

TWO DAY ONLINE INTERNATIONAL CONFERENCE 2021



ON
LATEST TRENDS IN BUSINESS MANAGEMENT
29TH – 30TH SEPTEMBER 2021

**SUNSHINE GROUP OF
INSTITUTIONS
RAJKOT**

ABOUT SUNSHINE:

Sunshine Group is one of the most experienced educational institution of Rajkot offering comprehensive education to the students. Our approach is developmental, as we assist in unfolding each student's potential. Most of the students passed out from this institution are well placed in many parts of the world and pursuing different careers in life. Our educational system lays emphasis on personality development, language / communication skills, practical knowledge and overall development of our students.

CALL FOR PAPERS:

The two-day international conference calls upon business leaders, practitioners, academicians, research scholars and management students to present their latest researches and also share their thoughts regarding the future developments on the conference theme. We welcome contributions in the form of empirical research papers under the following sub-themes.

SUB-THEMES

Original contributions in form of Research Papers are invited from the following indicative areas or any other area relevant to the conference theme.

Marketing	HR	Finance	IT	IB
CRM	E-HRM	ERP-Finance Technology	Cloud Computing	Forex Market
ERP-Marketing	Recruitment & selection	E-Financing	Artificial Intelligence	International Marketing
Digital Marketing	Social Media & HRM	Financial Literacy	Machine Learning	International Supply Chain Management
Marketing 4.0	Industrial Relations & Technology	Financial Management	Robotics & Automation System	International HR Management
Supply Chain & Logistics	HRIS	Corporate Financial Reporting	Digital Infrastructure in Smart City	Overseas Business Strategy
Social Media Marketing	Learning Management Systems (LMS)	Project Management	Block chain Technology	Digital Payments in international Markets

IMPORTANT DATES

SUBMISSION OF ABSTRACT	10 TH AUGUST 2021
LAST DATE OF RESEARCH PAPER SUBMISSION	05 TH SEPTEMBER 2021
ACCEPTANCE OF PAPER	10 TH SEPTEMBER 2021
LAST DATE OF REGISTRATION / PAYMENT OF FEES	15 TH SEPTEMBER 2021
DATE OF CONFERENCE (ONLINE)	29 TH – 30 TH SEPTEMBER 2021

RENOWNED SPEAKERS



CHIEF GUEST



INTERNATIONAL SPEAKERS



EMINENT SPEAKERS



PAPER SUBMISSION GUIDELINES:

- The full manuscripts should be written in MS WORD 97 or a higher version.

PREPARATION OF THE MANUSCRIPTS:

- Title: Times New Roman, Bold, Capital Letters, 14pt centered.
- Author's name, designation and affiliations: centered, italic, Times New Roman, 12pt, separated from the title by one empty line with a postal address & E-mail ID.
- Fonts of the body text, abstracts, and subtitles : Times New Roman, Normal, 12 pt Single line spacing.
- Margins: top and left 30 mm, right and bottom 25mm.

REFERENCING STYLE:

- APA style should be used for citing references (6th edition).
- Tables and Figures: The tables and figures should be numbered & must carry a caption. The fig and table number should be given in the corresponding text. Source should be explicitly mentioned for adapted or reproduced tables or figures.



Author(s) details should contain Name (as required to be mentioned in the certificate) Affiliation, Contact Number and Email address. All correspondence will be marked to the first author. Kindly mention contact numbers and email address of all authors. Abstract and full-length manuscripts should be submitted to the following

Link :

<https://forms.gle/QNXJoPav1gTmbWxd6>

PUBLICATION :

- Certificate of Paper Publication and Presentation (Hard Copy) will be given.
- Papers will be published in Peer Reviewed Conference Proceedings with ISBN in Himalaya Publication & hard copy will be provided.

REGISTRATION FEES & PAYMENT DETAILS :

Paper Presentation in Digital Mode and Publication in Hard Copy

PARTICULARS	INVESTMENT (In INR)
Authors from the Corporate sector	1500/-
Academician	1200/-
Student / Research Scholar	800/-
Attendee Professionals (Attendees will get exposure to a wide array of information)	250/-
Foreign Delegates	\$ 80



PAYMENT DETAILS :

QR CODE SCAN



OR

BANK TRANSFER

Account Name: Shri Sunshine Educational Trust
Bank Account Number: 084801000768
Name of the bank: ICICI Bank
IFSC Code: ICIC0000848
Branch: Rajkot Ring Road

NOTE:

- Maximum 2 authors are permitted to write joint paper.
- Special Discount: 10% rebate for 2 or more papers from the same organization.
- Please mention the name in your research papers as it is required to be mentioned in the certificates.

Patron

Mr. Meenesh Mathur

Chairman, Sunshine Group of Institutions - Rajkot

Conference Chair

Prof. Dr. Vikas Arora

Director, Sunshine Group of Institutions - Rajkot

Convener

Dr. Dipti Vashisth Sharma
Mobile No- 8805352101

Co-Convener

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