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**4th International Conference**  
**on**  
**23<sup>rd</sup>- 24<sup>th</sup> January 2020**

**“ADVANCEMENTS IN COMMERCE, MANAGEMENT AND**  
**ENTREPRENEURSHIP: PARADIGM SHIFT IN INDUSTRY 4.0”**  
**Venue- Amity University Uttar Pradesh (AUUP), Noida Campus, Sector-125**

**THE BACKGROUND:**

Today, linear economies is giving way to circular and creative economies catalyzed by visionary innovators and entrepreneurs. Ethical, efficient and sustainable practices have evolved thanks to advancements in commerce, finance and management. Business ideas are venturing into areas that were unthinkable a decade ago. Be it gaming technology, communication design and a host of other streams which give impetus to business the world over. From making the aged population independent, aiding in the future of humanitarian work and the new post-humanistic world inhabited not just by people but by intelligent machines, there is a whole macrocosm that is being created.

This exciting leap forward and its technological transformations have brought India to the cusp of a big digital revolution: ‘Industry 4.0.’ The fast-paced innovation is changing business today. The various stages like identifying problems and opportunities, feasibility analysis, running pilot projects, scaling, need to be expedited within Industry 4.0 expectations. The Industrial Internet of Things (IIOT) alone will be

worth an estimated USD 20 Billion market by 2020. But it's also throwing up a host of challenges. These include complex health issues, rising unemployment, skill gaps, the rising gap in wealth, access to consumption, overload of information, growth of the digital economy and environmental degradation. These challenges are massive, interconnected and require our urgent attention. There is a need to improve people's lives around us and innovation alone cannot address them.

These issues can no longer be solved by a domain, economic or a community expert. It requires the expertise of a specialist/group of specialists who can identify core issues while treating the system and not the symptom, and monitoring and facilitating these processes.

A new outlook on the way industries engage with a business model and its process is leading to a paradigm shift. Some of the best examples where innovation through business design has had an impact can be seen in the leaps that companies like Apple, IDEO, Frog Design, Ikea, Airbnb and Netflix have made. In India too, we need to foster businesses like diagnosing diseases using Ayurvedic techniques or changing the mindset and empowering young people towards a sustainable future.

The shift is already visible with start-ups realizing the power of design in transforming their businesses. We need to 'disrupt' India in a manner which it has never seen before and that can only happen with the creative spark shaped by advancements in Commerce, Management and Entrepreneurship under the umbrella of "Industry 4.0".

The emphasis in the 4<sup>th</sup> International Conference is to identify innovation in technology, non-technological determinants of innovation, in particular, managerial capabilities and novel organizing principles for innovation under the broad requisites of "Industry 4.0" expectations. Managerial capabilities for innovation deal with cognitive elements such as the capacity to absorb existing knowledge, create entrepreneurial mindsets, and facilitate managerial experimentation and higher-order learning abilities. These capabilities can only be developed by distinctive managerial roles that enhance hierarchy, teaming up and shared norms.

To address the above-mentioned challenges of Industry 4.0 and to highlight the changing nature of reforms, specifically directed towards entrepreneurship, accounting, business and management, Amity College of Commerce and Finance (ACCF) is organizing an international conference jointly on the broad theme **"Advancements in Commerce, Management and Entrepreneurship : Paradigm Shift in Industry 4.0"**.

It aims to invite speakers from India and abroad to speak and deliberate further on the above theme.

### **ABOUT THE ORGANIZERS:**



#### **About Amity University**

Amity is leading education group of India having more than 1.5 lacs students studying in its 250 plus programs at its 11 overseas campuses, 4500 faculty and scientists. Amity University is India's leading research and innovation driven private university. Amity University has been named by Quacquarelli Symonds (QS) as one of Asia's top 300 universities. Amity University is consistently ranked No.1 as it grooms leaders who are not only thorough professionals but also good human beings with values and sanskars. The University has been accredited Grade "A+" by NAAC-National Assessment and Accreditation Council. Amity is not just a group of institution which imparts world class education, but an experience where everyone associated is a part of dream, a mission to nurture students as great leaders.

#### **Amity College of Commerce and Finance (ACCF)**

Amity College of Commerce & Finance is dedicated to developing a new generation of business leaders through innovative management education. At ACCF, you find a program that offers the satisfaction that comes from a blend of intensive rigorous academic study with the realities of practical world of finance and trade literature, as well as preparation.

ACCF offers diverse undergraduate and post-graduate programs in Commerce and Finance. The programs are design to prepare the students with the right mix of knowledge in the area of Commerce, Finance, Financial Analysis, Marketing and Human Resource Management.

