tracks

1. Perspective of Digital Marketing
2. Communicating Risk in the Digital Age
3. HR Digitization
4. Smart Digital Nation, Generation & Education
5. Fintech Startups in Digital Era
6. Digital Media Production, Distribution & Consumption
7. Dynamics of Digital Advertising and Branding
8. Digital Capabilities for Public Relation
9. Global Digital Security, Privacy & Safety
10. Radical changes in Consumer Behavior
11. Asset Bubble Burst
12. Managing Diversity at Corporate Culture
13. Impact of Digital Integrated Marketing Communication
14. Digitization promoting Entrepreneurs
15. Impact of Digital Money

Call for Papers

Thought provoking original research papers and case studies giving new insights and radically different views are invited

- **Students of UG/PG Courses**
- **Research Scholars**
- **Academicians and Faculty Members**
- **Corporate Professionals, Entrepreneurs, Business Practitioners, Consultants.**

Based on original unpublished work, Abstract and Full paper should be submitted online at conference.iihs@gmail.com as per the dates given in this brochure.

Guidelines for Paper Submission

Abstract: 400-500words, 5 keywords, MS Word format only.
Full Paper: 1500- 5000 words Times New Roman font, 12 size, 1.5 line spacing, 1.5 inch margin on left and 1 inch margin on all the other sides, page number at the bottom middle. First page should contain the details of all the authors along with the professional affiliations.

Tables, Charts and Graphs all in black and white in case of

secondary data, Source must be quoted.

References: APA format to be adhered to.

Note: All abstracts and paper must be sent in word document in editable form.

Publication in UGC approved Journal: All the research papers selected for the conference will be published in UGC approved "International Journal of Advanced & Innovative Research" having ISSN: 2394-7780.

Registration Fee Details:

Category	Fee(in INR)
Student	500 INR
Research Scholar	800 INR
Academician	1000 INR
Corporate & Others	1600 INR

Registration fee includes Conference Kit, High-Tea and Lunch. Participants not contributing the paper and interested in attending the conference can do so by paying the registration fee as applicable. There is a provision of paper submission in absentia also but the fee for that will remain same.

In case of multiple authors (maximum 3), the same registration fee will be charged from all the authors individually and separate conference kit and certificate will be provided to all.

Note: There is an early bird discount of 20% on all categories till January 18, 2019. Participants are encouraged to submit the full paper before this date to avail the discount.

Mode of Payment:

Online/NEFT/RTGS Transfers

Bank: ICICI Bank

Branch: ICICI Bank, Aditya City Center, Ghaziabad

Account No: 071801002067

IFSC Code: ICICI0000718

Demand Draft: In favour of Indirapuram Institute of Higher Studies payable at Ghaziabad

Cash At: IIHS Campus

Important Dates:

Last date of Submission of abstract and full paper	Jan-21,2019
Notification of acceptance of full paper	Jan-24,2019
Last Date of Registration	Jan-31,2019

Date of Conference: 9th February, 2019

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