

## 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 proposed 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. Four of its undergraduate programs have been accredited once again 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 also 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 programme as a full time with an intake capacity of 60 which increased to 120 in the year 2006. In the same year, MBA Part time programme was also started with intake capacity of 60 students. Since its incorporation, the entire approach is to develop 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

The Department of Management intends to intensify its approach to management education to meet on going global challenges. The department has created Centre of Excellence which provides platform for development of management research and technology.

## Conference Objective

In hosting this conference, the objectives are:

- To explore and promote exchange of opinions about the challenges facing the current economical and technological measures.
- To consider the initiatives that are currently in progress.
- To understand issues and challenges in business economy.
- To disseminate knowledge and share experience in dealing with current management issues.
- To foster formulation of appropriate strategies in dealing with problems related to business economy and society.

## Themes and Sub Themes

BITCON 2018 encourages submission within Business, Economics, Marketing, Human Resource Management, Finance & across diversity of management disciplines. Papers may address, but are not restricted to, the main theme and sub theme, but unlisted papers are also acceptable.

Theme - Beyond Traditional Frontiers of Management: An Approach to Integrated Business Economy & Society

Sub themes:

- Change Management: Impact on Business And Strategy
- Entrepreneurial Challenges in Startup Ecosystem
- Innovative Recruitment through Social Media
- Leadership Performance and Management Development
- Data Driven Decision Making
- Prospects of Product and Service based Research
- Digital Marketing Evolution
- Green Marketing and Advertising
- Corporate Finance and Governance
- Behavioral Aspect of Asset Pricing
- Crypto Currency: A Bubble or Reality
- Net Neutrality: Coalition or Coexistence

# BITCON 2018

*Frontiers in Science, Technology &  
Management for National Development*

**NATIONAL CONFERENCE  
ON  
Beyond Traditional Frontiers of  
Management: An Approach to  
Integrated Business Economy & Society**

*Conducted By  
Department of Management*

**15<sup>th</sup> February 2018**

## 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

<b>Shri Vijay Kumar Gupta</b>	Chairman (Governing Body), BIT Trust
<b>Shri I.P. Mishra</b>	Ex-GM, Bhilai Steel Plant & Member Secretary, BIT Trust

## Patron

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

## Co-ordinator

<b>Dr. M.V. Padmavati</b>	Dean (R&D), BIT, Durg.
---------------------------	------------------------

## Advisory Committee

<b>Dr. M.K. Verma</b>	Vice Chancellor, CSVTU, Bhilai
<b>Dr. N.P. Dixit</b>	Vice Chancellor, Durg University
<b>Dr. R.P. Dubey</b>	Vice Chancellor, CVRU, Bilaspur
<b>Dr. Deepankar Choudhary</b>	Professor, IIT Mumbai
<b>Dr. R.L. Shrivastava</b>	Professor, YCCE Nagpur
<b>Dr. K.K. Ghosh</b>	Professor, RSU Raipur
<b>Dr. S.P.S. Rajpoot</b>	Professor, MNIT Bhopal
<b>Dr. G.V.V. Sharma</b>	Professor, IIT Hyderabad
<b>Dr. Deepak Garg</b>	Professor, Bennett University, Noida
<b>Dr. Tassanee Prueksasit</b>	Professor, Chulalongkorn University, Thailand
<b>Dr. S.K. Ganguly</b>	Dean (Quality Management), BIT, Durg
<b>Dr. Manisha Sharma</b>	Dean (Academics), BIT, Durg
<b>Dr. Mohan Gupta</b>	Dean (Infrastructure Development), BIT, Durg
<b>Dr. Santosh Kumar Sar</b>	Dean (Students Welfare), BIT, Durg
<b>Dr. Anup Mishra</b>	Dean (Administration), BIT, Durg

## Coordinating Committee

<b>Dr. Manoj Pal</b>	<b>Mr. Vikas Pandey</b>
<b>Dr. Surekha Bhusnur</b>	<b>Mr. Pawan Patnaik</b>
<b>Dr. Sumita Nair</b>	<b>Mr. Prashant Sahu</b>
<b>Dr. Anjana Shekhar</b>	<b>Dr. Sheetal Sharma</b>
<b>Mr. Amit Kumar Biswas</b>	<b>Dr. Anindita Chakraborty</b>
<b>Dr. Naveen Dewangan</b>	<b>Mrs. Monika Verma</b>
<b>Dr. G.C. Biswal</b>	<b>Mr. Hitesh Sharma</b>

## Convener

<b>Dr. Sanjay Guha</b>	Head, Department of Management
------------------------	-----------------------------------

## Organizing Secretary

<b>Dr. Urvashi Shrivastava</b>	Associate Professor Department of Management
--------------------------------	---

## Organizing Committee

<b>Mr. Kishor Kumar Deka</b>	<b>Mr. Abhishek Chakraborty</b>
<b>Mr. Satyavardhan Tiwari</b>	<b>Mr. Shrawan Pandey</b>
<b>Mr. Saurabh Tomar</b>	<b>Dr. D. K. Gangeshwar</b>
<b>Dr. Ashok Kumar Chandra</b>	<b>Mrs. Smariddhi Mishra</b>
<b>Dr. Daljeet Singh Wadhwa</b>	<b>Mr. Sunil Kushwaha</b>
<b>Dr. Sheetal Sharma</b>	<b>Mrs. Aparajita Pattnaik</b>
<b>Mrs. Minal Shah</b>	<b>Mrs. Shraddha Gupta</b>
<b>Mrs. Judith Nagar</b>	

## Important Dates

Submission of full length papers	: 25 <sup>th</sup> January 2018
Intimation of acceptance deadline	: 30 <sup>th</sup> January 2018
Receipt of registration fees	: 5 <sup>th</sup> February 2018

## Registration Fees

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

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

**Dr. Urvashi Shrivastava,**  
*Associate Professor,*  
Department of Management,  
Bhilai Institute of Technology, Bhilai House,  
G.E. Road, Durg (C.G.)  
Mobile No. - 9826385163,  
Email - bitcon18dom@gmail.com,  
hodmba.bit@rediffmail.com

## Eligibility

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

## Call for Papers

**All accepted papers will be published in UGC 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/bitcon2018](http://www.bitdurg.ac.in/bitcon2018).

# BITCON 2018

*Frontiers in Science, Technology &  
Management for National Development*

**NATIONAL CONFERENCE  
ON  
Beyond Traditional Frontiers of  
Management: An Approach to  
Integrated Business Economy & Society**

**15<sup>th</sup> February 2018**



*Organized By  
Department of Management*



**BHILAI INSTITUTE OF TECHNOLOGY, DURG**

(Seth Balkrishan Memorial)

Accredited with 'A' Grade by NAAC

NIRF 16-17 RANK-BAND: 151-200

An ISO 9001:2015 CERTIFIED INSTITUTION

BHILAI HOUSE, DURG 491001 (C.G) INDIA

PHONE: (0788) 2359297, 2359163, 2359424

FAX: (0788) 2329263

WEBSITE: <http://www.bitdurg.ac.in/bitcon2018>

