



**Biju Patnaik Institute of Information
Technology & Management Studies, Bhubaneswar**

Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015



In Association with



**Operational Research Society of India
BHUBANESWAR CHAPTER, ODISHA**

is Organizing



AN INTERNATIONAL CONFERENCE *on*

**"MANAGERIAL EXCELLENCE &
SUSTAINABLE GROWTH: IT & OPERATIONAL ISSUES"**

Focus Areas

- ★ Leadership in a Dynamic Operational Environment
- ★ Strategic Management for Sustainable Development & Growth
- ★ Technology Integration for Operational Excellence
- ★ Innovation and Adaptability in Business Operations
- ★ Case Studies and Best Practices in Entrepreneurship

17th FEBRUARY, 2024

Publication Partner

HORIZON
JOURNALS

<https://horizon-jhssr.com/>

Last Date for

**Abstract
Submission**

31 / 12 / 2023

For Conference Details :

Visit : www.biitm.ac.in

Call : 7978062690

E-mail : icmesg2024@biitm.ac.in



LATE KALPATARU DAS
Founder Chairman, BIITM

Vision

To achieve excellence in management education, as a Nationally acclaimed Business School for developing leaders, who can contribute meaningfully to the society.

Mission

- M1: To provide excellent academic ambience and adequate exposure to the business world, in order to develop successful business leaders.
- M2: To consistently endeavor to achieve holistic development of the students in terms of knowledge, skills and attitude.
- M3: To Provide a supportive ecosystem for developing innovative mindset and encouraging entrepreneurship.
- M4: To inculcate professional values, ethics and concern for environmental sustainability and society at large.

PATRONS

Mr. Pratap Balabantaray , Executive Director, BIITM, Bhubaneswar
Prof. Bijaya Kumar Mangaraj , Professor, XLRI-Xavier School of Management, Jamshedpur
Prof. Mihir Ranjan Nayak, Principal, BIITM, Bhubaneswar
Prof. Pratap Rudra Pattanayak, Advisor (Academics), BIITM, Bhubaneswar

ADVISORY COMMITTEE

Mr. Banshidhar Mohapatra, Retd. ISS, Govt. of India
Prof. Arabinda Tripathy, former Professor, IIM Ahmedabad
Prof. Bijoy Kumar Bal, Professor, BIITM, Bhubaneswar
Prof. Damodar Jena, Dean, KIIT School of Rural Management (KSRRM)
Prof. Girijasankar Mallik, Western Sydney University, Australia
Prof. Jitendriya Sarangi, former Professor Utkal University
Prof. Milena R., University of Warsaw, Poland
Prof. Md. Umar Faruk, DIU, Bangladesh
Prof. Rabi Narayan Subudhi, Professor-KIIT University & Secretary, ORSI, Bhubaneswar Chapter, Odisha
Prof. Rajendra Joshi, Kathmandu University, Nepal
Prof. Rajendra Prasad Mohanty, former Vice Chancellor, SOA, Bhubaneswar
Prof. Sudarshan Nanda, former Vice Chancellor, Daffodil University, Bangladesh
Prof. Surjit Kumar Kar, Professor (Marketing) & Dean (Academics), BIITM, Bhubaneswar
Prof. Dhananjay Beura, Professor, BIITM, Bhubaneswar

CORE/ ORGANIZING COMMITTEE

Prof. Biswa Bihari Das, Professor (Marketing), BIITM, Bhubaneswar & Convener-ICMESG2024
Prof. Sasmita Mohapatra, Assistant Professor (QT & OM), BIITM, Bhubaneswar & Co-Convener-ICMESG2024
Prof. Gobinda Chandra Panda, Assistant Professor (QT), BIITM, Bhubaneswar & Co-Convener-ICMESG2024
Prof. Biswa Ranjan Mohanty, Associate Professor (Economics & OM), BIITM, Bhubaneswar
Prof. Manoj Kumar Rout, Assistant Professor (QT & OM), BIITM, Bhubaneswar
Prof. Pravash Chandra Ganguly, Assistant Professor (IT), BIITM, Bhubaneswar
Prof. Naveen L., Assistant Professor (Marketing & QT), BIITM, Bhubaneswar
Prof. Amiya Ranjan Das, Assistant Professor (IT), BIITM, Bhubaneswar
Prof. Prasant Kumar Rout, Assistant Professor (IT), BIITM, Bhubaneswar