### **Objectives –**

- To identify innovation in technology, non-technological determinants of innovation, in particular, managerial capabilities and novel organizing principles for innovation under the broad requisites of “Industry 4.0” expectations. Managerial capabilities for innovation deal with cognitive elements such as the capacity to absorb existing knowledge, create entrepreneurial mindsets, and facilitate managerial experimentation and higher-order learning abilities. These capabilities can only be developed by distinctive managerial roles that enhance hierarchy, teaming up and shared norms.
- To address the above-mentioned challenges of Industry 4.0 and to highlight the changing nature of reforms, specifically directed towards entrepreneurship, accounting, business and management, Amity College of Commerce and Finance (ACCF) is organizing an international conference jointly on the broad theme **“Advancements in Commerce, Management and Entrepreneurship : Paradigm Shift in Industry 4.0”**.

### **Who Should Attend –**

Corporate, Researchers, Academicians, Students.

### **Conference Tracks & Topics**

Original papers on the following indicative topics, but not limited to, are welcome to be submitted for the conference:

<b>Digital Economy and Role of Fintech: Expected Synergies in Industry 4.0</b>	<b>Cashless Economy and Microfinance in Industry 4.0 Era</b>
Turning Point Towards Digital Economy for Financial Inclusion	Cashless Transactions: Dream for Rural India
Cross-Border Investment Challenges	Impact of Demonetization on Indian Economy
Role of Application Based Fintech Solutions	Analysis and Interpretation of Cashless Transactions
Innovations in Banking: Payment Banks	Role of Artificial Intelligence in Banking

Islamic Banking: Scope & Challenges in Digital Economy	India Payment Bank: Has Growth been Commensurate
Strength and weakness of Crypto Currency	Cashless Transactions: Dispute Settlement Mechanism

<b>Finance, Entrepreneurship and Growth in Industry 4.0</b>	<b>Social Impact of Digitalization</b>
Financial Development and the Growth of Eco-Industry	Relationship of Stress Management and Digitalization
Cross-Border Investment Challenges	Food and Life Style Habits in Post Digital Era
Micro Financing and MSMEs	Health Hazards with Adoption of Digital Technology
Venture Capital and Private Equity Funding	Digitalization: Working Realities and Fashionable Fallacies
Restructuring the Financial System	Role of Online Education: A Watershed Development in Personality
<b>Digital Marketing Practices in Organizations</b>	<b>Information Technology and Organizations in Industry 4.0</b>
Online Engagement on Facebook	Use of ICT in entrepreneurship Development
Celebrity's Fan Page Posts on Social Media	Innovations in E-recruitment
Effect of Social Media on Enhancing Brand Loyalty	Bridging the Digital Divide in Country
New Horizons in Rural Marketing	Role of E-Governance
Building customer Relationships	Internet Of Things (IOT): Issues and Challenges
Social Media and Digital Marketing	
Managing Service Quality	
<b>Challenges in Women's Entrepreneurial Journey and Solutions for Success</b>	<b>Transforming Innovation Policy in Industry 4.0</b>

Innovation of Digital urbanization in Indian Constitutional Context	Shifting Paradigms for Indian Innovation
Changes in Entrepreneurship and Investment opportunities	Challenges in Economy due to Climate Change
Growth and Sustainability of Startups	Corporate Governance and Transformation in Innovation Policies
Modern Strategies of Recruitment , Selection and Training for Success of Entrepreneurs	Role of 'Ageing Society' in Growth
Digital Framework for Start Ups and small Businesses	Dynamics of Social Innovation
Digital Incubation Startups and Small Business	Social Innovation and Institutional Upgradation
Any other Relevant Issue	
<b>Issues in Management</b>	<b>Digital Economy: Opportunities and Challenges in Industry 4.0</b>
Integrated Demand and Oriented Innovation Policy	Economic Aspects of Net Neutrality
Commercial Procurement and Innovation strategies	Indian Family Business and Business Groups
Reverse Logistics	Evolving Role of IT Industry Presales in the Digital Age
VAS Implementation Gap in Banking Sector	
<b>Cross Functional Themes</b>	
Digital Transformation in Education	Business Ethics and Human Values
Modernization Effect on Organization Behavior	Work- Life Balance
Intellectual Property Rights	Gender Issues
Corporate Social Responsibility	Reverse Innovations
Corporate Governance	Spirituality in Organizations

**Call for Papers:**

ICACCF 2020 aims to bring together researchers, scientists, engineers, and scholar

students to exchange and share their experiences, new ideas, and research results about all aspects of Economics, Trade and Development, and discuss the practical challenges encountered and the solutions adopted. The conference is held every year to make it an ideal platform for people to share views and experiences in Economics, Trade and Development, entrepreneurship and related areas.

