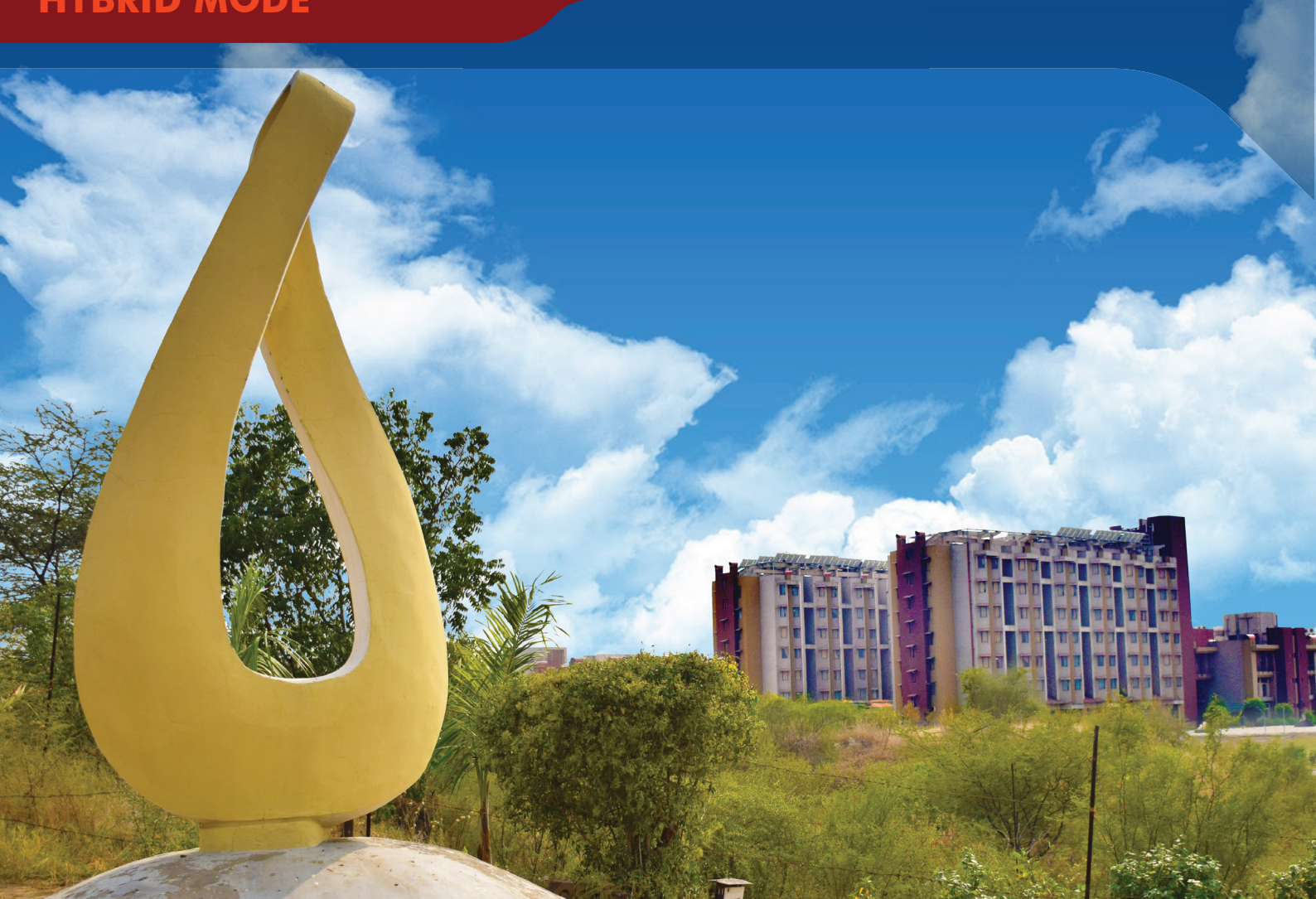


ENTENTE-2022

**2ND INTERNATIONAL CONFERENCE IN HUMANITIES & SOCIAL SCIENCES,
MANAGEMENT AND EDUCATIONAL TECHNOLOGY**

HYBRID MODE



3rd-5th November 2022

About The Conference

Digitization and advancements in information technology has significantly proliferated GLOBAL information mobilization. Due to the massive mobility across humanity, the era of multi-dimensionality has come into existence; The word globalization is not just limited to economy or financial systems. In fact, the intervention of globalization in day-to-day life and this quantitative and qualitative shift from trade or professional opportunities to normal human existence has strong links with UNO's Sustainable Development Goals. This shift urges researchers, academicians, industry personnel and students to exchange thoughts and ideas in such inter-disciplinary environment.

