CMEE
International Conference on Management Growth in Emerging Economies

The International Conference on

Management Growth in Emerging Economies (ICMEE II-2024)

AI-Driven Management: Unlocking New Efficiencies and Productivities

22nd November, 2024
Chitkara University, Punjab, India

PARTNERING UNIVERSITIES

UNIVERSITY OF NEBRASKA AT OMAHA
COLLEGE OF BUSINESS ADMINISTRATION

Parul University

Vel Tech
Rangarajan Dr. Sagunthala
R&D Institute of Science and Technology

Organised by: Doctoral Research Centre
Chitkara Business School, Chitkara University, Punjab

About Chitkara University

In the year 2002, Chitkara Educational Trust established its Punjab campus 30 kilometres from Chandigarh, on the Chandigarh—Patiala National Highway. In the year 2010 Chitkara University was established by the Punjab State Legislature under "The Chitkara University Act". Chitkara University, the best university in Punjab is a Government-Recognized University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act, 1956.

The sprawling campus of the University is equidistant from Chandigarh, Mohali, Panchkula, Ambala and Patiala. The University offers multi-disciplinary programs, all of which are designed to be industry relevant. As a result of this student-centric approach, Chitkara University is renowned as one of the best private universities in the North India region. From business management programs to programs in nursing and medical laboratory technologies; and from computer science, electronics and mechanical engineering programs to hotel management and architecture—Chitkara University, Punjab is a veritable cornucopia of educational services.

The Curriculum is delivered in spacious, amphitheatre-style classrooms fitted with modern information and communication technology (ICT) equipment and in well-equipped, modern laboratories. Additionally, students are encouraged and provided relevant facilities to participate in co-curricular and extra-curricular activities through various clubs and societies on the campus. It is because of the cumulative effect of an elaborate in-campus academic infrastructure; strong national and international collaborations; and a robust on-campus recruitment record including regular recruitment by reputed blue-chip companies that the University finds favor with national as well as international students.

A healthy number of foreign students regularly study at the campus and number of them also visit on exchange programs, adding to the cultural diversity found on campus. The University in Punjab provides several opportunities for local students too, to visit foreign universities and institutions on such exchange programs, thereby helping them receive invaluable international exposure.

The University has at the centre of its philosophical core the commitment to excellence in education. It is the strong academic heritage of the University, and such firmness on matters of principles that have seen it grow from strength to strength in such a short span of time.

About ICMEE II-2024

The International Conference on Management Growth in Emerging Economies (ICMEE II-2024) organized by Doctoral Research Centre, Chitkara Business School in partnership with University of Nebraska, Omaha, Parul University, Gujarat & Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, Tamil Nadu aims to create a dynamic platform for researchers, doctoral students, faculty members and industry experts to present and publish their latest work on cutting-edge developments in the management domain for micro and macroeconomic growth with a special focus on AI-Driven Management. The conference is planned to be combined with an interactive workshop, fostering an environment where researchers can express and cultivate their interests in a collaborative and educational setting, guided by a panel of esteemed speakers.

ICMEE II -2024 is Dedicated to Achieving the following Objectives

- Stimulate interest among researchers, doctoral students, faculty members and industry experts to discuss the latest trends and developments in the management domain.
- Provide a platform to researchers and scholars to present their ongoing research, network with other researchers and obtain valuable feedback to guide future research directions.
- Sensitize budding scholars to the most recent trends and advancements in their research fields.
- Offer a common platform to share and exchange managerial information that benefits society at large.
- Improve the soft skills of participants through oral presentations evaluated by a panel of experts in their respective fields.
- Provide researchers with updated information on research methodologies and advice on academic career development.

Who Should Apply?

- Doctoral Students
- Faculty Members
- Industry Experts
- Post-Graduate Students
- Active Listeners

Conference Takeaways

Platform for Academic and Industry Engagement: ICMEE II-2024 serves as an exceptional platform for faculty, research scholars, and industry experts to present their research and engage with a distinguished panel of mentors and peers from diverse academic and industry backgrounds.

Constructive Feedback and Mentorship: Participants receive valuable feedback on their research ideas, knowledge, plans, and progress, which helps refine and enhance the quality of their work.

