

**Guidelines for Authors**

**Cover Page :** Title of the Paper, Author's Name, Designation, Organization Name and Address, Correspondence Address, E-mail ID, Mobile Number.

**Abstract :** Word limit: 250- 300 words, Keywords : 5-6

- Full Paper :**
- ✓ Manuscripts should be in A-4 size, MS-Word format, word limit up to 2,500 – 3,000 words, Font : Time New Roman, Font size
  - ✓ Heading-14 Regular Bold, Text-12, Line Spacing: 1.5 with left and right margin justified.
  - ✓ All research papers should contain: Cover page, Abstract, Key words, Introduction, Review of Literature, Research Methodology, Data Interpretation/Analysis, Results, Conclusion, Scope for Further Research, and References in APA pattern.
  - ✓ Tables, Chart, Graphs should be numbered, cited and referenced properly.

**Registration Charges**

Delegate Type	Registration Fee
Academicians / Research Scholars	Rs. 1500/-
Corporate Delegates	Rs. 2000/-
Foreigners/ Overseas Delegates	USD. 40/-
Post Graduates Student Delegates	Rs. 500/-
Project Exhibition	Rs. 500/-

(Registration includes Breakfast, Lunch , Conference Kit and Conference Booklet)

**In case of multiple authors, Coauthors are also required to pay registration fees separately. Only Ph.D. Research Scholar's Guide is exempted.**

**Recognition & Awards :** There are attractive Best Paper Awards amongst Academic, Industry and Student category.

**Payment Mode**

**Draft/Cheque**

Registration Fee should be paid by Demand Draft/Cheque drawn in favor of **NCRD's Sterling Institute of Management Studies (MCA)**, payable at Navi Mumbai. The DD/Cheque/NEFT should be sent along with the Registration Form as per the dates mentioned.

**Online Transfer**

Bank : Bank of Maharashtra, 00976 Nerul Township SHPG Centre, Sec-9, Nerul, Navi Mumbai.  
A/C Name : NCRD's Sterling Institute of Management Studies  
A/C No : 60025011609  
IFS CODE : MAHB0000976  
MICR CODE : 400014090

**Note :** Kindly share the above payment details (Account Number, Name of Account Holder, Name of Participant , Date of Transaction, Amount etc.) on the Email Id : [ncrdconference@gmail.com](mailto:ncrdconference@gmail.com)

**Accommodation**

The institute has a tie-up with nearby hotels, where accommodation could be ranged from Rs. 2000 –2500/- per day per head, will be made available on request forwarded 5 days before the conference date. **Kindly visit our website for further updates and com information of the international conference ([www.ncrdsims.edu.in](http://www.ncrdsims.edu.in))**

**Conference Chairman**

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**NCRD's Sterling Institute of Management Studies**

Organizes

**Three Days International Conference & Project Exhibition**

On

**“ICT for Organizational Effectiveness”**

Thursday, 14<sup>th</sup> March to Saturday, 16<sup>th</sup> March 2019

**VENUE**

**NCRD's Sterling Institute of Management Studies**

Plot No.93/93A, Sector 19, Near Seawoods

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○ **About NCRD's Sterling Institute of Management Studies**

NCRD's Sterling Institute of Management Studies is one of the best B-Schools in Navi Mumbai region incepted in the year 2004. It is approved by AICTE, DTE and Government of Maharashtra and affiliated to the University of Mumbai. With its mission of grooming budding managers and technocrats, Sterling Institute of Management Studies offers 2 years full time Masters in Management Studies (MMS) and 3 years full time Masters of Computer Applications (MCA) of the University of Mumbai. It is ranked as "A" grade B-School by Business Standard Survey 2017 and the top B-school of Excellence by Competition Success Review-GHRDC B-school survey 2018. NCRD's SIMS also received the Asia Africa Development Council's Award of Excellence in Management Education, 2018.

○ **About the Conference**

The use of information through technology has become the need in our daily lives. An effective ICT investment is very essential for an organization's success and growth. ICT solutions help organizations in better decision making, improved customer service, reduce cost, increased revenue and improve overall profitability. NCRD's SIMS, a proud associate partner with Asia Africa Development Council, in conducting 2<sup>nd</sup> edition of Asia Africa ICT & Development Summit 2018, would like to take this legacy ahead by organizing this International Conference.

