



Venue: GTU Chandkheda Campus, Ahmedabad

<https://www.gtuicon.gtu.ac.in/>

GTU International Conference - GTU ICON 2022

THEME OF MANAGEMENT: BUSINESS MANAGEMENT IN TURBULENT TIMES

India's economy plunged to lowest level during the pandemic. It is recovering now at a much faster pace than many developed and developing crisis. But the 10-week-old Ukraine Russia war is showing its detrimental effect on the economy again. Such events having a global effect on International Business, constitute what is called as 'turbulent times' times' that signifies chaos, disorder and causing conflict with the normal course of business activities. It is a daunting task for businesses to adapt and survive in the extreme volatile and uncertain situations of these times. Therefore, the occurrence of this conference can play a significant part for much needed intellectual stimulation & discourse to provide the solutions for the current problems of the businesses. It is expected that the economy of Asia will be larger than USA and European Union by 2030. Larger population in Asia provides a larger market for any enterprise operating in any part of the world. Organizations will have to focus on global issues instead of just restricting them for local markets. Because of this changing scenario of the world economy, scholars of Management will have to study the managerial skills with global approach. Hence, this conference theme of "Business Management in Turbulent Times" aims to provide opportunity for the researches who are working on the managerial issues with international aspects in various areas of management like Finance, Marketing, Human Resource, Operations, Economics etc. Sub-themes of the conference are suggestive and not restrictive as listed below.

Subthemes:

1. Finance and Economics

- International Financial Practices for turbulent times
- International Economics Environment
- Global Financial Crisis and World Economy
- Stock Market and Other Financial Instruments
- Foreign Exchange Payments and Banking Operations (*Based on: Russia asking for payments in Ruble*)
- Digital Currency and turbulent times
- Behavioural Finance for turbulent times
- Global Financial Infrastructure for sustaining turbulent times
- International Trade and Investments in turbulent times
- Mergers, acquisitions & corporate restructuring during International Crisis
- Financial Innovation, Engineering & Analytics

3. HR and Governance Policy

- World Employment & Social Outlook in Turbulent Times

2. Marketing

- Global Marketing Trends
- International Business Challenges
- Brand Management
- Emerging Trends of Marketing
- E-Commerce
- Digital Marketing
- Big Data & Marketing Analytics
- Marketing & CRM
- Digital Marketing in the Era of Technological Disruption.
- Digital Marketing and Artificial Intelligence
- Tourism & Sports Marketing

5. International Business, Strategy and Entrepreneurship

- International Business Structures and Strategies

- Managing Multicultural Organizational Behaviour in Turbulent Times
- Diversity Inclusion in Multilateral Organizations
- Leadership and Global Strategy during Turbulent Times
- Talent Management and Mobility
- Challenges of Ethical Issues in Digital Era
- Cross Cultural Communication in Turbulent Times
- Industrial Relations & Legal HRM

4. IT and Operations

- Digital Infrastructure and Global Business
- Supply Chain Management in Turbulent Times
- Managing Global Business through IT systems
- Challenges of Digital Media Platform
- Big Data Analytics for Global Business

- Innovative Practices to Manage Global Businesses with Perspective to Turbulent Times
- Entrepreneurial Skills to compete in Global Market
- Global strategies for Entrepreneurs
- Strategic Alliance and Technology Transfer in Global Village
- New challenges to marketing operations and strategies in diverse economies
- Core competence and strategy innovations
- Strategy in Digital era During Turbulent Times

6. Risk to Turbulent Times

- Economic and Financial Risk
- Marketing Related Risk
- Risk with Perspective to Human Resource Management
- Risk in Information Technology

THEME OF ENGINEERING: EMERGING TRENDS IN ENGINEERING AND TECHNOLOGY

Subthemes:

1. Computer Science and IT Emerging Trends

- Computational and Artificial Intelligence
- Knowledge Management
- Parallel and Distributed Computing
- Cyber Security
- Digital Forensics and Incident Response
- Internet of Things
- Data Science and Computational Analytics
- Image Processing
- Mobile Computing
- Quantum Computing
- Augmented Reality
- Computer Vision/Pattern Recognition
- Autonomous Vehicles