**Guidelines for Authors:**

All manuscripts should adhere to following guidelines:

Manuscripts must be in English language only.

Manuscripts will be accepted in .doc or .docx format only through email *on icaccf2020@amity.edu* as an attachment. The main body of the e-mail message should contain the title of the paper and the names and addresses of all authors.

A cover page should accompany the manuscript and include all contact information for all manuscript authors (affiliation, postal address, email address, and phone number).

Manuscript should report original, previously unpublished experimental or theoretical research results. Manuscript submitted to the conference must not be under consideration for publication elsewhere.

The length of manuscript should be between 5000 to 8000 words (including the abstract, figures, tables, and references) and appear in Times New Roman font, 12 font size, *double-spaced* with *margin of one inch (2.5 cm)* on all four sides and justified.

Endnotes and footnotes should be avoided. Substantive comments should be integrated within the text rather than placed in a note.

References should be written in *APA* style of referencing.

All manuscripts would undergo a double-blind peer-review process. Manuscripts should be stripped of identifying information of the author and co-authors.

A duly signed certificate of originality of paper(s) and separate copyright format shall be obtained from the author(s) of selected papers as per the requirements of the respective journal at the time of notification of acceptance of the paper(s).

### **IMPORTANT DATES**

<b>Call For Papers Open On:</b>	<b>01<sup>st</sup> October, 2019</b>	
Last Date for Full Paper Submission with PPT	<del>15<sup>th</sup> November, 2019</del>	<b>5<sup>th</sup> December, 2019</b>
Registration; early bird registration discount 10%	<del>22<sup>nd</sup> November, 2019</del>	<b>12<sup>th</sup> December, 2019</b>
Last Date for Registration	<del>5<sup>th</sup> December, 2019</del>	<b>24<sup>th</sup> December, 2019</b>

### **REGISTRATION FEE (Including tax):**

<b>Applicants</b>	<b>INDIAN</b>	<b>FOREIGN</b>	<b>Early Bird Registration</b>
Registration Fee with Workshop (for all categories)	4000 INR	100 USD	3,500 INR

### **Mode of Payment –**

**Registration Fees can be paid online in the given account :**

Beneficiary Name	AMITY UNIVERSITY-UTTAR PRADESH
Bank Name	Allahabad Bank



Branch	Amity Campus, Sector-125, NOIDA
Account No.	20519034454
IFSC	ALLA0212270
MICR	110010063

\*Additional Publication charges if applicable

- Each subsequent (co-author) has to register by paying INR 1000 (USD 21).
- Maximum 3 author(s) are acceptable for application of Research Papers.
- Authors with multiple papers have to register separately for each paper.
- Registration fee once paid will not be refunded under any circumstances.
- **Benefits included in Registration Fee -**
  - \* Publication of selected Research Papers in UGC approved journal
  - \* Hospitality (Hi-Tea)
  - \* Welcome Kit,
  - \* Lunch for two days
  - \* Copy of Conference Proceedings in PD.
  - \* Certificate of Conference
  - \* Certificate of Attending Workshop (if applicable)
  - \* Printed copy of Conference Schedule.

### **Journal Publication Opportunity& Details –**

**Publication charges for SCOPUS Indexed Journal will be charged by the publisher as per requirements of the respective publisher/journal. This cost is NOT INCLUDED in the above mentioned Registration Fee.**

All 'Accepted' and Registered Papers will be published in SCOPUS/ICI Indexed/UGC Approved Journals. Authors MUST mention Journal of the reference to publication at

the time of submission only. Based on the title and content of the paper, the paper will be forwarded to the opted/suitable journal in that list. All the papers accepted by the Conference Editorial Board will be forwarded to the Editorial Board of the respective Journal. Acceptance will be notified to the Author immediately after the preliminary review report is obtained from both the Boards. All the journals follow a Double-Blind Peer Review Process. During review process the authors should make all the required additions/deletions/modifications suggested by the Editorial Board of the Respective Journal within the stipulated timelines, failing which the paper may not be published or publication may be delayed. This is subject to the policy of that respective journal. The decision of the journal is final and no disputes will be entertained in this regard. The Organizer has requested all the journals to complete the entire publication process within three months after the conference, for which they have kindly accepted. As all the collaborated journals are of high quality, authors should send papers 100 percent free of plagiarism. Strict adherence to Referencing Style of the Respective Journal and Plagiarism Free Papers are least likely to be rejected.

### **Detail of Journals**

**UGC Approved Journal** (Included in UGC care list).

### **Scopus Indexed Journal \*(Publication charges are separate)**

1. International Journal of Recent Technology & Engineering (IJRTE)
2. International Journal - International Journal of Scientific & Technology Research (IJSTR)

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