



ABOUT BIT MESRA

Birla Institute of Technology (BIT) Mesra is a "Deemed to be University" under Sec. 3 of the U.G.C. Act 1956. The Board of Governors is responsible for the main functions and overall supervision of activities. It comprises representatives of the Ministry of Education, Government of India, the U.G.C., the State Government, The Chancellor, the AICTE, The Hindustan Charity Trust and the Institute Faculty. Shri C.K. Birla is the Chairman of the Board of Governors while the Governor of the state of Jharkhand officiates as the Institute's Chancellor. Keeping up with the times; has never been enough at BIT as it has mostly been either at the top of ranking surveys or the first among initiators of path breaking ideas. From the introduction of new academic programmes to re-structuring the current ones, from improving infrastructure to upgrading teaching skills, the student's welfare has always been the focal point in BIT's larger picture. As a result, the Institute enjoys an unsurpassed reputation in academia and corporate circles being the preferred manpower source for many industries not only in India but also abroad. BIT Mesra had been conceived with a vision to be recognized as a world-class learning institution for engineering and technology. But it has moved beyond the fulfilment of a scholastic promise to re-defining education in the new age through creation of aptitude and comprehensive intelligence. Targets are achieved every day, only to make space for newer dreams.

ABOUT BIT NOIDA

Birla Institute of Technology has over the years extended its expertise and scope of knowledge beyond its main campus at Mesra to overcome modern challenges in the field of IT and allied technology with proficiency. The Noida campus of BIT Mesra enjoys an advantageous position owing to its proximity to a major industrial and IT hub at Greater Noida, Gurugram, and Delhi. Located in a posh area joining Noida and Delhi, adjacent to many important industrial houses. The campus was established in 1998 after having felt the urgent need of an institution for diversified and advanced educational research, consultancy, and training of human resources in IT and Management technology in the Northern sector. BIT Noida Campus has three departments - Department of Management, Department of Computer Science & Engineering, and Department of Animation and Multimedia and offers the following UG / PG programmes: PhD in Management and Computer Science & Engineering, MCA, MBA, BCA, BBA, and B.Sc. Animation and Multimedia.

ABOUT THE CONFERENCE

BIT Mesra Noida Campus is actively engaged in providing strong linkages and a common forum to the Academicians of various aspects of Applied Sciences and Management. The conference is an approach to get Corporate Professionals, Academicians, Research Scholars, and Students together on a single platform for an in-depth discussion on critical themes in the areas of Management & Applied Sciences particularly in Computer Science & Information Technology and Electronics & Communication. The conclave will also provide a forum to Research Scholars, Engineering and Management students for sharing their knowledge through Doctoral Research Paper Competition, Case Study Competition and Student Research Paper Competition.

With a view to develop understanding and co-operation and to provide a perfect opportunity to stay abreast with latest developments in all these important fields, an International Conference on Innovation in Engineering & Management: Sustainability through Creativity and Innovation (ICIEM-2023) is being organized on the theme of G20 "Vasudhaiva Kutumbkam". We invite the fresh ideas and research work in management, engineering, animation and multimedia, and all other allied subjects. It is interdisciplinary by nature because we cannot achieve the sustainable growth by single stream.

INTERNATIONAL CONFERENCE ON INNOVATION IN ENGINEERING & MANAGEMENT (ICIEM'23)

SUSTAINABILITY THROUGH CREATIVITY AND INNOVATION

*An interdisciplinary
conference about
current relevant themes*

01-02 JUNE 2023

**HYBRID MODE
(OFFLINE & ONLINE)**

CONFERENCE HIGHLIGHTS

INTERACTION WITH INTERNATIONAL / NATIONAL EXPERTS

COMPETITIONS & WORKSHOPS

PAPER PUBLICATION OPPORTUNITIES IN E-PROCEEDINGS & INDEXED JOURNALS

Selected high quality papers, will be considered for the publication in following Scopus/ ABDC and Other Reputed Journals:

1. International Journal of Quality & Reliability Management (Emerald Publishing), Scopus, ABDC – B.
2. FIIB Business Review (Sage Publications), Scopus Indexed
3. South Asian Journal of Marketing (Emerald Publishing), EBSCO Discovery Service

CONTACT

Birla Institute of Technology, Mesra (Ranchi) Noida Campus
A-7, Sector 1, Noida – 201301 (Uttar Pradesh / NCR), India

COMPUTER SCIENCE & ENGINEERING

Artificial Intelligence & Neural Network
Cloud & Fog Computing
Data Mining & Data Warehouse
Digital Forensic & Network Security
Machine Learning & Deep Learning
Mobile & Wireless Computing

Blockchain
Green Computing
5G & 6G
Cyber Security
Compiler & Interpreter
Pattern Recognition

Data Structure & Algorithm
IoT & Sensor Technology
Digital Signal Processor
Cognitive Engineering
Image Processing & Pattern Recognition
Any other contemporary topic related to the area

APPLIED SCIENCES

Physics
Chemistry
Mathematics
Embedded Systems
Electrical Engineering & Power System
Smart Grid