About BIITM



Biju Patnaik Institute of Information Technology and Management (BIITM) echoes the words of Socrates, the Greek Philosopher, who viewed education not as a vessel to be filled but as a flame to be kindled. Established in 1999 by the visionary Late Shri Kalapatru Das, BIITM envisions Bhubaneswar as an educational hub. It aims to offer affordable

management education to students from Odisha and neighboring states, striving for excellence in management sciences. Biju Patnaik Institute of Information Technology and Management Studies (BIITM), approved by AICTE and affiliated with BPUT (a state university), is committed to developing leadership competencies and managerial skills among its students. The institute emphasizes holistic management education, focusing on transforming students into thoughtful leaders. Faculty members adopt an enhanced pedagogy that combines conceptual clarity, case studies, fieldwork, and feedback instruments. They are encouraged to publish research articles and participate in seminars and conferences sponsored by prestigious institutions like IITs, IIMs, and AICTE.

BIITM in collaboration with ORSI- Odisha Chapter, is organizing an International Conference on "Managerial Excellence & Sustainable Growth: IT & Operational Issues" (ICMESG-2024), through a hybrid mode.

About ORSI



The Operational Research Society of India (ORSI) was established in 1957 as a dedicated platform for Operational Research Scientists. Its primary objective was to broaden their perspectives by fostering the exchange of knowledge and the application of techniques beyond national boundaries. Affiliated with the International Federation of Operational Research Societies (IFORS), the society's headquarters are located in Kolkata, at 39, Mahanirvan Road, Kolkata 700029, India. ORSI publishes the quarterly journal OPSEARCH, recognized for its high-quality papers in Operational Research. The journal boasts a wide readership across academia, industry, and service sectors, both within India and abroad. Since 1973, the Society has conducted the Graduate Diploma in Operational Research examination. ORSI has 17 local chapters, including the esteemed Bhubaneswar Chapter, recognized twice for its outstanding academic activities. This chapter now boasts over 75 life members and several annual members. (*email: orsi.bbsr@gmail.com*)

About The Conference



We are thrilled to extend our warmest invitation to this forthcoming International Conference themed over the contemporary challenges and opportunities in the realm of management. This aims to delve into pivotal themes shaping the future landscape of global enterprises. Welcome to the convergence of strategic brilliance and sustainable progress! The "Managerial Excellence & Sustainable Growth: IT & Operational Issues" conference unveils a dynamic platform where industry leaders, tech aficionados, and operational trailblazers unite. Exploring the nexus between managerial finesse and sustainable expansion, this event delves into the crux of contemporary challenges in information technology and operational landscapes. From navigating disruptive technologies to optimizing operational frameworks, participants will glean insights, strategies, and innovative solutions. Join us for an enriching dialogue that propels managerial excellence, embraces technological advancements, and champions sustainable growth in a world hungry for visionary leadership and impactful strategies.

Call for Papers:

We announce an exciting opportunity for researchers, scholars, and professionals in the field of management to contribute to the stated conference and its publication addressing critical IT & operational challenges faced by modern management and strategies for achieving sustainable business growth. In today's dynamic business landscape, the intersection of Information Technology (IT) and operational management presents a myriad of challenges, from adapting to technological advancements to optimizing operational efficiencies. This publication aims to delve into these challenges and explore innovative solutions that pave the way for sustainable business development. We invite submission of research papers, industry white papers, practice papers and case studies that highlight, but are not limited to, the **following areas**: Emerging IT Trends Impacting Operational Management Integration of IT Systems for Enhanced Operational Efficiency Cybersecurity Challenges in Contemporary Business Operations Digital Transformation and Its Influence on Management Practices Strategies for Leveraging Data Analytics for Operational Enhancement Overcoming IT Infrastructure Challenges for Sustainable Growth Case Studies Demonstrating Successful Mitigation of IT & Operational Challenges Contributions from both academia and industry practitioners are invited to foster a comprehensive understanding of these challenges and to work out effective strategies for addressing them.

Submission Guidelines:

Abstracts, Extended Abstracts and full papers must adhere to specific guidelines, including originality, structure, format, and submission via email to icmesg2024@biitm.ac.in.

The maximum length for a paper is 20 pages, following the APA 7th Edition reference style, with a structured approach covering various sections. All submissions undergo a review process, and selected papers may be invited for publication by national or international publishers. Research papers should be between 4000 to 8000 words and follow APA/MLA formatting guidelines. Case studies should be between 1500 to 3000 words and include practical insights and solutions.

Please submit your manuscripts by given headlines indicating "**Submission: ICMESG2024**" in the subject line. All submissions will undergo a rigorous peer-review process to ensure the quality and relevance of the content. Selected contributions will be featured in our publication, providing authors with a platform to share their insights and contribute to the advancement of knowledge in this crucial domain. We look forward to your valuable contributions and innovative perspectives on mitigating IT & operational challenges for sustainable business growth.