Networking and Collaboration: The conference provides a unique opportunity to broaden participants' professional networks, fostering knowledge exchange and collaboration among academics, researchers, and industry professionals.

Publication Opportunities: Selected research papers presented at the conference will be considered for publication in reputed journals, enhancing the visibility and impact of participants' work.

Conference Proceedings: All extended abstracts of research papers presented at ICMEE II-2024 will be published in the conference proceedings, ensuring a permanent academic record of the work.

Special Journal Issues: Selected papers will be featured in special issues of the "Journal of Technology Management for Growing Economies," providing a prestigious platform for academic dissemination.

Highlights

- ICMEE-2024 offers an exceptional platform for the academic community, including faculty, research scholars, and industry experts, to present their research to a distinguished panel of mentors and peers from diverse academic and industry backgrounds.

- Participants will receive constructive feedback on their ideas, knowledge, plans, and progress, facilitating the refinement and enhancement of their work. This conference aims to broaden participants & networks, foster knowledge exchange, and provide opportunities for publishing selected works in reputed journals.

- All extended abstracts of research papers presented at ICMEE-2024 will be published in the conference proceedings and special issues of the "Journal of Technology Management for Growing Economies".

- Editors' Talks and Technical Workshops

- Research Collaborations

- Conference Participation Certificates and Best-paper Awards

Registration

- For each selected paper, at least one of the authors must register for the conference before November 15, 2024

- For paying registration fee, please click on the following link

SCAN
TO PAY

Registration Fees

- Registration fee includes-Conference Participation, Conference Proceedings, Workshop and e-Certificate.

Type	Presentation	Attendees
Research Scholars	1000 INR	699 INR
Faculty	1500 INR	799 INR
International Participation	100 USD	

Partnering Institutes: 750 INR for Scholars and 1000 INR for Faculty members
Mode of Payment in India: QR Code

For International Payment:

Beneficiary Name: Chitkara University
Account Number: 22870210000106
IFSC Code: UCBA0002287
Type of Account: Current Account
Branch Name: Jhansla, Rajpura, India

Call For Papers

AI-Driven Management: Unlocking New Efficiencies and Productivities

Track: Emerging Trends in Marketing and AI

Co-ordinator: Dr. Urvashi Tandon

AI-Driven Marketing Analytics	Customer Experience Optimization with AI
Green Marketing and Sustainable Practices	Emotional Branding and AI
Behavioral Intention and Predictive Analytics	Digital Purchases and Machine Learning
Customer Relationship Management with AI	Environmental and Green Marketing Strategies
Service-Dominant Logic and AI Implementation	AI in User Experience and Personalization

Track: Advanced HR Practices and AI

Co-ordinator: Dr. Niti Chatterji

Transformational Leadership and AI Integration	Emotional Intelligence in the Digital Workplace
HR Analytics for Performance Management	Technology Adoption in Talent Management
Workplace Diversity and AI	Corporate Social Responsibility and Sustainable Business Practices
HRIS and AI-Driven Employee Engagement	Office Design, Productivity, and Technology
Workplace Ethics in the Age of AI	Work-Life Balance and Digital Tools

Track: Finance, Risk Management and AI

Co-ordinator: Dr. Balraj Verma

Fintech Innovations in Digital Currency	Risk Management with AI Analytics
Sustainable Finance and Green Financing	Blockchain Implementation in Corporate Financing
AI in Forensic Accounting	Wealth Management with Predictive Analytics
Investment Analysis using Machine Learning	Cloud-Based Accounting and AI Integration
Digital Banking and Customer Insights	Portfolio Management with Advanced Analytics

Track: Supply Chain, Logistics and AI

Co-ordinator: Dr. Urvashi Tandon

AI-Driven Supply Chain Optimization	Sustainability in Supply Chain Management
Big Data Analytics in Logistics	Supplier Relationship Management with AI
Consumer-Centric Supply Chain Design	Digital Innovations in Supply Chain
AI for Enhanced Customer Experience in Supply Chain	Logistics and Predictive Analytics
Sustainable Practices in Logistics	Advanced Analytics in Supply Chain Management

