7th INTERNATIONAL CONFERENCE
on

Emerging Trends in Business Management & Cyber Security:

The New Revolution of Industry 5.0
(Hybrid Mode)

15-16 March, 2024

Organised By

Army Institute of Management & Technology

NAAC Accredited, ISO 9001:2015 Certified, Affiliated to GGSIP University, Delhi

An IQAC Initiative

Publication Partner: Bharti Publications

ABOUT INSTITUTE

Army Institute of Management & Technology (AIMT), Greater Noida was established by the Army Welfare Education Society (AWES) in Aug 2004 to cater for the increasing need of professional education for the wards and widows of Army personnel. Army Institute of Management & Technology has been ranked 35th position in the National Institutional Ranking Framework by the Ministry of Human Resource & Development, Government of India. A NAAC Accredited; ISO 9001: 2015 Certified Institute, AIMT is affiliated to Guru Gobind Singh Indraprastha University, Delhi has been graded 'A'. Equipped with all modern teaching & learning tools/facilities, the Institute aims to provide top class management education to the students.

OBJECTIVE

Major attraction of the conference is a dedicated session by Uttar Pradesh and Delhi Police Departments presenting the cyber security practices adopted to curb cyber crimes under the theme of 'सुरक्षित भारत'. The objective of this conference is to discuss, debate, deliberate and to bring more clarity and structure regarding key elements characterizing Industry 5.0, including human-machine collaboration, advanced data analytics, IoT integration, customization, and other transformative aspects. The conference also aims to present research findings on the theme of various emerging areas of business management in the changing

ABOUT THE CONFERENCE

Industry 5.0 marks a paradigm shift in business management, ushering in a new era of technological integration and collaboration. This revolution is characterized by the harmonious partnership between humans and machines, leveraging advanced data analytics, IoT integration, and customization. With a focus on sustainability, cyber-physical systems, and immersive technologies like AR and VR, Industry 5.0 emphasizes adaptability and innovation. As businesses navigate this transformative landscape, cyber security measures play a crucial role in securing interconnected systems. Embracing these emerging trends positions organizations to thrive in an era of unprecedented technological integration and transformative change. It provides valuable insights into the evolving landscape of industries, allowing businesses to adapt, innovate, and make informed decisions. By staying current with trends, organizations can gain a competitive advantage, enhance operational efficiency, and meet the changing needs of customers. Additionally, awareness of emerging trends helps mitigate risks, attract top talent, and align with global market dynamics. In a fast-paced and dynamic business environment, studying emerging trends is not just beneficial; it's essential for the sustainability and growth of any organization.

The process of protecting networks, computers, servers, mobile devices, electronic systems, and data from malicious intrusions is known as cyber security. Network security, application security, information security, operational security, disaster recovery, business continuity, and end-user education are just a few of the many subcategories that fall under this vast field. Protecting a computer network from intrusions, such as deliberate attackers or malicious malware, is the goal of network security. The goal of application security is to prevent threats from entering devices and software. Data integrity and privacy are safeguarded during storage and transmission using information security measures. The procedures and choices made for managing and safeguarding digital assets are part of operational security. Disaster recovery and business continuity pertain to an organization's response to an event that results in the loss of operations or data, such as a cyber-security incident. Most business organizations are facing challenges in managing data safety and security over the network.

To address these concepts, constant exchange of ideas and information between research groups became necessary. This conference focuses on providing a platform for experts, researchers, and industry practitioners to share insights, research findings, and knowledge related to the emerging trends in business management. The conference aims to encourage discussions on how businesses can innovate and adapt their strategies to align with the principles of Industry 5.0. Further, the conference will encourage thought leadership by inviting keynote speakers and experts to share their perspectives on the future of business management. This will also acclimatize students with the changing scenarios in the current trends in business management.

CONFERENCE FORMAT

The programme will include a plenary session led by prominent guest speakers pertaining to the main issues of the "Emerging Trends in Business Management in the light of New Revolution of Industry 5.0" and will continue with presentations divided into three technical sessions. There will also be a poster session,where researchers will be given the opportunity to present their paper through poster medium. The inaugural session will be marked by cybercrime awareness sessions by Uttar Pradesh and Delhi Police Departments. The conference will host cybercrime protection technology companies showcasing their products.

