



International Conference

on

**Innovative Practices in Media,
Business and Humanities**

(Online Mode)

May 09-10, 2025



Organized by

**Makhanlal Chaturvedi National University of
Journalism and Communication, Datia Campus**

Rajghat Colony, Datia (Madhya Pradesh)

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About the Conference

Two Days International Conference on Innovative Practices in Media, Business and Humanities (Online Mode) [IC-IPMBH-25] during May 09-10, 2025. This Conference promises a rich mix of research presentations sessions. The resultant synergy is sure to set the tone for a slew of forward thinking ideas for upcoming overall development of India. 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 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.



Peetambara Peeth

About the Datia Campus

Datia Campus has been established to innovate and contribute in excellence of Teaching, Training and Research of Journalism and Mass Communication and Computer Application discipline to develop excellent Media professionals with Social Commitment. During academic session the campus is running following programmes i.e.- Master of Arts in Mass Communication MA (MC), Bachelor of Arts (Mass Communication) BA(MC) H, Post Graduate Diploma in Computer Applications (PGDCA) & Diploma in Computer Applications (DCA) - 01 Years. .



Sonagir Jain Temple



Conference Themes

- Print & Digital Media
- Advertising & PR
- Tradition & Digital Marketing
- Human Resources Management
- Retail, Marketing & E Marketing, Tourism & I.T.
- Retail Business, CSR & CRM
- Fintech & Tradition Finance
- Cyber Security & Cyber Fraud
- Media Business Management
- E-commerce & International Business
- Entrepreneurship Development,
- Digital Communication Plat forms & Social Networking
- New Pedagogy of Teaching

- Accounting Education
- Viksit Bharat@2047
- Foreign & Crypto currency
- NEP 2020,
- Startup & Make in India
- E-Human Resources Practices
- Banking, E- Banking, Insurance & Finance
- Skill Development & Soft Skill
- Social Media Platforms for Business
- Corporate Social Responsibilities & Good Governance
- E- Content & Digital Education
- Industry: Success & Failure
- Any other Topic Related to Conference Theme

Guideline for Paper Contributors

Guideline for Paper Contributors An abstract not more than 250 words should be sent latest by April 25, 2025, 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 May 05, 2025.

All paper evaluated through blind review process by experts drawn for reputed Universities/Organizations/Institutions in and outside India. Each contributor is required to submit MS Word format “**docx**” copy of full paper through email on “**director.mcutatia@gmail.com**”. Times New Roman format should be use 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.

Publication

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

Presentation Mode

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.

Important Dates

Abstract Submission:..... April 25, 2025

Last Date of Registration:.....May 05, 2025

Full Paper Submission: May 05, 2025

Conference Dates:..May 09-10, 2025



Registration Detail

Registration are Free for All (Research Scholar/ Student/Academicians/ Industry Person), All Participants have to register themselves with the required registration through “online” in advance as per the conference schedule. Individual registration is to be done in case of co-authors also.

<https://forms.gle/mKo4bAVcarL1hZQS8>



Advisory Team

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