

# 2<sup>ND</sup> INTERNATIONAL CONFERENCE ON TECHNOLOGY, INNOVATION AND SUSTAINABILITY IN BUSINESS MANAGEMENT

ICTIS 2023 | HYBRID MODE

4 MAY 2023  
9:30 AM – 5:30 PM  
BARNET AUDITORIUM  
DUBAI KNOWLEDGE PARK

## Call for Papers

2<sup>nd</sup> International Conference on Technology, Innovation, and Sustainability in  
Business Management (ICTIS 2023)

(Hybrid Mode)

4<sup>th</sup> May 2023, Middlesex University Dubai, UAE

Abstract Deadline - 30th March 2023

<https://mdx.ac.ae/ictis2023>



Middlesex University Dubai is proud to announce the 2<sup>nd</sup> International Conference on Technology, Innovation, and Sustainability in Business Management (ICTIS 2023). The international conference will be held on 4<sup>th</sup> May 2023 at Middlesex University Dubai Campus in Knowledge Park, Dubai. ICTIS 2023 will be a hybrid conference with participants having an option of attending and presenting either in-person or virtually. Building on the success of its first edition in 2019, the conference aims to bring researchers and practitioners from diverse industries and sectors together to discuss, debate and initiate a dialogue on the impact of advances in technology, innovation, and sustainability on business models, processes, and practices and how these advances can be leveraged by organizations both private and public to stay relevant and competitive in the post COVID-19 era.

The conference encourages the submission of abstracts (250 words) of completed or ongoing research papers, articles, and case studies from both academics and research students from business and management domains including but not limited to Operations Management, Analytics, Marketing, Finance, Logistics and Supply Chain, Human Resources, Tourism, Construction and Health Care. We also welcome presentation of results/insights from industry practitioners. The conference will also feature a student track for undergraduate and postgraduate students in the above mentioned areas.

## Topics

Relevant topics for the conference include but not limited to the following:

- Business Analytics (*Marketing/Brand analytics, HR analytics, Supply Chain analytics, Social media Analytics*)
- Challenges and Implications of Industry 4.0 technologies for Businesses (*Internet of Things, Blockchain, Autonomous Vehicles, Artificial Intelligence, Virtual Reality, Metaverse, Robotics, 3D Printing, Digital Twins, Cyber-Physical System, Big Data Analytics and Cloud Computing*)
- Applications of Smart technologies in Tourism, Retail, Construction, and Healthcare Sector
- Entrepreneurship in the digital era
- Growth of FinTech sector, Cryptocurrencies and its implications
- Growth in e-Commerce, m-commerce technologies and its implications
- Sustainable Societies (Smart cities and Smart governance)
- Sustainability and Circular Economy
- Green supply chain management
- Enables and Challenges in implementing technology-driven sustainable business practices
- Adoption of technology in Education (e.g., ChatGPT)

## Abstract Submission

Academicians, practitioners, and research scholars wishing to present at the conference are invited to submit a 250-word abstract of continuous text describing their current work for consideration by the programme committee. The abstract should include Paper Title, and Author Names and Affiliation.

Abstracts must be submitted online at: <https://easychair.org/> on or before 31st March 2023. All authors will be notified by 10<sup>th</sup> April after the peer-review process whether their abstract has been accepted.

For accepted abstracts, at least one author must register and present at the conference to be considered for the conference proceedings. Post conference, all presenters will have the option to submit full papers for possible publication with Scopus-listed journals associated with the conference. The list of journals will be updated soon.

## Important Dates

Deadline for submission of abstracts or full papers (optional)	March 31, 2023
Notification of Decision	April 10, 2023
Early Bird Registration Closes	April 15, 2023
Last Day to Register	April 20, 2023
Conference	May 4, 2023

## Conference Fees

Early Bird Registration (In-Person)	AED 500
Normal Registration (In-Person)	AED 650
Student Registration (In-Person)	AED 250
Early Bird Registration (Virtual)	AED 250
Normal Registration (Virtual)	AED 350
Student Registration (Virtual)	AED 125
Late/Onsite Registration	AED 750

Further details about the conference and registration can be found at [www.mdx.ac.uk/ictis2023](http://www.mdx.ac.uk/ictis2023). For any enquiries, please contact the conference the conference team at [ICTIS@mdx.ac.uk](mailto:ICTIS@mdx.ac.uk). We look forward to welcoming you all to this conference at Middlesex University Dubai.

### **Conference Chairs**

Dr. Sreejith Balasubramanian  
Chair, Research Committee & Head, Centre for Supply Chain Excellence  
Middlesex University Dubai  
[s.balasubramanian@mdx.ac.uk](mailto:s.balasubramanian@mdx.ac.uk)

Dr. Supriya Kaitheri  
Senior Lecturer, Business School  
Middlesex University Dubai  
[s.kaitheri@mdx.ac.uk](mailto:s.kaitheri@mdx.ac.uk)

### **Program Committee**

Dr. Cody Morris Paris  
Deputy Director, Associate Professor of Social Sciences  
[c.paris@mdx.ac.uk](mailto:c.paris@mdx.ac.uk)

Dr. Fehmida Hussain  
Head of Computer Engineering and Informatics, Associate Professor, Chair – Office of Student Research  
[f.hussain@mdx.ac.uk](mailto:f.hussain@mdx.ac.uk)

Prof. Ajit Karnik  
Professor in Economics  
[a.karnik@mdx.ac.uk](mailto:a.karnik@mdx.ac.uk)

Mr. Rory McConnon  
Senior Lecturer and Campus Programme Coordinator - UG Business Management and Marketing  
[r.mcconnon@mdx.ac.uk](mailto:r.mcconnon@mdx.ac.uk)

Dr. Nitin Vihari  
Senior Lecturer & Campus Programme Coordinator - MA HRM  
[n.poluru@mdx.ac.uk](mailto:n.poluru@mdx.ac.uk)