Themes for the Conference

The conference will focus on the central theme of **"Emerging Trends in Business Management: The New Revolution of Industry 5.0",** with the following sub-themes:

I. 'सुरक्षित भारत': Cyber Security and Policy Regulations

‣ Government and Public Sector Cyber security
‣ Cyber Risks Management
‣ Financial Scams
‣ Payment Fraud
‣ Social Media Threats
‣ Data Protection and Privacy
‣ Passwords and Authentication
‣ Physical security
‣ Mobile Device Security
‣ Working Remotely in Gig Economy
‣ Privacy and Data Protection in Marketing
‣ Cyber security in Digital Marketing Campaigns
‣ Cyber security Awareness and Consumer Education
‣ Cyber security for Financial Institutions and Fintech
‣ Cyber security for Educational Institutions and E-Learning Platforms
‣ Retail and E-commerce Cyber security
‣ Transportation and Logistics Cyber security

II. Emerging Trends in Functional Areas of Business Management

Marketing Management

‣ AI-Powered Personalization in Marketing
‣ Voice Search and Marketing Strategy
‣ Augmented Reality (AR) and Virtual Reality (VR) in Marketing
‣ Sustainable and Ethical Marketing Practices
‣ Influencer Marketing and Micro-Influencers
‣ Data-Driven Marketing and Predictive Analytics
‣ Interactive Content Marketing
‣ Social Commerce
‣ Marketing Automation and Customer Journey Mapping
‣ Omni channel Marketing and Customer Experience
‣ Neuro-Marketing and Consumer Behavior Research
‣ Blockchain Technology and its Impact on Marketing
‣ Subscription-Based Marketing Models
‣ Experiential Marketing and Immersive Brand Experiences
‣ Video Marketing and Live Streaming Strategies
‣ Cross-Cultural Marketing and Diversity and Inclusion in Branding
‣ Niche Market Targeting and Micro-Segmentation
‣ Mobile-First Marketing and App-Based Advertising
‣ Customer Retention Strategies and Loyalty Programs
‣ Emotional Branding and Storytelling in Marketing

Human Resource Management

- Evolution in Organizational Behaviour
- Acceptance of Artificial Intelligence in the Workplace
- Evolution in Work Ethics w.r.t Narrowing Gaps Between Human and Robots
- Education and Training Redesign of Workplaces in the Light of New Age Development
- The Changing Role of Human Resources Departments
- "Human" Organization: Socially Responsible Green HRM
- Humans & Machine Coworking
- Human-Centric Solution to Modern day HRM Challenges
- Employee Engagement in New Age HRM

Financial Management

- Emerging Trends in Financial Reporting
- Make in India Key to Revival of Economy
- Mutual Funds Management
- Reforms in Banking Sector
- Innovation in Emerging Economies
- International Trade and Economic Growth
- Approaches and Models of Strategic Management
- Best Practices in Accounting and Earnings Management
- Recent developments in Capital Market
- Opportunities & Challenges in Overcoming the Economic Crisis
- Environmental Accounting
- Human Resource Accounting
- International Financial Reporting Standards (IFRS)
- Recent developments in Direct Taxation
- Goods & Services Tax
- Budget 2025

III. Entrepreneurship and Intellectual Property Right

- Impact of entrepreneurship
- Networks and entrepreneurship
- Social entrepreneurship and its impact
- Entrepreneurial mindset
- Financing innovations for entrepreneurs, Crowdfunding, and P2P lending
- Trans-generational Entrepreneurship (Family Business)
- IPRs and Knowledge Driven Economies.
- IPRs and the Enforcement Mechanism: Problems and Prospects.
- IPRs and Evaluation of Innovations & Intangible Assets.
- IPRs and TRIPS: International Norms and their Domestic Implementation.
- Emerging trends in intellectual property - Intellectual Property Law for Digital assets
- Challenges and opportunities in existing patent system in India
- The Emergence of Artificial Intelligence : Implications for IP Laws

IV. Other Areas

- Contemporary Strategies in Management
- Strategic Corporate Restructuring & its Implications on Businesses
- Strategic Innovation in Emerging Markets
- Emerging Trends in the Development of Technology, Visual Communication, and Business Communication
- Managing Knowledge Networks
- Ethical Challenges in Business
- Employee Involvement in CSR
- Corporate Governance

We cordially invite academicians, researchers, entrepreneurs, corporate executives as well as students, to submit theoretical, empirical, applied, policy-oriented research papers, working research papers and posters dealing with the theme of the conference.

