

## Preamble

A substantial fraction of the national growth of the 21st century has been derived from advances in science and technology and their applications in manufacturing, infrastructure, energy, health, environment, information and communication technologies, resource management and many other sectors through mastering the adoption, adaptation and advancement of existing technologies, as well as the creation of new ones. Innovation refers to the full range of changes, large and small, used to achieve desired outcomes and innovation often results from basic research that can lead to ground breaking discoveries and inventions. The cardinal point of importance of the conference aims at enriching and enhancing the quality of innovation research of the issues at the core of national growth through developments in the sectors of science and technology by managing those applying modern scientific management techniques and conveying them through effective and efficient communication skills. Innovations will be essential in combating the challenges which cause hindrances to National Growth. The conference will put an honest attempt to meet up the expectations of the common people in developing the nation through innovations.

## The Institute

Bhilai Institute of Technology initiated by few notable stalwarts of central India in 1986 has now evolved as one of the premier Technical and Management Institute of this part of the country imparting quality education and providing environment for academic research. BIT campus has a conducive and supportive academic ambience facilitating high quality education and research for about 3000 students of graduate, post graduate and doctoral programmes. Five of its undergraduate programs have been accredited once gain in 2017 by the National Board of Accreditation (NBA) and the institute itself has been A grade accredited by the National Accreditation and Assessment Council (NAAC) in 2017. The institute stands in 150-200 NIRF rank - band in the category of Engineering in 2018 rankings. The institute has an installation of ISO 9001:2015. BIT is well connected through rail network as well as Air network of the country. BIT is at about 1km distance from the Durg Railway station on Howrah-Mumbai line and is about 45 km away from the Swami Vivekananda Airport at Raipur, the capital city of Chhattisgarh state.

## The Department

The Department of Management was established in the year 1999 to offer MBA program as a full time one with an intake capacity of 60 which increased to 120 in the year 2006. In the same year, MBA Part Time program was also started with intake capacity of 60 students. Since its incorporation, the entire approach is to create managers with cutting-edge leadership skills and sound knowledge base through effective teaching-learning, training, research, consultancy and networking in the field of management in the most effective manner. To provide for and promote education and training in various fields of management and allied disciplines, to assist organizations in problem-solving and improving their functioning, to carry out conceptual and applied research in fields relevant to regional development and to interact with industries and institutions to further the management movement and thus facilitate regional development.

BIT, being accredited by NAAC with A Grade, the Department of Management intends to intensify its approach to management education to meet on going global challenges.

The vision of the department is to create an awareness of complexities of business systems, to provide interactions of the man machine systems, to expose the impact of Economic, Socio and Cultural Factors on organization and to facilitate the rise of the technical managers in the present business arena. The mission of the department is to develop professionals & Entrepreneurs for the society and equip them with skill, knowledge and technology so as to manage opportunities and threat in business and industry. The department has created Centre of Excellence which provides platform for development of management research and technology and Young Manager's Association for student development activities

## Conference Objective

The Conference aim is to provide a forum for academicians, researchers and practitioners from various institutions and industries to exchange their ideas, experiences and knowledge and also to share recent developments in the field of management approaches. Here, we take over an opportunity to collaborate and advance the theory and practice of major trends in multidisciplinary business approaches for the development of society

## Themes and Subthemes

Multidisciplinary Business Approach: A Gateway for Societal Development.

Some of the following suggested subthemes but is not limited to:

- Consumer Behaviour
- Decision Sciences
- Entrepreneurship
- Finance and Accounting
- Human Resource Management / Organizational Behaviour
- International Business Management
- Knowledge & Intellectual Capital Management
- Logistics and Distribution Management
- Marketing Management
- Operation Research & Quantitative Methods
- Quality Management & Six Sigma
- Strategic Management
- Value Chain Management

# BITCON 2019

*Futuristic Trends in Science, Technology & Management for National Development*

**NATIONAL CONFERENCE  
ON  
Multidisciplinary Business  
Approach: A Gateway for  
Societal Development**

**Organized By  
Department of Management**

**1<sup>st</sup> March 2019**

## REGISTRATION FORM

Name : .....  
Designation : .....  
Organization : .....  
Mailing Address : .....  
Mobile : .....  
E-mail : .....  
Phone : .....