This conference aims to provide a platform to understand the role and effectiveness of ICT in ensuring long term sustainability and growth in business and education sector. The conference also serves as a platform to exhibit the projects which makes use of ICT techniques.

○ **Conference Objectives**

**This international conference aims to**

- a) Provide a common platform to academicians, research scholars, post graduate students and corporate delegates to explore, share and discuss topics related to the conference theme.
- b) Identify the current trends, wide areas of applications, scope for future developments of ICT.
- c) Analyze, understand and further investigate the issues related to application of ICT in modern working environment.
- d) Provide a unique opportunity for the students/researchers with ignited minds and creative ideas to showcase their projects (Models and Poster Presentations) at the Project Expo

○ **Call for Papers**

The papers can address any aspect of ICT. The conference welcomes submission of research papers, articles from research scholars, academicians, industry professionals, entrepreneurs, technology experts, policy makers, and other practitioners of Management and Technology.

**Papers will be published in ISBN publication. Selected papers will be published in our Annual Online Peer Reviewed Journals-(NTR) NCRD's Technical Review (ISSN: 2455-166X) or (NBR) NCRD's Business Review; (ISSN: 2455-0264) All papers will go through a double review process.**

○ **Sub Themes** ○

<p>○ <b>Marketing -ICT in</b></p> <ul style="list-style-type: none"> <li>❖ Digital Marketing</li> <li>❖ Green Marketing</li> <li>❖ Global Marketing</li> <li>❖ FDI in Marketing</li> <li>❖ Retail Marketing</li> <li>❖ Rural Marketing</li> </ul>	<p>○ <b>Finance - ICT in</b></p> <ul style="list-style-type: none"> <li>❖ Capital Markets: Challenges and Opportunities</li> <li>❖ Online Banking / Mobile Banking</li> <li>❖ Foreign Environment and Industrial Policies</li> <li>❖ Financial Architecture for SMEs: Financial Innovations</li> <li>❖ Micro Finance and Financial Inclusion</li> </ul>
<p>○ <b>HR -ICT in</b></p> <ul style="list-style-type: none"> <li>❖ Challenges of Diversity, Employment Relations and Skills</li> <li>❖ Development of Employability Skills</li> <li>❖ Managing the challenges of Expatriates and inpatriates through ICT</li> <li>❖ Millennials and Gen X in HR</li> </ul>	<p>○ <b>Operations - ICT in</b></p> <ul style="list-style-type: none"> <li>❖ E-Procurement and Vendor Managed Inventory</li> <li>❖ Product Standardization and TQM</li> <li>❖ Productivity Management in Organizations</li> <li>❖ Supply Chain Strategy and Integration</li> <li>❖ Global Trends in Quality Management</li> <li>❖ Application of Nanotechnology</li> </ul>
<p>○ <b>Information Technology</b></p> <ul style="list-style-type: none"> <li>❖ Data Warehousing and Data Mining</li> <li>❖ Data Management &amp; Monitoring Analysis</li> <li>❖ Data Analytics</li> <li>❖ Image Analysis and Image Processing</li> <li>❖ Cloud Computing</li> <li>❖ Virtual &amp; Augmented Reality</li> <li>❖ Digital Communication Networks</li> <li>❖ Artificial Intelligence</li> </ul>	<p>○ <b>General Management - ICT in</b></p> <ul style="list-style-type: none"> <li>❖ Global Economy Issues and Perspectives</li> <li>❖ Innovative Approaches for Promoting Entrepreneurship</li> <li>❖ Innovations and Creativity in Organizations</li> <li>❖ Managing Turnaround and Transformations in Economic Development</li> <li>❖ Public-Private Partnerships for Skill Development</li> </ul>

**Note: These Subthemes are only indicative and the authors may also submit papers on other relevant and contemporary topics exclusively in relation with ICT Important Dates**

Important Dates	
Last date of Abstract Submission	: 15 <sup>th</sup> January 2019
Notification for Acceptance of Abstract	: 18 <sup>th</sup> January 2019
Last date of Full Paper Submission	: 8 <sup>th</sup> February 2019
Conference Dates	: 14 <sup>th</sup> March to 16 <sup>th</sup> March 2019

**Abstracts and Full papers are required to be submitted on Email ID: [ncrdconference@gmail.com](mailto:ncrdconference@gmail.com)**