VLSI Design
Power Electronics
Cognitive Mapping
Design Thinking
Reliability Engineering

Probability & Reliability Engineering
Green Computing
Sustainable Development Techniques
Semantic & Emotional Intelligence
Any other contemporary topic related to the area

**MANAGEMENT
(HUMAN RESOURCE MANAGEMENT)**

Cross Cultural HR Perspectives
Motivation Strategies
Organizational Development & Change
Managing Human Capital

Training and Development
Compensation
Competency Mapping
Leadership

Strategic Human Resource Management
Recruitment and Selection Strategies
HR Analytics & Accounting
Any other contemporary topic related to the area

(ACCOUNTING & FINANCE)

Management Control System
Electronic Orientation in Financial Sector
Corporate Finance & Investment
Financial and Commodity Derivatives
Socially Responsible Investment (SRI)

Auditing
Social / Green Accounting
Sustainable Finance
Mergers & Acquisitions
Management Accounting

International Financial Reporting Standards (IFRS)
Financial Innovations for Sustainability
Governance for Sustainable Finance and Investing
Big Data Analysis in Sustainable and Green Finance
Any other contemporary topic related to the area

(ENTREPRENEURSHIP)

Culture and Entrepreneurship
Networking & Entrepreneurship
Gender and Entrepreneurship
Entrepreneurship & Innovation

E- Entrepreneurship
Design Thinking
Social Entrepreneurship
Crowdfunding

Entrepreneurship Dynamics in Economic Development
Global Entrepreneurship and Development Indicators
Venture Capital Financing for Startups
Any other contemporary topic related to the area

(MARKETING & RETAIL MANAGEMENT)

Marketing and Retail Analytics
Green & Sustainable Marketing
Ethical Issues in Marketing
Marketing Management
Database Marketing
De-marketing
Viral & Social Marketing

Internal Marketing
Branding
Service Marketing
Advertising
Retail Management
Consumer Behavior
Digital Marketing

Experiential Marketing
Neuro Marketing
Sensory Marketing
Customer Relationship Management (CRM)
On-line Marketing & social media
Sustainable Competitive Advantage
Any other contemporary topic related to the area

CONTEMPORARY ISSUES IN MANAGEMENT

Vocational Education
Carbon Credit and Sustainability
Sustainable Urbanization

E-Governance
China + 1 Strategy

Government Initiatives for Business & Sustainability
Micro, Small and Medium Enterprises (MSME)
Any other contemporary topic related to the area

ANIMATION & MULTIMEDIA

Concept Art
Graphic Design
UI UX Design

Mobile Apps
Storytelling
Multimedia

Game Design, Computer Gaming, E-Learning
AR, VR, and XR, Metaverse
Any other contemporary topic related to the area

COMPETITIONS & WORKSHOPS

- Case Study Competition
- Business Plan Competition
- Doctoral Research Paper Competition
- Workshop on NAAC/ NBA Accreditation
- Workshop on Research Paper Writing

PANEL OF INTERNATIONAL & NATIONAL EXPERTS

The complete updated list of the panel of experts can be accessed on the conference website.

CONFERENCE SECRETARIAT

Patron
Prof. (Dr.) Indranil Manna
Vice Chancellor, BIT Mesra, Ranchi

Conference Secretary
Prof. (Dr.) S. L. Gupta
Director, BIT Noida
E-mail: directornoida@bitmesra.ac.in, Mobile: 9811230453

CONVENORS**DEPARTMENT OF
MANAGEMENT**

- Dr. Monika Bisht, 997102565
- Dr. Arun Mittal, 9873957205

**DEPARTMENT OF COMPUTER
SCIENCE & ENGINEERING**

- Dr. B B Sagar, 9999590179
- Ms. Priti Sharma, 9910706528

**DEPARTMENT OF ANIMATION &
MULTIMEDIA**

- Dr. Niket Mehta, 9350555195
- Mr. Rahul Dora, 9891142224

IMPORTANT DATES

- Submission of Abstracts: 15th March 2023
- Notification of Acceptance: 20th March 2023
- Submission of Full Paper: 31st March 2023
- Notification of Acceptance of Full Paper: 15th April 2023
- Final paper submission: 30th April 2023

REGISTRATION FEE

Delegates	Early Bird by 30th April 2023	After 30th April 2023
International Participant	\$ 50	\$ 75
Faculty and Other Participants	Rs. 1000 /-	Rs. 1500 /-
Students, Research Scholars	Rs. 500 /-	Rs. 700 /-
BIT Students	Rs. 250 /-	Rs. 350 /-

PAYMENT DETAILS

Payment can be made to "Birla Institute of Technology"
Current Account: 0951020000989, UCO Bank, Sector 3, Noida - 201301, India
IFS Code: UCBA0000951
(Scan the QR code to make online payment)

**REGISTRATION FORM**

Kindly fill the online form at <https://tinyurl.com/iciem2023>
or visit the website <https://sites.google.com/bitmesra.ac.in/iciem23/>