





National Seminar

"Management Practices Through Cultural Shift"

(An Interdisciplinary Approach)

Organized by Faculty of Commerce & Management



28th-29th March, 2022

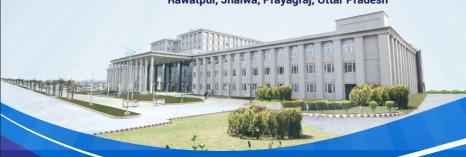
In collaboration with

Maulana Abul Kalam Azad Institute of Asian Studies Kolkata (Ministry of Culture, Govt. of India)

Akhil Bharatiya Itihas Sankalan Yojana, New Delhi

Venue

United University Campus
Rawatpur, Jhalwa, Prayagrai, Uttar Pradesh



ABOUT THE SEMINAR

Globalization led to a significant transformation that includes a long list of desired cultural behaviors in multinational corporations. Cultural factors influence management practices at all levels. The term culture is defined as a common pattern of beliefs, assumptions, values, and behavioral norms. A great influence of the sociocultural environment can be seen on internal work culture and management practices.

The objective of the seminar on "Management Practices through Cultural Shift – An Interdisciplinary Approach" is to provide a platform to scholars, academicians, corporate and other stake holders to exchange their valuable knowledge and experience with each other. With this aim, Seminar aims to enhance awareness on the multiple practices of management in relation with the various disciplines.

Sub-Themes

MANAGEMENT	ARTS, CULTURE , HUMANITIES &	LAW AND LEGAL	INFORMATION &
(PRABANDHAN)	AGRICULTURE	POLICIES	COMMUNICATION
	(SANSKRITI)	(VIDHI-VIDHAN)	TECHNOLOGY
 Marketing 	Language & Literature		(PRAUDHYOGIKI)
Strategic HRM	Human values and	•E-Governance	
Financial	professional ethics	Public policy	 Digital education
Management	Agriculture	 Contemporary 	 Digitalization and I.T.
 Strategic 	Social security & Indian Ethos	legal issues in	Artificial Intelligence
Management	Media & Culture	India	●loT
 Entrepreneurship 	Technical Transformation in	 Constitutional 	Cloud Computing
& Innovation	Agriculture	Rights	 Contemporary legal
Operation	Organic Food and farming	• IPR	issues in India
Management	•21st Century Agriculture	 Digital assets 	 Constitutional Rights
Taxation	•Forestry, Biodiversity &	 Consumer rights 	• IPR
	Conservation		Digital assets
	Green Farming		 Consumer rights

ABOUT THE UNIVERSITY United group has legacy of glorious journey of 32 years in the field of education. United

University is a newly emerging, multidisciplinary and one of the most promising Universities set up to facilitate quality research and training with the launch of its courses across the academic spectrum spanning Arts, Sciences, Commerce, Engineering, Management, Agriculture, Mass Communication, Law, Medical and Allied Sciences etc. United University is at the forefront of learning, teaching and research in various fields and envisages providing education par excellence and contributing towards empowering the nation by producing skilled professionals.

GLOBAL PRESENCE OF UNITED UNIVERSITY (MoUs)

- 1. The MoU between Buriram Rajabhat University (BRU), Thailand & United University, India
- 2. The MoU between Universitas Gadjah Mada (UGM), Indonesia & United University, India 3. The MoU between Universitat Rovira i Virgili, Spain & United University, India
- Above MoUs will cover various faculty/student exchange programs, joint research and technology sharing, organizing joint conferences, colloquiums, seminars & workshops and

joint Certification, Diploma/Degree programs under the different faculties.

skills and innovative ideas to contribute academia and business world.

ABOUT THE DEPARTMENT

Faculty of Commerce & Management provides knowledge and training pertaining to planning, execution, supervision and analysis of a business enterprise. In this dynamic education, one learns about the establishment of a company or an organization, and various functional levels such as taxation, production, financial, administrative, human resources, sales & marketing and research. Our vision is to develop Graduates, Postgraduates and doctoral students as young, skilled and innovative leaders in the fields of commerce & Management by demonstrating their leadership

REGISTRATION DETAILS

The Industrial delegates, Faculty members, UG, PG and M.Phil / Ph.D Research scholars are invited to attend this seminar.

Registration Fees			
Participants	Presentation/ Participation		
Students (UG/PG)	200		
Research Scholars	500		
Academicians / Industry Professionals (In-person / Absentia)	700		

HOW TO REGISTER

Registration form is available on United University website-**www.uniteduniversity.edu.in** OR you can scan the QR code to fill the registration form.

- The registration fees include Lunch, Seminar Kit and Refreshments.
- No TA and accommodation will be provided to the participants.
- All the participants will be given certificates.
- •Best paper award will be given in every technical session.

CALL FOR PAPERS (Research Article / Paper)

I. Submission guidelines

Please submit the extended abstract in min. 250 and max. 2500 words.

Incomplete submissions will not be sent out for review.

II. Formatting:

- The entire abstract submission (title page in Title Case, abstract, main text, figures, graphs, tables, references, etc.) must be in ONE document using one of the following formats:
- Portable Document Format (.pdf), Microsoft Word (.doc, .docx)
- Figures, graphs, tables, appendices, and references should follow appropriate standards as the discipline demands.
- Use Times New Roman 12-point font, double spaced, 1-inch (2.5 cm) margin all around, and 8.5" × 11" page setting. References may be single spaced.

IMPORTANT NOTE

- Please share your Abstract & Research Papers on seminar@uniteduniversity.edu.in.
- The Institute (MAKAIAS) will publish the seminar proceedings through its publication wing in the form of Book.
- Spot registration is also allowed for participation.

IMPORTANT DATES

- Last date of Abstract submission is 15/03/2022.
- Last date of submission for full length research paper is 20/03/2022.
- Last date of online registration is 25/03/2022.

PAYMENT DETAILS:

- You can Scan the QR code which will take you directly to the registration form.
- After filling the registration form, candidates will be directed towards the payment gateway on the website.



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