

## CHIEF PATRON

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Vice-Chancellor, IEC University

**Dr. Ramesh Chandra Panda**  
Chief Scientist, We Grow LLP

## PATRONS

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Pro Vice-chancellor, IEC University

**Dr. Vijay Kumar Thakur**  
Dean Academic Affairs, IEC University

**Er. Vinod Kumar**  
Registrar, IEC University

## CONVENER

**Dr. Divya J. Thakur**  
Dean, School of Commerce & Management, IEC University

## COORDINATORS

**Dr. Pankaj Sharma**  
Associate Professor, Department of Hotel Management, Travel and Tourism  
IEC University

**Dr. Pradeep Malik**  
Dean Post Graduate Studies, IEC University

## ORGANISING COMMITTEE

**Dr. Khushboo Sharma, Professor**, Department of Business Management & Commerce

**Dr. Rashmi Dwivedi**, Assistant Professor, Department of Business Management & Commerce

**Dr. Preeti**, Assistant Professor, Department of Business Management & Commerce

**Mr. Ajay Bhardwaj**, Assistant Professor, Department of Hotel Management, Travel & Tourism

**Mr. Hardeep Singh**, Assistant Professor, Department of Hotel Management, Travel & Tourism

**Ms. Akanksha Gaur**, Assistant Professor, Department of Business Management & Commerce

**Mr. Arun Kumar**, Assistant Professor, Department of Business Management & Commerce

**Ms. Ruchi Jangra**, Assistant Professor, Department of Business Management & Commerce

**Ms. Neha Prajapati**, Assistant Professor, Department of Business Management & Commerce

**Ms. Manpreet Kaur**, Research Scholar, Department of Business Management & Commerce

**Ms. Neha Lather**, Research Scholar, Department of Business Management & Commerce



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## 2<sup>nd</sup> International Conference On Multidisciplinary Approach to Innovation & Design of Thinking



23-24 June, 2022

Technically Sponsored by Great Alliance Foundation, India and IEEE Chandigarh Subsection

Organized by  
IEC School of Commerce & Management  
(Online\Offline Mode)

## ABOUT THE UNIVERSITY

IEC University (India Education Centre) is located at the HIMUDA Education Hub, near the village Kallujhanda, Solan district, Himachal Pradesh, India. It was established in 2012. IEC University aims to deliver multi-disciplinary world class education through effective and efficient processes to make it accessible to all the sections of society. Sprawling over 14.5 acres and situated on the foot hills of beautiful Shivalik Mountains, the University Campuses an escape from the madding crowd. Lined with lush green trees, beautifully landscaped gardens and magnificently designed buildings with state-of-the-art facilities, IEC experience is truly exceptional. IEC University is a multi-disciplinary, research-focused university offering a full range of academic programs at the undergraduate, post graduate and doctoral level.

## ABOUT THE CONFERENCE

After the outstanding success of 1<sup>st</sup> International E-Conference-2021, organized by IEC School of Commerce & Management, we are proudly announcing International Conference on “*Multidisciplinary Approach to Innovation & Design of Thinking*”. Innovation & Design has become the most important notion of the day that links quality of life with economic growth. This conference aims to bring to gather leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of *Sustainable Development and Ethics*. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted.

## RELATED SUB-THEMATIC AREAS

Conference will try to figure out *Multidisciplinary Approach to Innovation & Design of Thinking* in the functional Areas of Business Management & Hospitality. However, following thematic areas, which conference will try to address, can give you an indication for discussions.

- Product and Brand Management
- Business Ethics in Innovation, Knowledge Management & Entrepreneurship
- Business Communications and Advertising
- Corporate Governance and Environmental issues, habitat issues, Public Policy and Climate Change
- Technology Marketing
- Ethical concerns in Tourism Development
- Branding and Destination Imaging
- Strategy in Digital era
- New trends in Business Management
- Financial Inclusion: Challenges and Opportunities
- Entrepreneurship & Family Business
- Innovation in Hospitality Sector

The above-mentioned list of subthemes is not exhaustive one; research in any other relevant theme will be highly appreciated. The papers submitted for conference should be unpublished, as the original works of the contributors.

## IMPORTANT DATES

**Abstract Submission: 15, June 2022**

**Full Paper Submission: 20, June 2022**

**Authors Registration: 20, June 2022**

**Selected papers will be published in SCOPUS Indexed Journal**

## GUIDELINES FOR SUBMISSION

**The paper should adhere to the following:**

Maximum length: 6,000 words excluding cover page and references, Margins: 2.5 cm. or 1 inch, Font: Times New Roman, 12 point, Spacing: 1.5, Title page: Title, author(s), affiliation(s), contact details, Tables and Figures: The tables and figures should be numbered and must carry a caption, Citations: Please follow APA Citation style for the references.

A manuscript must be original without having been published anywhere in the past or present, or have been considered for any other future publication, plagiarism should be below 10%.

Soft copy of the paper to be presented at the conference is to be submitted latest by 14<sup>th</sup> of June, 2022 and sent through email:

[internationalconference@iecuniversity.com](mailto:internationalconference@iecuniversity.com)

## REGISTRATION FEE

Category	Registration Fee
Industry Professional	1200
Academics	1000
Research Scholar	800
Students	500
International Participants	\$20 USD

**E-CERTIFICATE:** E- Certificate will be provided to all the registered participants through E-mail/WhatsApp.

## REGISTRATION LINK:

<https://forms.gle/Qn2W3y6Z5iXZ3MEa9>

Online Zoom-Link will be shared through Email/WhatsApp on June 21, 2022.

## ONLINE PAYMENTS CAN QR CODE:



**A/C Holder: IEC University**  
**Bank Name: ICICI Bank**  
**A/C No: 658905600750**  
**IFSC Code: ICIC0006589**  
**Branch: Baddi (HP)**