CONFERENCE ADVANTAGES

The forthcoming conference is a remarkable and unparalleled opportunity for the convergence of diverse minds, including academics, researchers, business leaders, and government officials. It serves as a unique platform for the exchange of multifaceted ideas, promising to deepen and broaden understanding within specific fields of interest. Regardless of active participation in paper presentations, the valued attendance of each participant significantly contributes to the creation of a rich tapestry of knowledge. The event encompasses thought-provoking sessions, groundbreaking research presentations, and interactive discussions, designed to fuel intellectual curiosity and stimulate collaborative thinking. Moreover, it provides an exceptional networking arena, offering opportunities for potential collaborations and diverse career prospects. Adding an element of excitement to the academic endeavor, the conference introduces a novel facet where selected papers have the exclusive opportunity to be published in a dedicated book, complete with an ISSN number. This not only serves to amplify the impact of the research but also imparts a prestigious dimension to the academic contributions of the participants. In summation, the conference is poised not only to be an intellectually stimulating and enriching experience but also to provide a multifaceted and expansive platform for professional growth and collaborative engagement.

POSTER SUBMISSION GUIDELINES

Special Instructions for Poster Presentations

The conference will be a hybrid event consisting of poster and exhibit presentations. Authors are requested to submit poster as per the submission guidelines given below:

For In-person Posters Only

- Create a poster presentation; print and trim final version to a size of 40" x 32" (102 cm x 81 cm); landscape or portrait orientation.
- Prepare a short pitch discussing the poster presentation (less than 3 minutes is recommended)
- Share your work with visitors and evaluators.

For Online Posters Only

- Create a poster presentation; save final version as PDF (less than 10MB)
- Create a video discussing their poster presentation (2 to 5 minutes long)
- Upload poster discussion video to YouTube as an unlisted video
- Enable the closed captioning feature to promote accessibility and inclusivity
- Add link for unlisted YouTube video and PDF of poster to the online
- Participate in asynchronous, online discussions with visitors and evaluators

Authors needing assistance should contact the conference convener at conference@aimt.ac.in

GUIDELINES FOR SUBMISSION OF FULL PAPERS

Authors are requested to submit full papers as per the submission guidelines given below:

Manuscript Details:

- The manuscript should be in MS-word format, double spaced with 1-inch margins in Times New Roman Font with Font size 12 and text in black colour.
- Abstract of not more than 150 words and should adequately describe the work and highlight its significance. The abstract should only include text. Avoid the use of abbreviations and references in the abstract.
- 4-5 keywords.
- Details of all authors (such as name, affiliation, address, email and telephone no.)
- The actual paper should commence from the second page containing the title followed by the abstract, keywords and the main paper. The paper should have an introduction, literature review, objectives, research gaps, methodology, limitations/scope for future work, conclusion
- The recommended length of a paper is around 5,000 words (excluding all notes, references, tables and appendices) and subheadings must be short and not numbered. The primary heading should be in the capitalized form (upper case), and boldface. The sub- headings should be in title-case capitalization first letter of each word in the capital) and in bold.
- Manuscript has been checked for spellings and grammar (i.e., thorough proof-reading).
- 'Tables' should be numbered consecutively. The 'Title of the Table' should be placed above the table. The 'Source' should be indicated at the bottom
- 'Figures/ Diagrams/ Graphs' should be numbered consecutively. Wherever necessary, the 'Source' should be indicated at the bottom. The 'Figures' should also be given relevant titles. 'Figures, Diagrams and Graphs' should have good quality images preferably in .jpg/.png Format.
- The manuscript file to be uploaded should have no author details or any identifying information related to the author(s).

