

Mode of Payment

Account Name – IFTM University
Bank – Punjab National Bank
Account Number – 6010000100031868
Branch Name – IFTM University campus,
 Lodhipur Rajput, Delhi Road,
 Moradabad
IFSC Code – PUNB0996300

NOTE:

- All the authors are required to register **by paying the Registration fees**. Without registration, papers will not be included in the Seminar.
- In one paper maximum 3 authors are allowed. **All must register and pay individually.**
- Papers received after stipulated deadline shall not be entertained for participation in seminar
- Paper presentation in physical form is mandatory to get the certificate

Departmental Organizing Committee

Name	Designation	☎
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Dr. Rakesh K. Yadav	Joint Convener	9627256000
Dr. Himanshu Gupta	Co-Convener	9458032396
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Head, Deptt. of Hotel Mgmt.



SCHOOL OF BUSINESS MANAGEMENT (SBM)
In collaboration with
INSTITUTION'S INNOVATION COUNCIL (IIC)
ORGANIZES

NATIONAL SEMINAR

ON
"RECENT ADVANCES
IN
MANAGEMENT AND TECHNOLOGY"

Hybrid Mode: March 07, 2025



Venue: Auditorium, School of Business Management
IFTM UNIVERSITY
Lodhipur Rajput, Delhi Road,
Moradabad – 244102 (U.P.)

<https://www.iftmuniversity.ac.in>

About the University

IFTM University has been a pioneer in bringing technical and professional education to the city of Moradabad. With a modest start, IFTM University has traversed a long path to get accredited with 'A' Grade by NAAC and is also the member of Association of Indian Universities (AIU). Established by (Late) Shri Onkar Saran Kothiwal, a philosopher, philanthropist and a community representative, and now being continued by his successor, Mr. Rajeev Kothiwal, the Chancellor, a worthy leader and a mankind for the socially backward students, the University is carrying forward the legacy of providing conducive environment for education to all. Strategically located on the NH-9 (Lucknow-Delhi Highway) in Brass City Moradabad, with a lush green campus spread in 67.17 acres, IFTM University strives to scale new heights and aspires to forge new partnerships with National and International bodies in order to make indelible mark on the face of higher education.

About the School of Business Management

The School of Business Management, formerly known as Department of Management Studies was established in the year 1996 under the aegis of "Institute of Foreign Trade & Management (IFTM)" until 2000 when MBA programme came under the affiliation of Uttar Pradesh Technical University, Lucknow. However, in 2010, it has been reorganized as School of Business Management (SBM) after IFTM was granted the University status. SBM has become one of the most reputed and sought-after centers of education which consists Department of Management Studies, Commerce and Hotel Management & Catering Technology and offers diverse courses ranging from Diploma, UG, PG to PhD. Doctoral research facilities are available in various areas of Management and Commerce such as Finance, Marketing, Human Resource Management, International Business, Banking & Insurance, Accounting & Control etc.

About the Theme

Significant technological advancements, societal disruptions, transformations in the commercial environment, and reconfigurations of the geopolitical landscape have marked the present era. The alterations have pressured leaders within governmental, corporate, and institutional realms to effectively address and adapt to these changes. In light of the global recovery from the pandemic and the gradual return to normalcy, the current imperative is to restore the economy to its pre-pandemic state.

This necessitates a particular focus on fostering resilience and sustainability within systems, so enabling them to thrive in the future. In contemporary times, enterprises anticipate an environment characterized by frequent disruptions and heightened uncertainty. Consequently, they strive to cultivate resilience as a means to flourish among these disruptive forces. Advances in management and technology have been at the forefront of global transformation, shaping industries, economies, and societies. This seminar aims to explore the dynamic interplay between management strategies and technological advancements and their collective impact on driving innovation, productivity, and sustainability in various sectors.

Objectives-

- To provide a forum for all intellectuals to discuss and exchange views and ideas on Recent Advances in Management and Technology;
- To provide a forum for healthy debate among intellectuals;
- To motivate research scholars to explore the emerging field of management and technology.

Sub-Themes of the Seminar

1. General Management/Economics
2. Functional Areas of Management (Marketing/Finance/HR/Supply Chain/Operations)
3. Entrepreneurship
4. Innovation and Technology
5. Environment Sustainability

Note: Any other topic appropriate to the main theme of the Seminar

Guidelines for Paper Submission

The Participants are requested to send their abstract (not exceeding 300 words) along with a paper title, author's name, affiliation and 4 to 6 key words in MS Word (Times New Roman 10, 14 font size & 1.5 spacing) to convener of the seminar by email at seminarsbm@iftmuniversity.ac.in latest by February 25, 2025.

The full length paper along with the abstract (not more than 3500 words) with all details must be sent through mail latest by on or before March 02, 2025.

The papers will be reviewed by an expert committee. The selected papers will also be published in Journal "Vimarsh-An endeavour to share Knowledge" bearing ISSN. No paper will be processed without registration fees within the prescribed time period. Submitted papers must not have been previously presented, published, or accepted for publication elsewhere. The papers written under co-authorship will require separate registration for each author for certificate of National seminar.

Registration Link

<https://forms.gle/EegHSofihQezShGJA>

Registration Fee

Category of Participants	Fees
Students	₹ 400
Research Scholar	₹ 500
Academicians	₹ 800
Industry / Other Delegates	₹ 1000

Important Dates:

Last date of Submission of Abstract	February 25, 2025
Last date of Submission of Full-Length Paper	March 02, 2025
Last date of Registration	March 05, 2025
Date of Seminar	March 07, 2025