



**N. L. Dalmia**<sup>®</sup>  
**Institute of Management  
Studies and Research**  
*(A School of Excellence of N. L. Dalmia Educational Society)*



# NLDICM - 2023

**INTERNATIONAL CONFERENCE  
ON MANAGEMENT**

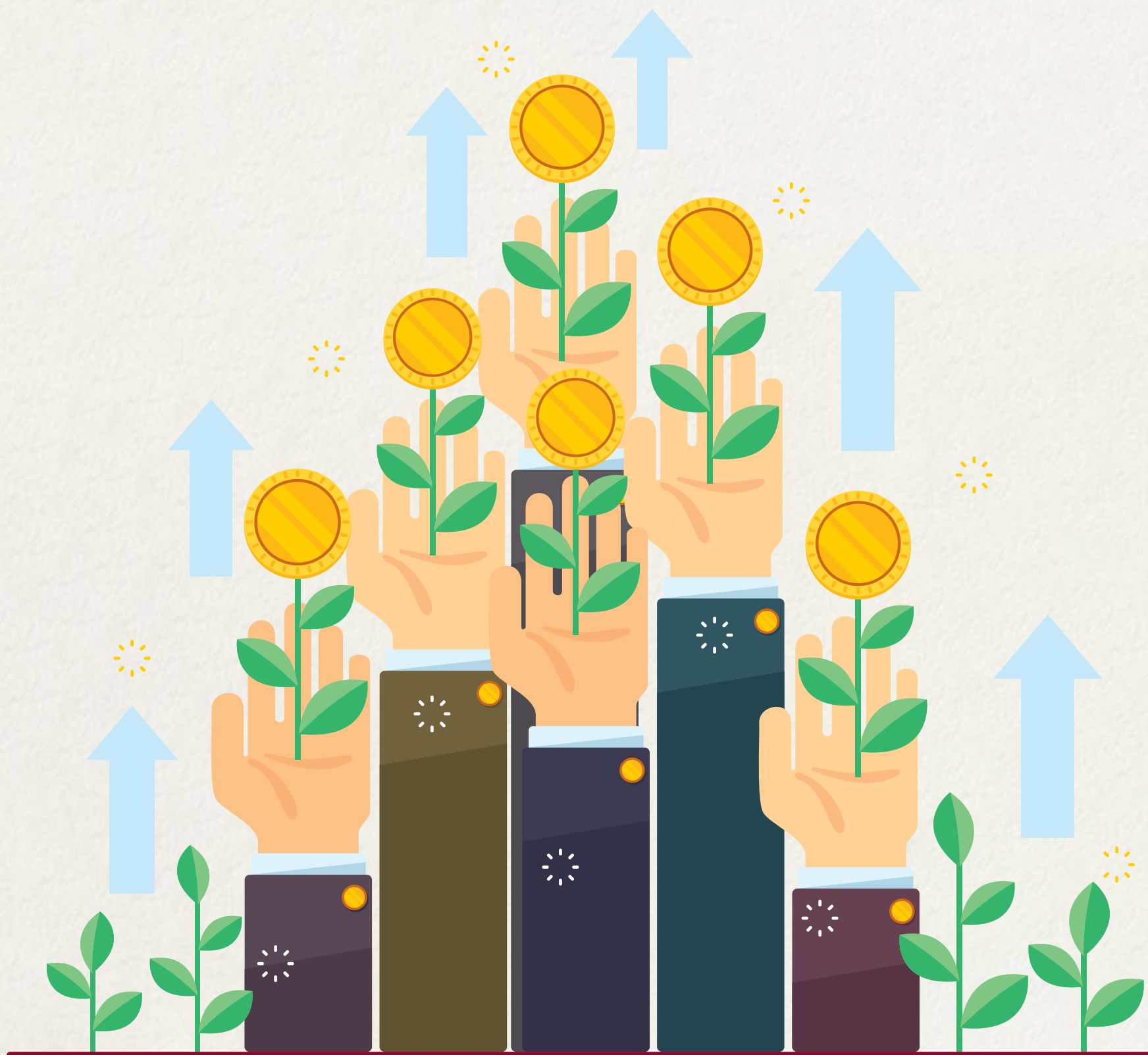
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CHALLENGES AND OPPORTUNITIES FOR  
**ENTREPRENEURSHIP  
AND BUSINESS  
GROWTH**

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**FEBRUARY 17 & 18, 2023**

**HYBRID**  
(ONLINE & OFFLINE)



# ABOUT **AMDISA**

Association of Management Development Institutions in South Asia (AMDISA) is a network of Management Education and Management Development Institutions in South Asia. It has 308 members from the SAARC region. AMDISA launched the global benchmark quality assurance and accreditation system for Business Schools – SAQS. SAQS is the quality assurance scheme run by AMDISA as a service to the management education profession worldwide. SAQS emerged in an EFMD – AMDISA cooperation through a European Union funded Asia - Link project in 2003-04 and is inspired by EFMD's EQUIS criteria guidelines. Recently the Association of Indian Universities (AIU) has accepted AMDISA's Quality Assurance Program - SAQS at par with NBA accreditation for according equivalence to the two-year full time PGDM with MBA degree of Indian Universities.

