



National Seminar

On

"Management Practices Through Cultural Shift"
(An Interdisciplinary Approach)

Organized by
Faculty of Commerce & Management



UNITED
UNIVERSITY

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, Prayagraj, 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 (PRABANDHAN) | ARTS, CULTURE , HUMANITIES & AGRICULTURE (SANSKRITI) | LAW AND LEGAL POLICIES (VIDHI-VIDHAN) | INFORMATION & COMMUNICATION TECHNOLOGY (PRAUDHYOGIKI) |
|--|---|--|---|
| <ul style="list-style-type: none">•Marketing•Strategic HRM•Financial Management•Strategic Management•Entrepreneurship & Innovation•Operation Management•Taxation | <ul style="list-style-type: none">•Language & Literature•Human values and professional ethics•Agriculture•Social security & Indian Ethos•Media & Culture•Technical Transformation in Agriculture•Organic Food and farming•21st Century Agriculture•Forestry, Biodiversity & Conservation•Green Farming | <ul style="list-style-type: none">•E- Governance•Public policy•Contemporary legal issues in India•Constitutional Rights•IPR•Digital assets•Consumer rights | <ul style="list-style-type: none">•Digital education•Digitalization and I.T.•Artificial Intelligence•IoT•Cloud Computing•Contemporary legal issues in India•Constitutional Rights•IPR•Digital assets•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.

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 skills and innovative ideas to contribute academia and business world.

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.



ADVISORY BOARD

- | | |
|-------------------------------|-------------------------------------|
| • Prof. Peeush Ranjan Agrawal | - Former V.C., APS University, Rewa |
| • Prof S.G. Deshmukh | - IIT Delhi |
| • Prof. Harivansh Chaturvedi | - BIMTECH Greater Noida |
| • Prof. Govind Swaroop Pathak | - IIT Dhanbad |
| • Prof. Nawal Kishor | - IGNOU |
| • Prof. Madhulika Kaushik | - Usha Martin University, Ranchi |
| • Prof. P.C. Kavidayal | - Dean, Kumaun University |
| • Prof. Naval Bajpai | - ABV-IIITM, Gwalior |
| • Prof. Viayshri Tewari | - IIIT Prayagraj |
| • Dr. Vibhuti Tripathi | - MNNIT, Prayagraj |

CHIEF PATRON

Dr. Jagdish Gulati
(Hon'ble Vice Chancellor)

PATRON(s)

Shri Satpal Gulati
(Vice Chairman)

Shri Gaurav Gulati
(Vice President)

Prof. A.M. Agrawal
(Pro-Vice Chancellor)

Prof. L.M. Srivastava
(Pro-Vice Chancellor)

CONVENER(s)

Dr. Rajlaxmi Srivastava
Dr. Vikas Singh

Dr. Bineet Kumar Gupta
Dr. Shushil Pandey

EVENT CO-ORDINATORS

Dr. Nishant Dabhade

Dr. Anand Kumar Gupta

CO- CONVENER(s)

Dr. Devendra Kumar (Agriculture)
Dr. Geetika Pandey (Applied Sciences)

Dr. Vinay Vikram Singh (Mas Communication)
Dr. Prashant Shukla (Information Technology)

CHIEF ORGANIZING SECRETARY (s)

Dr. Chetan Vyas

Dr. Lovely Srivastava

ORGANIZING SECRETARIES

Dr. Richa Singh Dubey

Mr. Rakesh Kumar Pandey

Mr. Rajesh Pathak

For Further details please contact:

Dr. Nishant Dabhade : 9713136854

Dr. Anand Kumar Gupta : 8126869495

Dr. Lovely Srivastava : 9305107703

Dr. Richa Singh Dubey : 8299557552

Mr. Rakesh Kumar Pandey : 7860784443