Track: Ethical and Regulatory Considerations in AI

Co-ordinator: Dr. Niti Chatterji

Bias Detection and Mitigation in AI Systems	Ensuring Fairness in Algorithmic Decision-Making
Data Security and Privacy in AI Applications	Regulatory Compliance for AI Deployment
Public Policy and Customer Data Protection	Ethical Challenges in AI-Driven Marketing
Transparency and Trustworthiness in AI	Customer Management and Ethical AI
AI Governance and Compliance	Ethical Use of AI in Customer Interactions

Track: Cross-Domain Innovations

Co-ordinator: Dr. Mohit Taneja

AI and IoT for Smart Business Solutions	Cutting Edge AI and Digital Disruptions
Harnessing AI for Enhanced Customer Service	Personalized Support with Chatbots and Virtual Assistants
Generative AI and Data Storytelling	AI's Impact on Customer Expectations
Large Language Models in Business Personalization	Machine Learning for Customer Insights and Experience
AI-Driven Decision-Making in Marketing and HR	Integration of AI Across Business Functions

Guidelines

Review Process

The extended abstract will undergo a blind review process. Submissions will be peer-reviewed by experts in the field based on content, context, novelty, and the expected contributions of the research to various stakeholders.

Guidelines for Extended Abstract Submission

Researchers in management are invited to submit extended abstracts for consideration. The selection of papers for presentation at the conference will be based on extended abstracts of up to 1500 words, including tables, figures, and key references.

Formatting Requirements

- Title: Bold Type, Times New Roman, 14-point
- Font: Times New Roman, 12-point
- Word Limit: Minimum 1000 and Maximum 1500 words
- Keywords: 4-6 keywords
- Spacing: Single
- Margins: One inch on all sides

Title Page
The title page should include the following information:

- Title of the paper
- Name of all the authors in sequence
- Affiliation (Department and Institute)
- Email
- Telephone number
- Postal address

Track Specification

- Authors should clearly specify the area of interest (Track) under which the abstract should be included.

Structure of the Extended Abstract
The extended abstract should cover the following sections:

- Introduction
- Review of Literature and Theoretical Framework
- Methodology
    - Research Questions
    - Objectives and Hypotheses
    - Sampling/Materials
    - Other Appropriate Research Techniques
- Major Findings and Conclusion
- Expected Contributions
- References (Follow APA 7th Edition)

Extended abstracts will be blind-reviewed, and only those approved by the reviewers will be selected for presentation. For Full Manuscript, either follow the journal guidelines in which you want to submit your manuscript else you can follow these guidelines.

Publication Opportunities

- Decoding Consumer Behavior Using the Insight Equation and AI Marketing by IGI Global Publishing
- AI Marketing Framework: Navigating the New Consumer Landscape by Cambridge Scholars Publishing
- Intersecting Natural Language Processing and FinTech Innovations in Service Marketing, commissioned by IGI Global.
- Strategic Workforce Reskilling in Service Marketing. commissioned by IGI Global.
- Sustainable Service Marketing with Virtual Currencies commissioned by IGI Global.
- Journal of Technology and Management for Growing Economics by Chitkara University.

Shortlisted extended abstracts will be published in peer-reviewed proceedings, enhancing the visibility of participants' research.

Important Dates

Do not miss the opportunity to be part of the ICMEE.
Mark the dates on your calendar and be part of this conference!

Last Date for Submission of Extended Abstract: 30th October, 2024
Last Date for Registration: 15th November, 2024
Conference Day: 22nd November, 2024

Submission Link:

https://cmt3.research.microsoft.com/User/Login?ReturnUrl=%2FICMEEII2024 (QR Code)

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For more information, please visit
Conference **Website: https://www.chitkara.edu.in/icmee-2024/** (QR Code)
Email: ICMEE@chitkara.edu.in

Scan to more
Information

Organised by:
Doctoral Research Centre, Chitkara Business School,
Chitkara University, Punjab, India)

Virtual Conference Details

To ensure the safety and convenience of our participants, the conference will be held entirely online. This format will allow researchers, practitioners, and scholars from around the world to join and contribute without the need for travel. Detailed instructions for joining the online sessions will be provided to registered participants prior to the conference.

We look forward to welcoming you to this virtual gathering at Chitkara University, where we aim to foster meaningful discussions and collaborations across various fields of management.