

5th
FEB

Last date of abstract submission

10th
FEB

Last date of Full Paper submission

Guidelines for Submission of Abstract:

The abstracts detailing the purpose of the research, methodology, important conclusions / outcomes and key references should be sent to imitactivity@gmail.com so as to reach on or before 5th February 2023.

1. The abstract should be submitted along with a Title Page and should not exceed 300 words, excluding the Title Page and References.
2. The Title Page should clearly highlight the Authors' names, Affiliation & Contacts (including Institute/Organization name, City and Postal Address) and e-mail address. It should have 3 to 6 Keywords.
3. The Title page and the abstract should be typed in TNRoman' style, with font size 12, 1.5 lines space and 1 inch margin on all sides.
4. The abstract submission should be accompanied by a statement confirming that the work for which the abstract is being submitted represents the Author's original work.

PROCEEDINGS

The papers presented shall be reviewed and will be published in the seminar proceedings. A copy of the proceedings will be given free to the registered participants.

Name Of Participant(s) _____

Designation: _____

Organisation:- _____

Address for Communication:- _____

Mob. No:- _____

Email:- _____

Are you presenting a paper:- _____ (YES/NO)

Title of Research Paper:- _____

Date: _____ Signature _____

Signature and Seal of Head of Institution

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NATIONAL STUDENTS' SYMPOSIUM

on

ASIM 2023

Analyzing

Strategizing Innovating

Managing

15th FEBRUARY 2023



Organized by

DEPARTMENT OF MBA INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY, CUTTACK

(A Constituent college of BPUT, Govt. of Odisha)



DIAMOND JUBILEE CELEBRATION

ABOUT IMIT

The Institute of Management and Information Technology (IMIT), formerly known as College of Accountancy and Management Studies (CAMS), Cuttack was founded way back in 1962. It is a unique prestigious institution of the Government of Odisha, and has positioned itself as a premier institute offering various professional and technical courses that groom the students to cater to the expectations of modern industry. The college offers Post Graduate and Research programmes in computer science and Business Administration. The College campus is located at Gourav Palace, MathaSahi, Tulsipur, Cuttack, on the bank of the river Mahanadi. Being twin to the state capital, Bhubaneswar, the Cyber heart of Odisha, it enjoys many advantages. Its close proximity to many large-scale industries, central and state public sector undertaking and technical institutions has provided opportunities to its students for project work, practical training and research. While strengthening human resource development efforts in the country, this college lays greater emphasis on qualitative sense of education and not merely quantitative one.

ABOUT THE DEPARTMENT OF MBA

Department of MBA at IMIT College offers full time two-year, Postgraduate Degree in Management (MBA). The Programme is approved by BPUT and is affiliated to Biju Patnaik University of Technology, Odisha. The course offers specialization in various areas of Management like Marketing, HR, Finance and Operations. The department has a team of highly motivated and dedicated faculty to the cause of academics and striving to do the best in the interest of the students and nation building as a whole. The Department provides regular Industry and academia interface through Expert talk, Seminars and Conferences. Stress is given on developing personality, analytical skills, and communication skills.

Department of MBA, Institute of Management and Information Technology College, Cuttack is organizing a national seminar on “ASIM 2023: Role of Analysing Strategizing Innovating and Managing” is to encourage and strengthen the students, faculties, researchers and industry personnel towards the proactive engagement in academics also in industries in view of better utilisation of resources.

SEMINAR OBJECTIVE

The objective of this seminar is to provide a platform to academicians, and industry practitioners, to discuss their views, research and share their ideas about future of Management and its role for increasing their managerial inclusion. The conference expects to attract the intellectual working in the domain of, Marketing Finance, HR and Operational areas, which will help in knowledge sharing, understanding and promoting the best innovative practices and motivate researchers to address the new gap /issues in this emerging research topic.

The sub-themes for the seminar are not limited to but consist of the following:

SUB THEMES

- ASIM 2023 On Marketing Management
- ASIM 2023 On Human Resource Management
- ASIM 2023 On Financial Management
- ASIM 2023 On Operation Management

CORE THEMES

- Relationship Management
- Information Management
- Physical Infrastructure and Materials Management
- Structure Of Work Management
- E-waste management

- Digital Marketing
- Electronic Word of Mouth (EWOM)
- Emotional Intelligence
- Green Marketing
- Risk Management
- Quality Circle
- Mergers and Acquisitions
- Role of Capital Market in economic Development
- Financial SCAMS

SUBMISSION OF PAPERS

A Microsoft Word version of the full paper should be sent to imitactivity@gmail.com so as to reach on or before 10th February 2023. The guidelines for full paper submission are mentioned below.

1. **The full paper should be within 3000 words (maximum) excluding Title Page, Illustrations and References.**
2. **The paper should be typed in 'Times New Roman' style, with font size 12, 1.5 lines space between lines and 1 inch margin on all sides.**
3. **The title page must include Title of the paper, name of the author/ co-authors, designation, institution/ organization's address, contact number and email ID.**
4. **Reference should be written in APA format.**
5. **All papers will be reviewed & selected by a panel of eminent experts, based on originality, importance, research content, relevance, inferences, presentation and organization of the research.**
6. **Selected papers will be published in an edited book with ISBN number.**
7. **In case of joint paper submission, both the authors should register for the seminar.**