

Second National Conference

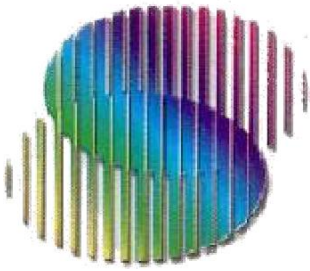
Organized By

STEP-HBTI, KANPUR

On

Human Resource Management
In World of Digital Marketing
(December 1 & 2, 2018)

Last date for registration: November 25, 2018



About STEP-HBTI, Kanpur

“Science & Technology Entrepreneurs Park” (STEP) is promoted by Department of Science & Technology, Govt. of India, New Delhi & other banking agencies including IDBI, IFCI & ICICI along with active funding from the Govt. of Uttar Pradesh, through its Department of Science & Technology & Department of Industries. It was established in the year 1986 at HBTI, Kanpur. STEP-HBTI campus is located in the premises of Harcourt Butler Technical University (erstwhile known as HBTI), the prominent engineering University in India & globe. It has been engaged in motivating the employees of various industries to adopt new measures for improvement management. The institute believes in developing professionals with knowledge & confidence.

About the National Conference

National conference has been designed for equipping the participants with skills of conducting empirical research related to management, technology, industry & other relevant disciplines. The Programme will focus upon the relation of Human Resource, Digital Marketing in the current scenario. It also provides the information over latest application use for Human Resource & Digital Marketing in the Industry.

Participation

The faculty Members/ Research Scholars/ Students of AICTE approved Colleges/ Polytechnics & Professional from Industry are eligible to apply for the conference. The seats are limited & will be offered on first come first serve basis.

Themes & Sub Themes

HUMAN RESOURCE MANAGEMENT

- Human resource information system
- Human capital analysis
- e-HRM
- HR Outsourcing
- Strategic HRM
- Employee Relationship Management the Business Intelligence.
- HRM & Stress Management(QWL& WLB)
- Role of HR in Sustainability & Growth
- Human Resource Accounting & Audit
- International issues in HRM
- Emotions & Emotional Intelligence at work place
- Talent Management& Retention

- Issues in Employee Separation
- Employee Orientation towards Customer
- Gender issues at work
- Redefining culture for employee engagement
- Reinventing HR & Employee ship
- Spiritual wellbeing & Spirituality at work place
- Green HRM
- Automation of HR Administration

DIGITAL MARKETING

- Digital Marketing
- Agile Marketing
- Marketing Automation
- Digital Challenges & Changes of the Human Resource Profession
- Employee Relationship Management & Business Intelligence
- Digital Recruitment Strategies
- Employee Engagement through Digital Transformation
- Digital Signal & Video Processing
- Network Security & Ad-hoc network
- Web Experience Management
- Online buying & Mobile Shopping
- Role of Digital Marketing & HRM in Knowledge Management & Innovation
- Social Media Marketing
- Neuro Social Marketing
- Cross Category/Cross Media Marketing
- Digital Branding & Consumer Experiences
- Customer Relationship Management through ERP
- Content Marketing
- Intelligent Demand
- Legal & Ethical Issues of Digital Advertising

Paper submission is solicited from Student, Research scholars, Academics (any subject) & others with an interest in the field keeping it within the framework of the Theme & Sub Themes mentioned above.

THE FOLLOWING POINTS SHOULD BE FOLLOWED:

Abstract must be within 500 words (For English MS-Word 97-2003, Font Times New Roman & Font Size 12)

Abstract submission November, 10th, 2018

Abstract must be sent on email: hrmdm2018@gmail.com

Length of the full paper-provided Abstract is found suitable-shall be limited to 4,000 words (5 pages)
APA/MLA STYLE

The abstract should be mentioned again at the time of submitting the full length paper.

Paper should be sent in the given mail id: hrmdm2018@gmail.com

Important dates:

Last Date of Abstract Submission: November 10th 2018

Abstract acceptance Decision: November 15th 2018

Last Date of Full Paper Submission November 25th 2018

Registration Fee

Industry Person: Rs. 1500/-
Academic / Research Scholar: Rs. 1000/-
Students: Rs. 500/-

Programme Objectives

The objectives of this programme are to sensitize Faculty, Research Scholars /Corporate Managers to do better research in the field of Human Resource & Digital Marketing. The entire two day programme would enable them to discuss the above two broad areas in detail. It will also provide them a platform to get their paper published in Conference Book with ISBN , Published by Excel India Publisher.

Conference is useful for

Faculty members of Management & Technology Institutes, Degree colleges & Universities.
Research Scholars
Corporate Researchers
Students of Technical & Management background

Benefits to the Participants

The participants will get a number of benefits by participating in this conference. They are as follows:

Platform for discussion about the topic.

Views & idea of experts.

The participants will get a Certificate of participation/presentation of paper

Selected papers will be published in Conference Book with ISBN Published by Excel India Publisher.

Program Date, Time & Venue

Dates: December 1-2, 2018

Time: 10:00 am- 5:45 pm

Venue: STEP-HBTI, Seminar Hall,
HBTU Campus,
Kanpur.

Resource Persons

Resource person from reputed Institutes & Leading Industrial Expert will deliver the Expert Lectures.

How to Register

Kindly fill Google form given below for Registration.

https://docs.google.com/forms/d/e/1FAIpQLSc2gQRZxUvISZJn6IeZ9zObt5QW0I_Q6FeboivlxJFGABLsaw/viewform?c=0&w=1

Fess can be submitted by Cash, Demand Draft and Online (A/C No 1460330888 IFSC NoCBIN0283288 Central Bank of India)

The fee includes Conference Kit, Tea, Lunch & Certificates.

The registration fee is non-refundable. In case the registered person does not attend; the sponsoring organization can nominate/ send another person to attend the Programme.

Chairperson for Conference

Prof. Manoj Kumar Shukla

Coordinator, STEP-HBTI, Kanpur

Programme Convener

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Organizing Committee

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