# ABOUT **NLDIMSR**

N. L. Dalmia Institute of Management Studies and Research (NLDIMSR) is accredited with an 'A' grade by NAAC, accredited 'Premier Status' by ASIC (Accreditation Services for Schools & Colleges), UK and rated by CRISIL 'A-Triple Star' at State level and 'A-Double Star' rated at National level for its PGDM program. The Institute is also an ISO 9001:2015 certified by UKAS, United Kingdom Accredited Services & SGS and NBA accredited. The Institute also has associations with prestigious professional bodies such as, Advance Collegiate School of Business (AACSB), USA, European Foundation for Management Development (EFMD), Belgium and European Foundation for Management Development Global Network (EFMDGN), Belgium. NLDIMSR is also an institutional member of Indian Financial Association (IFA).



## ABOUT **NLDICM – 2023**

Starting a business is full of exciting challenges and potential learning opportunities gained from the risks that come with it. Understanding these unique obstacles may prepare professionals to handle them if they encounter any as they start the business. Small entrepreneurial firms may create employment opportunities and support big firms by providing services to customers that big firms may not be able or willing to provide. Hence, boosting the economic and social welfare of the societies, new enterprises and the growth of existing firms is important. When a person decides to start or run their own business, there are a number of entrepreneurial challenges that are likely to be faced. Therefore, the conference has been floated with the current theme. The conference will have keynote speakers, guest speakers, a pre-conference workshop and paper presentations addressing the issues from academic, research and industry perspectives.



## SUB - THEMES

### **FINANCE & ACCOUNTING**

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- Corporate Governance
- Corporate Finance
- Macro Finance
- Investments
- AI and ML in Risk Management
- Accounting
- Behavioural Finance
- Financial Inclusion
- Financial Markets
- Financial regulations
- Entrepreneurial Finance





## SUB - **THEMES**

### **AGILE HR FOR TRANSITION FROM INDUSTRY 4.0 TO INDUSTRY 5.0**

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- Digitization of HRM functions
- Promoting emotional health in remote working
- Sustainable HR in Industry 4.0
- HR for Gig Employees
- Role of HR in employee experience
- AI and ML in HR
- Generic HRM modernisation

## SUB - THEMES

### MARKETING & STRATEGY

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- Consumer Buying Behaviour in a data driven Market
- Branding and Product Strategies
- AI, Data Analytics and Social Media Marketing
- Strategies to overcome Challenges in a Disrupted Market Place
- Wining Customers through Branding and Product Strategies
- Consumers, Society and Sustainability
- Marketing in a Disrupted World
- Enriching consumer experiences through service and technology intervention
- Logistics, Sales, and Distribution





## SUB - **THEMES**

# OPERATION MANAGEMENT & INFORMATION SYSTEM

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- Resilience and agility
- Smart mobility
- Sustainable production and supply chain
- AI, ML, and business analytics
- Data driven decision making

## SUB - **THEMES**

# **INNOVATION AND ENTREPRENEURSHIP**

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- Innovation in education
- Intrapreneurship
- Social innovation and social entrepreneurship
- Surrogate entrepreneurship





# Opportunities



**Publish in J-Gate indexed  
Journal and I-Scholar Journal  
with DOI number.**



**₹ 10,000**

(Cash Prize)



**Best Ph.D. Thesis  
Award Contest**



**₹ 5,000**

(Cash Prize)



**Best Paper Award  
in each Track**



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For more details, please visit

**<https://www.nldalmia.in/international-conference/>**



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# Important Dates

**25 January 2023**

**Last Date for  
Submission of Abstract**

**30 January 2023**

**Last Date for  
Submission of Full Paper**

**2 February 2023**

**Review Report/Acceptance  
of Full paper**

**10 February 2023**

**Last Date of  
Registration**

<b>Participants</b>	<b>Online</b>	<b>Offline</b>
Students	₹ 200	₹ 1000
Indian Delegates	₹ 800	₹ 2000
International Delegates	\$ 10	



# Registration Details