

AMITY BUSINESS SCHOOL



Presents

CONDUIT 2022



1st September, 2022

2 P.M. Onwards

Amity Business School



ABOUT AMITY UNIVERSITY

Amity University, Noida is a private research university located in Noida, India. It was established in 2005 by an Act of the State Legislature of Uttar Pradesh. The university is recognized by UGC under Section 22 of the UGC Act and accredited by the NAAC with grade 'A+' Amity University offers courses on campus and through distance mode, in a number of fields of study at undergraduate, postgraduate, and doctoral levels. The university is a part of Amity education group and has campuses worldwide.



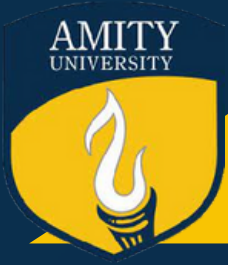
Prof.(Dr.) Sanjeev Bansal Dean-
FMS Director-Amity Business
School

VISION

Building the nation and the society through providing total, integrated and transcultural quality education and to be the global front runner in value education and nurturing talent in which Modernity Blends with Tradition.

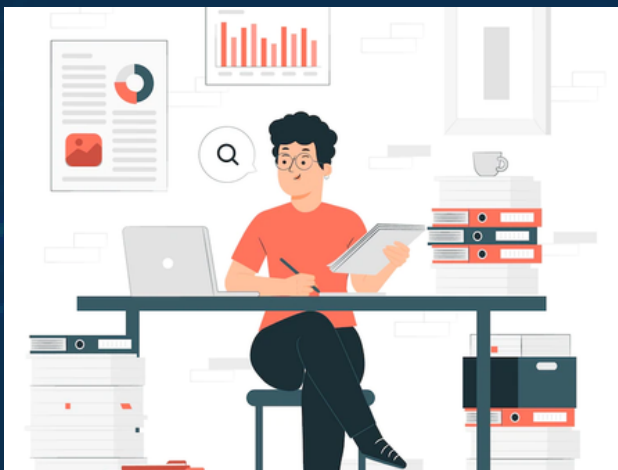
MISSION

Building the nation and the society through providing total, integrated and transcultural quality education and to be the global front runner in value education and nurturing talent in which Modernity Blends with Tradition. To provide education at all levels in all disciplines of modern times and in the futuristic and emerging frontier areas of knowledge, learning and research and to develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regard for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.



CONDUIT 2022

SUMMER INTERNSHIP CASE STUDY CONFERENCE



OVERVIEW

The role of higher education, its dissemination and academic excellence will play a vital role for India to emerge triumphant and ameliorate the economic shock which has engulfed the globe at large. India's large, educated population base and its reservoir of well-trained university graduates have aided the country in moving ahead, but the competition is fierce; from China in particular. Academic excellence and innovative research will be the best possible way to showcase the best work students have. Thus, it is imperative to stimulate young minds and think creatively in order to achieve a sustainable growth and develop a broader vision for businesses by being considerate towards all the stakeholders, including nature. Amity Business School in its pursuit of academic excellence brings this platform to the students to showcase their research skills and ignite creative thinking which shall drive innovation in our country and fulfill the dream of an "Atmanirbhar Bharat"



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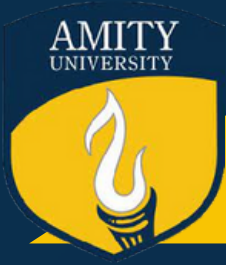
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ABOUT CONDUIT'2022

Conduit 2022 provides a platform to the students/research scholars to gain rich insights of the developments in the business world in the backdrop which compiles managers to redesign their business models and come up with strategies to survive in the market. It would showcase these business examples based on contemporary themes from different fields of management domain with a special focus on the slow-down in the economy at present. The nominated participants of Conduit 2022 shall submit their Research Paper/Case Study pertaining to the topics (The list is only indicative) mentioned below:

- Information Technology and Business Intelligence
- Service Sector (Financial , Health ,Hospitality, Transportation etc.,)
- Manufacturing and Operations
- Marketing, Retail and Supply Chain
- Human Resource and Strategic management
- Cross culture communication
- Re-engineering Business Models
- Travel and Tourism
- Corporate Governance and Social responsibility Social Entrepreneurship, Micro Small Medium Businesses and Family Business
- Education and all the allied areas



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KEY TAKEWAYS

1. Three best case studies developed from the above-mentioned sectors will be awarded with a certificate of appreciation.
2. Expert Review by the jury panel on the research papers
3. Selected Case Studies will also be considered for publication in Amity Business Review
4. Certificate of Appreciation will be given to all participants C O N D U I T ' 2 0 2 2 RESEARCH PAPER/CASE STUDY COMPETITION

CALL FOR THE PAPERS

Original research-based unpublished abstracts, papers and case studies are invited. The abstract should describe the purpose, method, results, and academic contributions of the research. Research Papers/ Case Studies selected by Review Committee would be going for the main competition on 1st September, 2022. The references should follow the APA Guidelines. **Please send your papers at:**
<https://forms.office.com/Pages/ResponsePage.aspx?id=dqBGjZPQbUGle4aSzeE7-13BFnNOYEpdnddzlgng8xUNUhPRjdCTDBLTUhzVfDPT0RUNEFWME41OS4u>

SUBMISSION GUIDELINES

Electronic submission is the only mode for sending papers. The word limit should range between 3500-5000 words in Microsoft word file.

LAST DATE OF REGISTRATION AND FEES PAYMENT: 30th August

LAST DATE OF PAPER SUBMISSION: 30th August

REGISTRATION FEES

Registration Fees is Rs 300/-

For any assistance please contact the student coordinators.