Please submit your manuscripts by given headlines indicating "**Submission: ICMESG2024**" in the subject line. The submission can be made in any of the following ways:

QR Scan for G-form :



Website : <https://www.biitm.ac.in/orsi-conference/>

Email : icmesg2024@biitm.ac.in

Google form : <https://forms.gle/n6FYaVXrtyFZKj1c7>

Themes & Sub-themes:

Theme 1: Leadership in a Dynamic Environment

1.1: Adaptive Leadership in Changing Landscapes; Strategies for leading through uncertainty and change; Leadership development in volatile markets; Ethical leadership and its impact on sustainable growth; Subtheme

1.2: Diversity, Equity, and Inclusion in Management; Inclusive leadership for sustainable organizational culture; Managing diverse teams for enhanced innovation; Equity-driven policies and their impact on organizational growth

Theme 2: Strategic Management for Sustainable Development

2.1: Sustainable Business Models and Strategies; Integrating sustainability into business models; Strategies for sustainable competitive advantage; Balancing profitability and sustainability in strategic decisions Subtheme

2.2: Corporate Social Responsibility and Governance; CSR practices for sustainable growth; Governance models fostering ethical practices and growth; Impact investing and its role in sustainable development

Theme 3: Technology Integration for Operational Excellence

3.1: Digitalization and Organizational Efficiency; Digital tools for operational optimization; IT infrastructure and its role in streamlining operations; Human-centered technology adoption strategies Subtheme

3.2: Data Analytics and Decision-Making; Big data analytics for managerial decision-making; AI-driven insights for operational efficiency; Data-driven strategies for sustainable growth

Theme 4: Innovation and Adaptability in Business Practices

4.1: Innovation Management and Entrepreneurship; Cultivating a culture of innovation for sustainable growth; Entrepreneurial strategies in established organizations; Open innovation and collaboration for industry advancements Subtheme

4.2: Change Management and Organizational Resilience; Managing change for long-term sustainability; Building organizational resilience in turbulent times; Adapting to disruptions and maintaining operational continuity

Theme 5: Entrepreneurship, Case Studies and Best Practices

5.1: Case Studies in Managerial Excellence; Success stories in effective managerial practices across industries; Real-life examples of sustainable growth through management excellence Subtheme

5.2: Best Practices in Operational Efficiency; Case studies on achieving operational excellence in different contexts; Lessons from successful operational transformations; Entrepreneurship: Issues, challenges and local (entrepreneurs) cases; Rural Enterprises and Rural Development

Submission Deadlines:

Abstract: 31st December 2023

Acceptance of Abstract Notification: 7th January 2024

Full Paper / Case Submission: 31st January 2024

Final Acceptance : 7th February 2024

Conference Registration Deadline: 10th February 2024

Publication Partner



<https://horizon-jhssr.com/>

Publication:

Selected Papers presented at the Conference will be published in International Journal (Horizon JHSSR) and in UGC Care listed Journals, subject to compliance with the review process of respective journals.

Special Student Track & Competition :

There is a special track for paper presentations by students of B-schools and related PG Departments. Students are invited to develop, write original research papers and present in this exclusive session. Prizes will be given to best three paper presentations in the form of cash award and citations/certificates by ORSI. Please note that only full papers presented will be considered for competition and that teacher(s) should not be there as co-author(s).

Registration & Payment Details:

The registration deadline and payment details are explicitly outlined for participants' convenience. *Category-wise Fee (with conference kit & working lunch) in INR:*

- Student-Paper presenters & Competition: 300
- Scholars/ Faculty/ Academicians-Paper presenters: 500
- ORSI Members : 500
- Industry-Paper presenters: 750
- Other Delegates/ Participants/ Attendees: 1500

Mode of collection: GPAY/ UPI/ Bank Account Transfer

Participants can pay and register for the conference by making payments to the designated bank account via a/c transfer or QR code scan. After the payment is made, the participants have to register by filling out the google form. Please mention the payment subject line: **“Registration-ICMESG2024”**

MODE -1

(Bank A/c transfer)

PAYMENT

Account No. : 50200011338588

IFSC Code : HDFC0004013

MODE -2 (QR Scan)



REGISTRATION :

Google Form for Registration

<https://forms.gle/pxcfAdAo7M6rVbAt5>

QR Scan for Registration





Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015

Campus : F/4, Chandaka Industrial Estate, Near Infocity, Patia, Bhubaneswar 751024, Odisha

Ph. : 7438000111 | Mob. : 9040003344

www.biitm.ac.in