- All references that have been cited in the manuscript are mentioned in the 'Reference list' of the manuscript.
- Permission has been obtained for use of copyrighted material from other sources.
- APA (American Psychological Association) style of referencing has been followed for references. For example, Makino, S, Lau, C.M, & Yeh, R.S (2002). Asset exploitation versus asset seeking: Implications for location choice of foreign direct investment from newly industrialized economies. Journal of International Business Studies, 33(3), 403-421.
- **Similarity Index:** The authors must ensure that the similarity index of their manuscript is less than 15% (including their own publications), otherwise the manuscript would not be considered for the peer-review process.
- **Ethics policy:** Contributors to the Special Issue of the Journal are advised to be careful as not to violate any of the provisions of the Copyright Act and the Rules made thereof as regards the material used in the papers or their sources. AIMT will not be responsible for any violations or lapses on the part of the contributors in this regard.
- **Copyright and licensing:** On acceptance of the paper, the author will be required to sign and submit a 'Copyright Form', which is an exclusive license agreement that grants AIMT the sole and exclusive right and license to publish the article in the Special issue of the Journal.
- **Peer-review Policy:** All papers submitted to the journal would be subject to AIMT's review system. AIMT follows a double-blind peer review system for selecting articles to be published. The decision regarding acceptance/rejection/re-submission etc. would be communicated only after the completion of the peer-review process.

The Editorial Team reserves the right to make suitable editorial changes in the papers submitted and accepted for publication.

REVIEW PROCESS

All the submissions received as per the guidelines given above will be double Peer-reviewed. All papers must contain an abstract of not more than 150 words, the purpose of the research, methodology, major findings, implications & key references. However, papers from practitioners may include business context, analytical problems, proposed solutions & insights. Authors should clearly mention under which sub-theme they want their paper to be considered. The acceptance of the paper for the presentation in the conference will be conveyed to the Author(s) in due course of time.

Important Dates	
Full Paper/Poster Submission Deadline	**Feb 20, 2024**
Full Paper /Poster Acceptance	**Feb 29, 2024**
Registration Deadline	**March 10, 2024**
Conference Date	**March 15-16, 2024**

PUBLICATION

All the selected papers/posters will be published in the conference proceedings with ISBN No. Best papers/poster may also get a publication opportunity in the special issue of "International Journal of Academic Research & Development (IJAR&D)", a peer-reviewed journal published by 'Bharti Publication'. The papers to be published would be selected after a double-blind peer-review process and the cost of publication will be borne by the Author.

Any remaining submissions if not selected for a special issue, but suitably high standard, will be Published in the biannual refereed AIMT Journal of Management (ISSN: 2277-4076).

CONFERENCE REGISTRATION FEE				
Participants	**Research Scholars/ Students**	**Academicians**	**Industry**	**Others**
India & SAARC Countries	INR 500	INR 1000	INR 2000	INR 500#
Other Foreign Countries	USD 25	USD 50	USD 100	USD 25

NOTES

- 20% discount on early bird registration and the deadline will be 05th March 2024.
- The above registration fee is applicable per person only including the participation certificate. Separate registration fee is to be charged for issuing Co-Author participation certificate.
- #Registration fee towards attending the conference without any paper presentation. The participation certificate will be provided

CONFERENCE REGISTRATION	
Registration link	https://forms.gle/z5p173wYWp74SsiE6
Mode of Payment	Registration fee can be paid by any mode (NEFT, IMPS, UPI) through following bank details: Account Name: Army Institute of Management & Technology College Fund Bank Name: Punjab National Bank Branch: IEML, Greater Noida, Uttar Pradesh Account Number (Saving A/c): 12282191095231 IFSC Code: PUNB0122810 MICR Code: 110024681
UPI	

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PROPOSED SCHEDULE OF THE CONFERENCE		
Day	**Time**	**Activity**
Day 1	09:30 am – 11:00 am	Inaugural Session
	11:05 am – 11:25 am	Tea Break
	11:30 am – 01:30 pm	Cyber Security Awareness Session by UP and Delhi Police
	01:35pm – 02:25 pm	Lunch Break
	02:30 pm – 04:40 pm	Track – I Paper & Poster Presentations
	04:00 pm – 04:45 pm	Valedictory Session
Day 2	10: 00 am – 12:30 pm	Expert Talks
	12:30 pm- 1:30 pm	Track II & III Paper & Poster Presentations
		Valedictory Session

