

## Preamble

National Education Policy (NEP) 2020 aims at innovative and multidisciplinary learning. AICTE is establishing IDEA LAB in different institutions across India to increase multidisciplinary approach among faculty and students. As a common facility embedded in the institution, the IDEA Lab will make students, faculty and researchers more imaginative and creative, besides getting basic training in the 21st-century skills like- critical thinking, problem-solving, research, collaboration, communication, lifelong learning, etc. The IDEA Lab also intends to encourage teachers to conduct “multidisciplinary education and research” emphasized in the NEP 2020.

Being the part of IDEA lab initiative by AICTE, this online conference is aiming at exploring MULTIDISCIPLINARY RESEARCH IDEAS IN SCIENCE, ENGINEERING AND MANAGEMENT through innovative research.

## The Institute

Bhilai Institute of Technology, Durg is initiated by notable stalwarts of central India in 1986 with a vision to become one of the Premier Technical and Management Educational Institutions in the Country, delivering excellent professional education, creating value based globally competitive professionals and achieving excellence in all our endeavors.

BIT campus has a conducive and supportive academic ambience facilitating high quality education and research for more than 4000 students of bachelors, masters and doctoral programs. BIT, Durg is the first technical institute in the state to be conferred Autonomous Status by UGC, Government of India. Seven of its undergraduate programs have been accredited by NBA and the institute itself has been “A” grade accreditation by NAAC. The institute stands in NIRF 2020 Rank-band: 251-300 in the category of Engineering. Under AICTE Margdarshan Scheme, the institute is mentoring ten technical institutions to encourage best practices. BIT, Durg is selected by AICTE to establish IDEA Lab in 2021. BIT, Durg is introducing two new under graduate courses B. Tech (CSE) in Data Science and B. Tech (CSE) in Artificial Intelligence from the academic session 2021-22.

## 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 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.

With 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 threats in the 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

BITCON aims to disseminate the latest research findings and advances on all aspects of Management Education & Technology and Applied Science. It also provides an interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations and trends in the evolving world

To provide opportunities for discussion and information sharing platforms for researchers from various organizations, investors, and industrialists are regarding their findings, technology, policies and services. BITCON conference series features an extraordinary forum for researchers to explore their knowledge base in the evolving world.

## Themes and Sub Themes

- General Management
- Marketing
- Human Resource Management
- Finance
- Systems & Information Management
- Production & Operations
- Entrepreneurship
- Innovation & Technology
- Advertising
- Environment Management
- Event Management
- Food Processing
- Hospitality & Tourism
- Management Science
- Strategic Management
- Emotional Intelligence
- Behavioral Finance
- Green Marketing
- Internet Economy
- Design Thinking

# BITCON 2021

*Multidisciplinary Research Ideas in Science, Engineering and Management*

## NATIONAL CONFERENCE ON Contemporary Issues in Management Research

*Conducted By  
Department of Management  
22<sup>ND</sup> & 23<sup>RD</sup> October 2021*

## REGISTRATION FORM

Name : .....  
Designation : .....  
Organization : .....  
Mailing Address : .....  
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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**Shri I.P. Mishra** *Ex-GM, Bhilai Steel Plant & Member Secretary, BIT Trust*

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**Dr. Mohan Kumar Gupta** *Principal, BIT, Durg.*  
**Dr. Manisha Sharma** *Vice-Principal, BIT, Durg.*

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**Dr. M.V. Padmavati** *Dean (R&D), BIT, Durg.*

## Co-coordinator

**Dr. Pawan Patnaik** *Associate Professor, BIT, Durg.*

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<b>Dr. Anindita Chakraborty</b>	<b>Mr. Vivek Vardhan Sahu</b>
<b>Dr. Prashant Sahu</b>	

## Convener

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## Organizing Secretary

**Prof. Kishore Kumar Deka** *Associate Professor*

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<b>Prof. Saurabh Tomar</b>	
<b>Dr. Sheetal Sharma</b>	
<b>Dr. Minal Shah</b>	
<b>Dr. Judith Nagar</b>	
<b>Dr. Abhishek Chakraborty</b>	

## Important Dates

Submission of full length papers : 1<sup>st</sup> OCTOBER 2021  
Intimation of acceptance deadline : 07<sup>th</sup> OCTOBER 2021  
Receipt of registration fees : 15<sup>th</sup> OCTOBER 2021

## Registration Fees

Research Scholar/PG student : Rs. 500  
Faculty Member : Rs. 800  
Professional from Industry : Rs. 1000  
UG Student : Rs. 200

**Participation certificate will be issued only to registered candidates.**

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 TA/DA will be paid from the Institute)*

## Address for Correspondence

**Prof. Kishore Kumar Deka**

Associate Professor

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Email id: [bitcon.management.2021@gmail.com](mailto:bitcon.management.2021@gmail.com)

## Eligibility

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

## Call for Papers

The template for preparation of manuscript for BITCON 2021 is available at [www.bitdurg.ac.in/BITCON](http://www.bitdurg.ac.in/BITCON). Papers in proper format and with plagiarism similarity score not more than 35% will only be included in the BITCON 2021 proceedings.

Selected papers with plagiarism similarity score not more than 10% will be sent for publication in reputed journals. Such manuscripts may have to be revised, initially as per the format of the journal and later as per reviewer comments (if any).

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**22<sup>ND</sup> & 23<sup>RD</sup> October 2021**



*Organized By*

**Department of Management**



ASPIRE TO EXCEL

**BHILAI INSTITUTE OF TECHNOLOGY, DURG**

(Seth Balkrishan Memorial)

BHILAI HOUSE, DURG 491001 (C.G.) INDIA

1<sup>st</sup> Autonomous Technical Institution in Chhattisgarh

Accredited with 'A' Grade by NAAC

NIRF 2020 RANK-BAND: 251-300

Website: <http://www.bitdurg.ac.in/>

Phone: (0788) 2359424

Conference Website: <http://www.bitdurg.ac.in/BITCON>

