INTERNATIONAL CONFERENCE ON
MULTIDISCIPLINARY RESEARCH AND STUDIES
on 29th MAY 2022

IIHS GHAZIABAD

इन्दिरापुरम उच्च शिक्षण संस्थान,गाजियाबाद
Indirapuram Institute of Higher Studies
(Approved by AICTE, Min. of HRD, Govt. of India & CCS University, Meerut)

Theme of Conference

Management

- Banking Transformation
- Business to Business Marketing
- Competency Mapping
- Corporate Social Responsibility
- Customer Relationship Management
- Digital Marketing
- Entrepreneurship
- Financial Management
- Financial Planning
- Fintech Concepts
- Innovative HR practices in an evolving world
- Leadership
- New age consumption, branding and advertising practices
- Operational innovation and sustainable operations management
- Organizational Behavior
- Performance Management
- Product and Brand Management
- Redefining the role of Human Resource Management in a disruptive digitalized era
- Regulatory changes
- Responsible consumerism and the environment
- Retail Management in the era of digitization
- Rural Marketing
- Services Marketing
- Skilling Manpower
- Social and Legal Issues
- Social Marketing
- Supply Chain management and the role of technology
- Talent Management

Social Science

- Finance, Insurance & Accounting Management
- Intelligent corporate banking/finance/governance
- E-business strategies and information systems
- Insurance and innovative risk management
- InsurTech and insurance industry development
- Technological forecasts of markets
- Automations in trading
- Intelligence in accounting and auditing
- Leisure, Sport & Hospitality

- Leisure industry analysis
- Slow travel and recreation
- Technology applied in sports and physical fitness
- Innovation on LOHAS services
- Consumers behavior with using APPs in leisure industry
- Online information systems for tourism and hospitality industry
- Technical assessment of service satisfaction
- Information and systems of international enterprises
- Social media in human resources
- Logistics and supply chain management with technologies (AI, big data, real-time monitoring)
- Electronic commerce, online stores, social media target advertising, consumer behaviour
- Management and incubation of tech startups
- Elderly Care
- Artificial intelligence in health-care
- Innovative apps and service for elderly and Long-term elderly care
- Management innovation of senior industry
- Technologies in dementia and cognitive behavioral therapy (AI diagnostic, VR/AR, interface, robotics)
- Technology adaptation and acceptance training for elderly
- Innovative instructional design
- Computer based teaching and learning
- Online learning
- Wireless, mobile, multimedia applications
- Effectiveness of technology as a teaching tool
- Technologies in classrooms and innovation of eLearning
- Teacher practice experience, policy, and system in digital era
- Teacher education
- Early childhood education
- Foreign language
- Communication Arts
- Journalism, media, and technology trends and predictions
- Technologies for documentaries, drama and TV program production
- Social media & communication technology
- Documentary, film direction and production
- Advertising, marketing & public relations
- Critical and cultural studies, gender and communication
- Communication education Social Work
- Intelligent assessment of social work
- Demographic big data helping social work
- Social and communication networks

- Impact of applications, online habits and social media on social problems
- Smart application in social work

Information Technology

- Big Data Analytics
- High Performance Computing
- Computational Biology & Bioinformatics
- Data Centric Programming
- Data Modeling & Semantic Engineering
- Data, Text, Web Mining, & Visualization
- Domain Specific Data Management
- Knowledge Engineering
- Algorithms
- Programming Languages
- Computing Architectures and Systems
- Computer Graphics, Vision and Animation
- Software and Database System
- Multimedia Engineering
- Networks, IoT and Cyber Security
- Cluster, Cloud, & Grid Computing
- Data Mining
- Neural Networks and Deep Learning
- Meta heuristic algorithms
- Machine Learning
- Business Intelligence
- Human Computer Interface
- Crowd Sourcing & Social Intelligence
- Green Communications
- Wireless Communications and Networks
- Optical Communications and Networks
- Modulation and Coding Techniques
- Ad-hoc, Mesh and Sensor Networks
- Vehicular Networks
- Cellular Networks
- Image / Video / Multimedia Signal Processing
- Audio / Speech / Spoken Language Processing
- Digital & Multirate Signal Processing
- Signal Processing Algorithms and Architectures
- Pattern Recognition and Object Tracking