CONFERENCE CONVENERS	
Dr. Babita Bhati *Area Chair, HRM/OB*	**Dr. Pallavi** *Area Chair, Marketing*
Dr. Anubhav Varma *Academic Head* *Area Chair, Finance*	**Dr. Pawan Kumar** *Assistant Professor, IT*
Prof. Sandeep Kumar Sahu *Assistant Professor, Finance*	**Prof. Shalini Sharma** *Assistant Professor, GM*

PATRON

Lt. Gen Bhavnish Kumar, *VSM*

GOC, Delhi Area

CHAIRMAN

Maj Gen Sumit Mehta, VSM

COS, Delhi Area

CONFERENCE CHAIR

Air Cmde (Dr.) J K Sahu

Director, Army Institute of Management & Technology, Greater Noida

How to reach Army Institute of Management & Technology (AIMT), Greater Noida ?

Greater Noida, nestled within the state of Uttar Pradesh, India, holds a pivotal role as an integral component of the expansive National Capital Region (NCR), harmoniously adjoining the bustling city of Delhi at a distance of 40 kilometers. This strategic placement renders Greater Noida a hub of connectivity, establishing robust links to major cities and metropolises spanning the entire expanse of the country.The city's geographical proximity to the national capital, Delhi, serves as a catalyst for its exceptional accessibility, seamlessly weaving a network of transportation arteries encompassing air, rail, and road routes to various corners of India. Greater Noida, thus, stands as a vital nexus facilitating swift and efficient travel options for both domestic and international voyagers.In the realm of air travel, Greater Noida is amply served by daily flights connecting it to key cities across the nation. Moreover, the city boasts direct international connections, providing a gateway for global travelers seeking a direct link to numerous countries. This convergence of air routes enhances the city's stature as a well-connected hub on the global map.

For those seeking academic pursuits at Army Institute of Management & Technology (AIMT), the institution is strategically positioned for convenience. A mere 55-minute drive from the Indira Gandhi International Airport (IGI) and a 45-minute drive from the New Delhi Railway Station underscores the university's accessibility. Upon arriving in the city, navigating towards (AIMT) is a straightforward task — a simple instruction to the taxi or auto-rickshaw driver specifying "Greater Noida" as the destination ensures a smooth journey. Both the Railway Station and the Airport offer readily available taxis, with fare structures adjusted based on the distance traveled, further enhancing the ease of transportation for those journeying to this academic enclave. This interconnected web of accessibility from key transportation hubs reinforces Greater Noida's reputation as a seamlessly connected city, inviting individuals from various corners of the world to explore its offerings.

Exploring Greater Noida opens up a myriad of opportunities to delve into the rich history and cultural tapestry of the surrounding regions. Here are some details about the historically significant places and their distances from Army Institute of Management & Technology:

Delhi

Delhi, the capital of India, is steeped in history, with a heritage that spans several centuries. From the medieval marvels of the Red Fort and Qutub Minar to the spiritual serenity of the Lotus Temple and Akshardham, Delhi encapsulates the diverse historical epochs of the country. Distance from GBU; Approximately 40 km, making it easily accessible for day trips or extended explorations.

Agra

Agra, home to the iconic Taj Mahal, is synonymous with the grandeur of the Mughal era. The Taj Mahal, a UNESCO World Heritage Site, stands as a testament to eternal love. Agra also boasts the imposing Red Fort and the historic Fatehpur Sikri.
Distance from GBU; Around 180 km, allowing for a memorable journey to witness these architectural wonders.

Mathura

Known as the birthplace of Lord Krishna, Mathura is a city of temples and holds immense religious significance. It is dotted with ancient shrines and ghats along the Yamuna River.
Distance from GBU; Approximately 100 km, making it a spiritually enriching excursion from Greater Noida.

Jaipur

Jaipur, the "Pink City," is a vibrant tapestry of history and culture. Known for its palaces, forts, and intricate architecture, Jaipur offers a glimpse into the royal heritage of Rajasthan.
Distance from GBU; About 340 km, making it a bit farther but well worth the visit for those interested in exploring the royal and colorful facets of Indian history.
These nearby cities not only provide a diverse historical and cultural experience but also offer a delightful mix of architectural marvels, spiritual sanctuaries, and vibrant markets. Whether one seeks the tranquility of temples, the grandeur of forts, or the bustling markets showcasing local crafts

CONTACT US

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