NIIT University runs on four Core Principles- Industry-linked, Technology-based, Research-driven and Seamless. Research-driven and Seamless lead to inter-disciplinary teaching-learning or research spanning across all the areas and domains, with considerable societal applications. Every area or domain is following new pedagogic approaches like Research-Based approach to Teaching or Project-Based Learning. Such multi-dimensional environment steers to occupational, spatial and temporal mobility, i.e. Seamless Life.

Organizing this conference is one of the ventures to facilitate deliberation on changing paradigms in the field of Language & Literature, Social Sciences, and Management. The wide spectrum of sub-themes will facilitate integrating the complex array of ethical, psychological, social, economic, cultural, linguistic, literary, political, and administrative concerns in research and pedagogy. This conference attempts to provide an international platform for the academicians, researchers, industry personnel and students to share their research studies and innovative ideas in their respective domains. This conference is meant to promote research studies in the areas of Humanities, Commerce, Economics and Management. It aims to bridge the gap and promote intellectual exchange between researchers, students, and industrial workforce.

The world came to a standstill with lockdown being announced in almost all countries in 2020 and parts of 2021 due to the onslaught of Covid-19. Trade, Aviation, Tourism, even academics suffered quite a lot during the first as well as second wave of pandemic. Now that the world is returning to its old routine again, we at NU have decided to conduct Entente-2022 in hybrid mode.

Target Audience

- Students/ Research Scholars
- Academicians/Researchers
- Policy Makers & Regulators
- Industry Experts /Rating Agencies/Law Firms
- Chartered Accounts / Cost Accounts /Company Secretaries
- Financial consultants and Practitioners
- NGOs and Registered Societies/Trusts
- Bank/NBFCs/Micro-finance Institutions
- Economists

Call for Paper

Submissions can be made under the following sub themes given below:

Management

- Sustainable developments in wake of Industry 4.0
- Business Strategy and Sustainability
- Corporate Governance and Sustainability Reporting
- Circular economy
- Blue economy
- Entrepreneurial ecosystem
- Sustainable marketing
- Sustainable public policy

- Green management tools & processes
- Humanities and Social Sciences
- Innovation & entrepreneurial management system
- Fund-raising
- International Marketing
- Business to Consumer (B2C) Marketing
- Digital marketing
- Customer retention
- Leadership through ICT
- Sustainable Finance
- Urban Planning and Development
- Sustainable Development in War Ravaged Economies
- Implications of Pandemic on Achieving SDGs
- Sustainability Marketing

Humanities and Social Sciences

- Implication of pandemic in socio-cultural and economic spaces
- Eco-centrism in contemporary literature
- Post-pandemic literature
- Migration practices and literature
- Peace & war literature
- Work force diversity & equality
- Gender diversity

- Business and organization communication
 - Green cities
 - Mental health & well-being
 - Health tourism
 - Sustainable Tourism and Hospitality
 - Climate Change
-

Educational Technology

- Sustainability in higher education
- Story telling in Academics
- Learning disabilities
- Curriculum design & instruction
- Technology for Education
- Testing & assessment



Submission Guidelines

All papers must be original and not simultaneously submitted to another journal or conference.

Abstract(s) and full paper(s) approved by the review committee will be invited for presentation at the conference.

Soft copy of the abstract in MS word should reach the conference organizing committee through Easy Chair latest by 10th September 2022.

