



Schedule

Day One (December 28, 2020)

11:00 AM—12:30 PM Inauguration

01:00 PM—02:00 PM Technical Session –1

03:00 PM—04:00 PM Technical Session –2

Day Two (December 29, 2020)

11:00 AM—12:00 PM Technical Session –3

01:00 PM—02:00 PM Technical Session –4

03:00 PM—04:00 PM Technical Session –5

Day Three (December 30, 2020)

11:00 AM—12:00 PM Technical Session –6

01:00 PM—02:00 PM Technical Session –7

03:00 PM—04:00 PM Valedictory Session

Important Contacts

Dr. Kapil R. Chandoriya (Convener)

Ph. 9713150770

Email—kapilraj@mcu.ac.in

Ms. Manisha Verma (Co-convener)

Ph. 8319303900

Email—manishavermamr1113@gmail.com

Paper Submission

The participants are requested to forward the abstract as well as full length papers send us on;

Email: mgmt.mcu@gmail.com

WhatsApp +91-9713150770



Chief Patron

Prof. K. G. Suresh
(Vice-Chancellor)



Patron

Prof. (Dr.) Avinash Bajpai
(Registrar)

Conference Chair

Prof. (Dr.) Kanchan Bhatia
(Professor)

Convener

Dr. Kapil R. Chandoriya
(Assistant Professor)

Co-Convener

Ms. Manisha Verma
(Assistant Professor)

Organizing Team Members

Mr. Prashant Parashar

Dr. Vijay Kumar Dixit

Mr. Sachin Soni

Mr. Sudhanshu Katdare

Mrs. Aarti Joshi

Mrs. Ankita Sharma

Ms. Krati Joshi

Mr. Diwakar Shukla

Department of Media Management

Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal
B-38, Vikash Bhawan, Press Complex MP Nagar Zone-1, Bhopal
(Madhya Pradesh)

INTERNATIONAL WEB-CONFERENCE ON INNOVATIVE BUSINESS PRACTICES IN DIGITAL ERA (IC-IBPDE 20)

December 28 - 30, 2020



Organized By

Department of Media Management
Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal



About Conference

Department of Media Management, of Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal is organizing 3 Days International Web-Conference on Digital Communication for Business (IC-DCB 20) during December 28 –30, 2020. This Web-Conference of MCNUJC promises a rich mix of research presentations sessions. The resultant synergy is sure to set the tone for a slew of forward thinking ideas. The attempt is to bring richness in discussions by encouraging from researcher across the academic institutions and industry worldwide. This event will be marking their presence across the boundaries of corporate and the academic world.



About Department

Department of Media Management was established in the year 2011 and is one of the eminent department of Makhanlal Chaturvedi National University of Journalism and Communication Bhopal. The department was established with an objective of providing insight into managing media and other useful aspects of media and corporate industry. This helps the students to develop an understanding of history of Indian Media, various aspects of Media environment as well as developing Managerial qualities among students.

About the University

Makhanlal Chaturvedi Rashtriya Patrakarita Vishwavidyalaya, was established in 1991. The University is a member of the Association of Commonwealth Universities and the Association of Indian Universities (AIU). Unlike a conventional university, the university imparts education through network of Study Institutes spread over the whole country. Our departments are as:

Department of Electronic Media,
Department of Computer Applications,
Department of Journalism,
Department of Media Management,
Department of Mass Communication,
Department of New Media Technology,
Department of Advertising & Public Relations
Department of Communication Research
Department of Library Science



About the City

Bhopal is a city in the central Indian state of Madhya Pradesh. It's one of India's greenest cities. There are two main lakes, the Upper Lake and the Lower Lake. On the banks of the Upper Lake is Van Vihar National Park, home to tigers, lions and leopards. The State Museum has fossils, paintings and rare Jain sculptures. Taj-ul-Masjid is one of Asia's largest mosques, with white domes, minarets and a huge courtyard. Visiting Places: Upper Lake, Moti-Masjid, Udayagiri Caves, Sanchi Stupa, Saukat Mahal, Van Vihar National Park, Saurya Smarak, Laxmi Narayan Temple, Birla Museum, Taj-ul-Masjid etc.



Conference Themes

Marketing & Advertising
Human Resources Practices
Retail Business & CRM
Banking, Insurance & Finance
Tourism I.T. & Cyber Security
Media Business Management
E-commerce & International Business
Entrepreneurship Development
Digital Communication Platforms
CSR & Good Governance
Any other Topic Related to Conference Theme

Guideline for Paper Contributors

An abstract not more than 250 words should be sent latest by November 30, 2020, notification of the acceptance of abstract will be given within one week from the date of submission of the abstract and full length paper not more than 3500 – 4000 words should be sent not later than December 20, 2020.

All paper evaluated through double blind review process by experts drawn for reputed Universities/Organizations/Institutions in and outside India. Each contributor is required to submit double spaced copy of full paper (Hardcopy with CD/DVD) and an abstract 300 words in MS Word format. Full paper should be sent in table format Camera Ready Format in MS Word format. Times New Roman character should be use followed with 12 point font-size and 1.5 line spacing. The page set up should be in A4 size with .05" margin on all sides. References should be in Standard APA (Sixth Edition) format.

Publications

The manuscript selected by eminent experts will be published in our reputed ISBN Book.



Best Paper Award

In All Track, 3 papers will be selected for the Best Paper Award, Such Authors and delegates whose papers are shortlisted for the Best Paper Awards will be given a certificate and memento. The best paper awards will be given during the valedictory session of the conference. The best paper will be selected on the quality of the research paper and the decision will be taken by the jury of consisting eminent experts.

Format of Paper Presentation

Paper presentation will be conducting through online mode, in each track the good quality of paper will be selected for presentation by the eminent experts.

Registration Fee

All Participants have to register themselves with the required registration fee well in advance as per the conference schedule. Individual registration is to done in case of co-authors also. Students/ Research Scholars/ Academicians/Industry Persons **500 INR for Indian Delegates and USD 50 for Foreign Delegates.** DD drawn in favor of Registrar, MCNUJC Payable at Bhopal sent by speed post

Accounting Detail are as below:

Account Name: MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND COMMUNICATION—Bhopal

Bank Name: STATE BANK OF INDIA

Branch Name: Arera Colony, Bhopal

Account Number: 30780804099

IFSC Code: SBIN0003867

Online Registration Link

<https://forms.gle/1Bm7UUxAANCP35oR9>

Important Dates

Abstract Submission..... November 30, 2020
Full Paper Submission..... December 20, 2020
Conference Dates..... December 28-30, 2020