2. Electronic and Communication Engineering Emerging Trends

- DSP Processor design for AUDIO/VIDEO Applications
- Embedded System for Electronic Design Automation
- VLSI and Embedded System Design for Telecommunication Applications
- Analog and Digital Signal Processing
- Millimeter-Wave Integrated Circuits
- UWB Technology
- Mobile Cellular TV
- 4G Wireless Networks and Systems

3. Civil and Environment Engineering Emerging Trends

- Advanced Concrete Technology
- Earthquake engineering and Seismic Analysis
- Soil Dynamics
- Water Resource Engineering
- GIS and Remote Sensing
- Ground Water and Surface Hydrology
- Environmental Geo-informatics

4. Chemical Engineering Emerging Trends

- Bio-Materials Chemistry
- Energy Materials
- Nano materials Chemistry
- Porous Material
- Analytic Chemistry
- Medical & Pharmaceutical Chemistry

5. Instrumentation and Control Engineering Emerging Trends

- Recent Trends in automation and control system
- Optimization & optimal Control
- Computer vision and artificial intelligence

6. Mechanical Engineering Emerging Trends

- Advances in Thermal Sciences & Engineering
- Advances in Materials Science & Engineering
- Advances in Mechanical Engineering Design & Development
- Refrigeration and Air Conditioning

<ul style="list-style-type: none"> ■ Recent developments in biomedical and instrumentation application ■ Signals and image processing ■ Control system design and analysis ■ Intelligent and guided control system ■ Agriculture, environment, military and space application 	<ul style="list-style-type: none"> ■ Robotics and Mechatronics ■ Automobile pollution and control management
<p>7. Electrical Engineering Emerging Trends</p> <ul style="list-style-type: none"> ■ Renewable Energy Sources and Storages ■ Energy Efficient Systems ■ Soft Computing Techniques in Power Systems 	<ul style="list-style-type: none"> ■ Renewable Power Conversion Technologies ■ Advanced VLSI Systems ■ Power Quality Improvement Techniques

THEME OF PHARMACY: EMERGING TRENDS AND INNOVATIONS IN PHARMACEUTICAL SCIENCES

Subthemes:

1. Innovation in Pharmaceutical Formulation
2. Quality Assurance by Advance Analytical Techniques
3. Design & Innovation in Medicinal & Phytomedicinal chemistry
4. Novel Approaches in biological evaluation of Pharmaceuticals & Natural Products
5. Multidisciplinary approaches in Drug discovery & Development

THEME OF APPLIED SCIENCE: POST-PANDEMIC RESILIENCE THROUGH BIOTECHNOLOGY INTERVENTIONS

The world has faced the devastating effect of pandemic on public health, industries, agriculture as well academics sectors. Pandemic has given us the insight of our preparedness and explained the importance of becoming resourceful. Currently, the world is in need to reprioritize to gain efficient success and balance energy and food supply chains. There is a huge opportunity to normalize or restore the life post pandemic.

Biotechnology can Play Pivotal role in post pandemic resilience by

- 1) Ramping up industrial production using biotechnology
- 2) Novel vaccines, therapeutics, devices development
- 3) Food security by Climate resilient and value-added crops
- 4) Exploration of marine niche for novel resources
- 5) Using Bioinformatics and AI for data management, infectivity rate predictions and digitalization of biological data resources.

The conference will give an opportunity to discuss the progress in the areas mentioned above and others for quick resilience and also for now being pre-armed in a better way for disasters, pandemics like situations based on the lessons and challenges faced in the pandemic time. It will also be a platform to discuss the ongoing strategies for environmental come-back by replacing petroleum-based plastics with biodegradable and compostable alternatives, and encouraging greener – renewable manufacturing in the maximum ways. Medical biotechnology has a vast scope to develop novel and conventional therapeutics, and also for becoming self-reliant for diagnostics of animal and human diseases. On the whole, the conference would be a perfect platform for experts of biological sciences to gather and lead the country towards a biotechnological journey by re-achieving homeostasis post pandemic.

Subthemes

<ol style="list-style-type: none"> 1. Industrial Biotechnology 2. Medical Biotechnology 3. Marine Biotechnology 4. Microbial Biotechnology 	<ol style="list-style-type: none"> 5. Agri Biotechnology 6. Bioinformatics, IPR, and Bio-entrepreneurship 7. Any emerging field in Biotechnology domain
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Note: Above list is suggestive and does not restrict the topics apart from it. It is strictly desirable that a Papers should have relevance with the main theme of the Conference.