- Compressive Sensing and High-Dimensional Statistics
- Electronic devices, materials and fabrication process
- Device modeling & characterization
- Advanced CMOS devices and process
- Beyond CMOS device technology
- Emerging memory technologies
- Analog and mixed signal ICs
- MEMS and semiconductor sensors
- Power Generation, Transmission and Distribution
- Renewable Energy Sources and Technology
- High Voltage Engineering, HVDC-FACTS
- Switching Circuits & Power Converters
- Power System Monitoring, Control and Protection
- Micro Grids& Distributed Generation
- Control Communication and Monitoring of Smart Grid
- Energy Storage System
- Humanoid robots
- Mobile robotics
- Space and underwater robots
- Control system modeling
- Intelligent control, Neuro-control, Fuzzy control and their applications
- Networked control systems
- Instrumentation systems
- Industrial automation
- Biomedical Signal Processing and Instrumentation
- Wearable Sensors for Health care monitoring
- Biomedical Imaging
- Micro/Nano-bioengineering and Cellular/Tissue Engineering & Biomaterials
- Computational Systems, Modeling and Simulation in Medicine
- Biomedical and Health Informatics

Tourism

- Animation in Tourism
- Climate Change and Tourism
- Crisis and Tourism
- Destination Marketing and Management
- Digital Transformations in Tourism
- Distribution Systems and Distribution Strategies
- Education and Training in Tourism
- Entrepreneurship and Innovation in Tourism
- Ethical Concerns in Marketing and Management
- Event Management
- Food and Beverage Management
- Governance of Tourism
- Hospitality & Tourism/Smart Tourism
- Hotel & Lodging Management
- Media and Technology in Tourism
- Minorities in Tourism
- New Business Models in Tourism
- Permanent and Temporary Residents Relationship and Community Involvement in Tourism
- Protected Areas and Tourism
- Research in Tourism Marketing and Management
- Service Management
- Special Interest Tourism Marketing and Management
- Sustainable and Responsible Tourism
- Tour Operations and Travel Agencies
- Tourism and Economy
- Tourism and Environment
- Tourism and Politics
- Tourism and Recreation
- Tourism Management
- Tourism Marketing
- Tourism Planning and Regional Development
- Tourist Behavior in Hospitality and Tourism
- Tourist Guiding
- Types of Tourism and Future Trends in Tourism Marketing and Management
- Urban Tourism and Cultural Heritage
- Other related areas

About IIHS

Indirapuram Institute of Higher Studies a unit of Tapindu Educational society, Indirapuram and Radiant Group of institutions is a premier institute in Delhi NCR. IIHS belongs to a pool of ten institutions which encompasses a wide network of educational institutions comprising of residential and non-residential school degree colleges affiliated to the respective universities and management boards in India.

The professionally oriented programmes offered by IIHS are designed to train the students to become well versed and accelerated in their fields of choice. IIHS stands for development and innovation of management sciences in all its perspectives and strives consistently to become the center of excellence in management education with an established reputation as providers of management and professional education in northern India. Having experience in training people to enter a range of professions ranging from accountancy, IT, operations, finance, marketing, human resources, services and consulting professional development. IIHS is one of the most appropriate choices for the young Indian students.

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1. Manuscripts should be submitted preferably through email and the research article / paper should preferably not exceed 8 – 10 pages in all.

2. Manuscripts should be typed in 12 font-size, Times New Roman, single spaced with 1" margin on a standard A4 size paper. Manuscripts should be organized in the following order: title, name(s) of author(s) and his/her (their) complete affiliation(s) including zip code(s), Abstract (not exceeding 350 words), Introduction, Main body of paper, Conclusion and References.

3. The title of the paper should be in capital letters, bold, size 16" and centered at the top of the first page. The author(s) and affiliations(s) should be centered, bold, size 14" and single-spaced, beginning from the second line below the title.

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2 Author Designation, Department, Organization, City, email id

4. The abstract should summarize the context, content and conclusions of the paper in less than 350 words in 12 points italic Times New Roman. The abstract should have about five key words in alphabetical order separated by comma of 12 points italic Times New Roman.

5. Figures and tables should be centered, separately numbered, self-explained. Please note that table titles must be above the table and sources of data should be mentioned below the table. The authors should ensure that tables and figures are referred to from the main text.

6. Paper should be submitted in APA Reference Style.

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IMPORTANT DATES

Full Paper Submission	**14th May 2022**
Acceptance Notification	**16th May 2022**
Conference Date	**29th May 2022**