



**YASHASWI EDUCATION SOCIETY'S
INTERNATIONAL INSTITUTE OF MANAGEMENT SCIENCE CHINCHWAD, PUNE
in association with
National Institute Of Personnel Management (NIPM)
&
Indo European Education Foundation, Poland
2nd INTERNATIONAL CONFERENCE
ON
INNOVATIONS IN MANAGEMENT & INFORMATION TECHNOLOGY
(ICIMIT - 22)**

25 - 26th FEBRUARY, 2022



About Us

International Institute of Management Science (IIMS) is a dynamic institute for Management Education located at the hub for business Chinchwad, Pune. Approved by AICTE, Accredited by NAAC, an ISO 9001 certified Institute and affiliated to Savitribai Phule Pune University. The core assets being its professional learning environment supported by corporate interactions and faculty with industry and academic experience and well placed and enthusiastic Alumni Network. The Institute is committed in transition students into better professionals by developing skills, attitude and value through industry mentor mentee programme. IIMS aims on transforming the young minds to be globally competitive and socially committed business managers who will be capable of owning, operating and managing the business across the globe.

About Indo-European Education Foundation

Indo-European Education Foundation (IEEF) is an exclusive NGO and Research Center located in the heart of Europe in the Capital City of Poland - Warsaw.

Awarded as one of the best research centres in Central-Eastern Europe, and received "Global Achievers' Award 2020-21" for 'Excellence in Education' in recognition of 'outstanding professional achievement & Contribution in Nation Building' by Indian Achievers' Forum, New Delhi, India. Presented by H. E. Mr. Tsewang Namgyal, Ambassador, Embassy of India in Warsaw, Poland (April 2021). And "The 2021 Global Choice Awards" for 'Outstanding & Remarkable Contribution to Global Education' by Xel Research, New Delhi, India (August 2021).

The Foundation is acting under the Ministry of Higher Education, Government of Poland and the European Union (EU) regulations. Foundation has its own branches located at different locations including in Poland at the University of Applied Sciences in Nysa (<http://www.pwsz.nysa.pl/index.php?p=33>); and as Indo-European Center at Ternopil Ivan Puluj National Technical University (TNTU), Ternopil, Ukraine (<https://iec.tntu.edu.ua>). IEEF provides a unique platform for students, scholars and business elites based on the Academia-Industry Interlinked Model of Business Cooperation. Our launched programs are aimed to support the projects related with 'internationalisation of higher education' and trade development by bridging the gap between Academia and Industries left for Poland, India and the European Union.

We believe that all new ideas created with a specific vision can be helpful for an individual and society at large. Therefore we invite you to share ideas, create new projects and develop new partnerships in the interest of individuals, institutions as well as countries...

About The Conference

Despite the awareness and understanding that innovation and embracing new models are critical for survival and success; most organisations are stuck in a cycle of incremental adjustments such as upholding present responsibilities and making just enough modifications to achieve the following quarter's targets. Marketers and enterprises that are adopting the innovating way are also experimenting with the new understanding to gain a more comprehensive perspective. They are frequently constrained by a lack of appropriate resources and the uncertainty/boundary of the outcome. Currently, firms are hampered by a lack of digital research. Consumers and society must improve in technology in order for businesses to prosper in the digital age. As a result, business plays a larger role in social education. The goal of this conference is to provide a forum for academics, industry practitioners, and non-governmental organisations to discuss their perspectives, conduct research, and share their experiences of doing business / helping people at the bottom of the pyramid with advances in management through innovation, research, and technology. The conference hopes to gather intellectuals working in the digital sector, which would aid in information transfer comprehending and advocating excellent practices / barriers in the digital realm, as well as motivating researchers to identify and address new gaps and issues in this burgeoning research topic.

Conference Participants

The Conference is open for Academicians, Researchers, Professionals, Industrialists Consultants, Government Officials from PSU's and other departments, Research Scholars and Students. During ICIMIT 2022 the research community, academicians & industry experts will be exposed to a premier interdisciplinary platform for learning the applicability and impact of next-generation technological innovation used in Business Management, Data Science, Global Economy and Social Science.

Conference Themes And Topics

The conference is seeking submissions related to the themes and subthemes of the conference. Other related tracks and topics will also be considered. Submitted abstracts will be evaluated by the Reviewer Committee. If abstract is accepted, author agrees to send full text paper, including results, tables, figures and references. All submissions should report original and previously unpublished research results no matter the type of research paper you are presenting.