## Details of Registration Fees:

DD Drawn on:  
Amount (in Rs.):  
Demand Draft No. :  
Date:

**Date:**  
**Place:** **Signature of Applicant**

The applicant is sponsored for the conference. He/She is permitted to attend the conference.

**Date:**  
**Place:** **Signature and Seal of Sponsoring Authority**

## Chief Patrons

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<b>Shri I.P. Mishra</b>	Ex-GM, Bhilai Steel Plant & Member Secretary, BIT Trust

## Patron

<b>Dr. Arun Arora</b>	Principal, BIT, Durg.
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## Co-ordinator

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<b>Dr. Deepak Garg</b>	Professor, Bennett University, Noida
<b>Dr. Tassanee Prueksasit</b>	Professor, Chulalongkorn University, Thailand
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<b>Dr. Manisha Sharma</b>	Dean (Academics), BIT, Durg
<b>Dr. Mohan Gupta</b>	Dean (Infrastructure Development), BIT, Durg
<b>Dr. Santosh Sar</b>	Dean (Students Welfare), BIT, Durg
<b>Dr. Anup Mishra</b>	Dean (Administration), BIT, Durg

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<b>Dr. Sumita Nair</b>	<b>Mr. Prashant Sahu</b>
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<b>Dr. Arun Sahu</b>	<b>Dr. Daljeet Singh Wadhwa</b>
<b>Dr. G.C. Biswal</b>	

## Convener

<b>Dr. Sanjay Guha</b>	Head, Department of Management
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## Organizing Secretary

<b>Dr. Judith Gomes Nagar</b>
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## Organizing Committee

<b>Mr. Kishor Kumar Deka</b>	<b>Mr. Abhishek Chakraborty</b>
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<b>Dr. Sheetal Sharma</b>	<b>Mrs. Shraddha Gupta</b>
<b>Mrs. Minal Shah</b>	

## Important Dates

Submission of full length papers	: 15 <sup>th</sup> February 2019
Intimation of acceptance deadline	: 17 <sup>th</sup> February 2019
Receipt of registration fees	: 20 <sup>th</sup> February 2019

## Registration Fees

Research Scholar/PG student	: Rs. 500/-
Faculty Member	: Rs. 800/-
Professional from Industry	: Rs. 1000/-
UG Student	: Rs. 300/-

1. All the payments should be made by a crossed Demand Draft in favor of "Bhilai Institute of Technology" payable at "Durg".
2. NEFT or at Bank Counter

**Beneficiary Account Number** : 32471126372

**Beneficiary Name** : Bhilai Institute of Technology, Durg

**Bank** : State Bank of India, Sector-10, Bhilai

**Address** : Alka Departmental Stores, Sector-10, Bhilai (C.G.)

**IFSC Code** : SBIN0006942

*(No TADA will be paid from the Institute)*

## Address for Correspondence

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## Eligibility

Academicians, Consulting Engineers, R&D Institutes, Government Departments and Agencies, Private Companies, Research Scholars and P.G. Students.

## Call for Papers

Selected papers will be published in indexed Journals. Prospective authors are requested to submit their full papers in MS Word format by E-mail to the addresses of correspondence. Please find the attached template for further preparation of manuscript at [www.bitdurg.ac.in/bitcon2019](http://www.bitdurg.ac.in/bitcon2019).

# BITCON 2019

*Futuristic Trends in Science, Technology & Management for National Development*

**NATIONAL CONFERENCE  
ON**

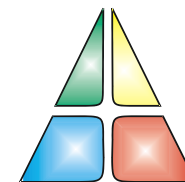
**Multidisciplinary Business Approach:  
A Gateway for Societal Development**

**1<sup>st</sup> March 2019**



*Organized By*

***Department of Management***



**ASPIRE TO EXCEL**

**BHILAI INSTITUTE OF TECHNOLOGY, DURG**

(Seth Balkrishan Memorial)

Accredited with 'A' Grade by NAAC

NIRF 17-18 RANK-BAND: 151-200

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