



RIMT UNIVERSITY

ORGANIZES

A VIRTUAL INTERNATIONAL CONFERENCE

ON

**CONTEMPORARY ISSUES IN MANAGEMENT, COMMERCE,
ECONOMICS and SOCIAL SCIENCES : DISRUPTION AND
SUSTAINABILITY UNDER THE NEW NORMAL**

28TH MAY, 2021 (FRIDAY)

ORGANIZED BY

SCHOOL OF MANAGEMENT & COMMERCE

Opposite Floating Restaurant, Sirhind Side,
Mandi Gobindgarh, Punjab (147301)

www.rimt.ac.in

Toll Free 1800 137 0022



A VIRTUAL INTERNATIONAL CONFERENCE

ABOUT RIMT UNIVERSITY

RIMT University lays emphasis on innovative research, investment in high intellect Faculty and first rate infrastructure. The University offers wide choice of interdisciplinary UG, PG & Doctoral Programs in Management, Engineering & Computer Applications, Life Sciences, Architecture, Fashion Design, Fine Arts, Mass Communication and Journalism, Hotel & Hospitality Management, Legal Studies, Pharmaceutical Studies, Paramedical & Nursing, Agriculture, Humanities & others. The University enables the students to become productive citizens realizing the responsibilities to execute their duties with utmost perfection. Apart from the routine academic work, wide opportunities are offered to students in varied co-curricular and extra curricular activities.

ABOUT THE CONFERENCE

To bring together Research Scholars, Academicians, Industry Experts at this International Conference to showcase the rapid strides and technical advancement currently witnessed in the domain of Business Management, Commerce, Mass Communication, Media Technology, Economics, Humanities & Social Sciences. The conference aspires to demonstrate the excellence of Research Scholars and representatives from Academia and Industry.

THEMES AND SUB-THEMES

(MANAGEMENT & COMMERCE)

Human Resource Management	Services Marketing & Indian Economy
Marketing Management	Inclusive Growth Model
Financial Management	IT Disruptions & Contemporary Business Issues
International Business & Trade	Business Aggregators
E-Governance	Innovation & Start-ups
Innovation in E- Business Models	
Business Analytics and Competitive advantage	

(MASS COMMUNICATION & MEDIA TECHNOLOGY)

Media culture, media identities, cultural representation, Media theory, cybernetics, media discourses, media technology, mass media and broadcast media, cinema, new media, photography, Media Business, Advertising and Public relations, Media Management, and media literacy.

(HUMANITIES & SOCIAL SCIENCES)

1. Humanising epidemiology
2. Socioeconomic factors and health
3. Digital society and capitalism
4. Migration, poverty and inequality
5. Digital hate and social media

SUBMISSION GUIDELINES FOR FULL PAPER SUBMISSION

The paper being presented should be original and in prescribed format.

- Use Times New Roman 12 size font with 1.5 line-spacing and fully justified.
- Headings should be bold with font size 14; sub heading should be bold with font size 12.
- Author(s) are requested to send their abstracts, not exceeding 300 words in font size 12
- Use Times New Roman 12 size font with 1.5 line-spacing and margins of 2.5 cm.
- A maximum 5 keywords must be there.
- AFTER BLIND REVIEW SELECTED PAPERS WILL BE CALLED UPON FOR THE PRESENTATIONS, SO ALL THE AUTHORS TO BE READY WITH THEIR PRESENTATIONS (The presentation must include objectives, research methodology, data analysis and finding).
- Minimum 12 and maximum 16 slides must be prepared for the presentation.
- The Scholars are advised to submit their complete research paper by 30th June, 2021. The papers shall be peer reviewed and selected papers shall be published in RIMT University Journal.
- References should be in APA format.
- Cover page should contain title of the paper, Author(s), name and Affiliation, contact details: e-mail address and mobile number.
- All authors shall be acknowledged to certificate.

IMPORTANT DATES

Registration: 27th May 2021 onwards
Full paper submitted by 30th June, 2021

REGISTRATION FEE DETAILS

Registration Fee 200/-

ACCOUNT DETAILS

Fees can be paid in Cash, through Demand Draft* or Online transfer in favor of:

Name of the Account Holder :	RIMT University, Mandi Gobindgarh (Punjab)
Bank Name :	Punjab National Bank
Account Number :	52482413000112
Name of the Bank :	PNB
IFSC Code :	PUNB0524810

*Demand Draft should be drawn in favor of "RIMT University" payable at,
Mandi Gobindgarh (Punjab).

NOTE: The participation fee is non-refundable/ non-adjustable against any other Programs of RIMT University, Mandi Gobindgarh. However, changes in Nomination would be accepted.

(Please send UTR No. of Registration Fee compulsorily to reconcile at [jyotsnathapar@rimt.ac.in](mailto: jyotsnathapar@rimt.ac.in))

HOW TO APPLY:

Register on the given link. Fill the enclosed form and make payment.

Email your queries at:

[jyotsnathapar@rimt.ac.in](mailto: jyotsnathapar@rimt.ac.in) (School of Management & Commerce)

[harmeetkaur@rimt.ac.in](mailto: harmeetkaur@rimt.ac.in) (School of Mass Communication & Media Technology)

[navdeep_kaur@rimt.ac.in](mailto: navdeep_kaur@rimt.ac.in) (School of Humanities & Social Sciences)

01765-523156,157

Online Registration link: <https://rimt.ac.in/events/cimcess/>

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