Full text papers (.docx and .doc) will be accepted by mail. Manuscripts should meet the format set by the Conference committee and are subject to review. For accepted papers, one of the authors is expected to present the paper online. Please note that E-certificate will be issued only to registered authors.

Call For Paper

Prospective authors are encouraged to send their original, unpublished work in the form of Extended Abstracts (1000-1500 words) to the conference. The submissions to be included in any one of the following tracks in line with but not limited to the conference theme:

- Business Structure Transformation
- Challenges in New Business Development
- Market Creation for Innovative Products
- Impact of COVID-19 pandemic on digital transformation
- Drives digital transformation
- Key trends in digital transformation
- Blockchain Technology
- Digital, Social Media and Tech Innovations in Financial Services
- Crypto Currencies
- Exponential Banking
- Fraud Management in Digital Financial Services
- HR Analytics
- Human Capital Analytics
- Social Media Management and Marketing
- Conversational Marketing
- Search Engine Optimization
- Influencer marketing
- Content Marketing and Digital Copywriting
- Omni-channel Marketing
- Progressive Web Apps (PWAs)
- Significance of 'S-commerce' or social commerce in the world
- Rural market emerging as the next big target for business growth
- Gratification marketing
- Changing Consumer behaviour and emerging consumer segments
- COVID-19 impact on Marketing mix
- Marketing 5.0
- Internet of Things (IoT)
- Legal Issues in Digital Marketing
- Artificial Neural Networks, Fuzzy Systems and Hybrid Systems
- Big Data Applications
- Artificial Intelligence
- Machine Learning
- Supervised and Unsupervised Learning
- Natural Language Processing
- Cyber-Physical Systems
- Cyber Security
- Computational Intelligence and Evolutionary Computation
- Data Communication, Computer Network and Security & Forensic
- Decision Support and Recommender Systems
- Data Mining, Knowledge Discovery, and Knowledge Management
- Image Processing and Pattern Recognition
- Information Retrieval, Natural Language Processing, and Ontology

Guidelines for Research Paper Submission

- Researcher will submit the full length paper which will be reviewed by the reviewing committee.
- A separate title page should include an informative title, name(s), affiliations, address(es) of Institute/Organization, corresponding address, email id(s), contact no(s) of all authors
- Please do not indicate author(s) name, affiliation, or any other such information in the manuscripts elsewhere

- The manuscript should be 1.5 spacing, Arial 12 Font size
- Maximum allowed pages while submitting camera ready paper is 6.
- The soft copy of full length paper in Word format with dully filled registration & copyright form should emailed to iims.info@yashaswigroup.in
- The paper should not exceed more than 3000 words including abstract.
- References should be arranged in alphabetical order and as per the APA (American Psychological Association) Guidelines. It is imperative to ensure that all works cited in the text are included in the References section.
- All manuscripts would be checked for plagiarism.
- Footnotes should be avoided, but any short, succinct notes making a specific point may be placed in number order following the alphabetical list of references.
- References should be made only to works that are published, accepted for publication (not merely "submitted"), or available through libraries or institutions. Any other source should be qualified by a note regarding availability.

Publication Opportunity

Selected papers presented in the conference will have publication opportunity in reputed and indexed journals subject to the positive peer review by the journal editorial board. Only full papers will be considered for publication opportunity in UGC - CARE Listed Journal

- "Yashomanthan" with ISSN No. 2347-8039, a special issue of peer review multidisciplinary research journal With an Impact Factor - 6.692.
- All Research papers will be published in conference Proceeding having ISBN.

Registration Fees

- Research Scholars and Students: ₹ 500/-
- Academicians/ Faculty: ₹ 1000/-
- Industry Experts/Policy Makers: ₹ 1500/-
- Foreign Authors : \$60

*The Registration fee does not include publication in UGC CARE Listed journal.

Best Paper Award

Best Paper Award would be presented in recognition of outstanding contribution in the area deriving theme of the conference .

Timelines

Abstract Submission Deadline:
25th Jan 2022

Full Paper Submission:
5th Feb 2022

Authors Notification and Review:
Within One Week

International Conference Dates:
25 - 26th February, 2022

Account Details

- Account No : 921020022414658
- IFSC Code : UTIB0000073
- MICR Code : 411211003

CHIEF CONVENOR

Dr. Shivaji Mundhe
Director, IIMS

CONVENOR

Dr. Vandana Mohanty

M: +91 96570 96854

E : iims.faculty@yashaswigroup.in

CO - CONVENOR

Dr. Sachin Misal

M: +91 98506 80418

E : iims.faculty@yashaswigroup.in

Prof. Prashant Wadkar

M: +91 94224 19386