The submission guidelines are as follows:

- The full paper should have a separate cover page bearing only the title of the paper and author name(s), designation(s), official address(es) along with phone number(s) and e-mail address(es).
- The full paper should not exceed 6 pages (all inclusive) using Times New Roman font, 12pt, single spacing and follow APA referencing throughout the manuscript.
- In case of more than 6 pages, extra charges per page will be paid by author.
- All the submitted papers will undergo plagiarism check. Maximum acceptable limit is 10 %. Papers not satisfying the criteria will be summarily rejected.
- Authors will be notified about the acceptance of their paper(s) for presentation through email, after which the process of registration will begin.



Awards

- ★ *Student Best Paper award in Management, Social Science & Humanities and Educational Technology*
- ★ *Academician Best Paper award in Management, Social Science & Humanities and Educational Technology*

Publication Opportunities



- ✍ *Selected research papers will be published in SSCI Indexed/UGC Care/ Scopus-indexed International Journals.*
- ✍ *All other research papers will be published in Edited book by Renowned International Publishers.*



Important Dates

<i>Subject</i>	<i>Date</i>
Abstract Submission	10 th September 2022
Submission of Full Paper	05 th October 2022
Early Bird Registration	05 th October 2022
Registration	20 th October 2022
Paper Presentation	3 rd -5 th November 2022

Registration Fee

Category	Offline Participation		Online Participation	
	National	International	National	International
Student/Research Scholar	1000/-	\$15	1500/-	\$15
Academician	2500/-	\$35	4000/-	\$55
Industry/Corporate Person	3500/-	\$45	5000/-	\$65

- Registration fee is non-refundable and does not include accommodation charges.
- Registration fee includes, conference kit, conference programme guide, admission to all conference sessions, registration fee payment receipts (Invoices), Certificate of Presentation or Participation, Lunch and High Tea during the conference, bus service within NCR from some spots.

Note: Those who missed last date of registration and want to do spot registration, may pay the registration amount through UPI/Cash. Kits will be provided as per availability.



Registration Link :

<https://forms.gle/Pu2NNGCQQbKXV82A7>

Payment detail

Bank Account Details	
Beneficiary Name	NIIT UNIVERSITY
Beneficiary Bank Name	ICICI BANK LTD.
Account No.	153001000047
IFSC code	ICIC0006631



Payment Link:

<https://rzp.io/l/il65Qh9Ogp>

Accommodation Charges

- Accommodation will be provided in executive block of the University Campus.
- 2000/-per person per day for Single Room and breakfast, lunch & dinner
- 1500/-per day per person, which includes double sharing room, breakfast, lunch and dinner.
- 1500/- per day per person for accompanying person, which includes double sharing room, breakfast, lunch and dinner.

Patron

Prof. Rajesh Khanna

President, NIIT University, Neemrana

Co-Patron

Prof. Parimal Vijay Mandke

Vice-President, NIIT University, Neemrana

Organizing Committee

Prof. Vijay Vasant Rao Mandke

Area Director, Educational Technology Area
NIIT University, Neemrana

Convener

Dr. Sushil Kalyani

Area Director, Management Area
NIIT University, Neemrana

Convener

Dr. Anshima Prakash Srivastava

Area Director, Humanities Area
NIIT University, Neemrana

Convener

Dr. Keerti Jain

Assistant Professor, Management Area
NIIT University, Neemrana

Organizing Secretary

Dr. Ratika Kaushik

Assistant Professor, Humanities Area
NIIT University, Neemrana

Organizing Secretary

Dr. Yogendra Pal

Assistant Professor, Educational Technology Area
NIIT University, Neemrana

Organizing Secretary

Contact Details

All questions about submissions should be emailed to :

Dr Keerti Jain

keerti.jain@niituniversity.in

Dr Ratika Kaushik

Ratika.kaushik@niituniversity.in

Dr. Yogendra Pal

yogendra.pal@niituniversity.in

+91-9022419053



Neemrana

Notified by the Government of Rajasthan u/s 2(f) of UGC Act

NIIT University Campus: NH-8, Delhi- Jaipur Highway, Neemrana, District Alwar, Rajasthan 301705

Admission Office : 85, Sector 32, Institutional Area, Gurugram 122001

Tel: 1800-103-5050, www.niituniversity.in, Follow us on: www.twitter.com/niituniversity