

**Call for Papers**



**Ganpat  
University**  
॥ विद्यया समाजोत्कर्षः ॥

Faculty of  
**Management  
Studies**

**GrC@MP**  
March 01-02, 2024 **2K24**

**16<sup>th</sup> International  
Conference on**  
**FUTURE OF**  **WORK**

**Modern Technology | Intelligent Workplace  
Experience & Value Creation | Workforce Transformation**

**March 01-02, 2024**

**Conference Research Workshop**



[www.gcomp.guni.ac.in](http://www.gcomp.guni.ac.in)

Ganpat University (GNU) is a hi-tech education campus with ultra modern infrastructure facilities; located on 300 acres of lush green campus on Mehsana-Gandhinagar Highway, Gujarat, India. The University provides technical and professional education in the areas of Management, Engineering & Technology (including Marine Engineering), Sciences, Pharmacy, Computer Science, Social Sciences & Humanities, and Education, offering Diploma, Undergraduate, Post Graduate, M. Phil. and Ph.D. Programs.

## **GUNI - Faculty of Management Studies**

GUNI - FMS offers General and Industry Specific MBA, MMS, BBA, Integrated MBA, M. Phil. and Ph.D. programs in Management. It offers its students a choice of focussed specialization in Marketing, Finance, HRM, Agribusiness, Financial Services, Pharmaceuticals, Business Analytics, Logistic and Supply Chain and International Business. FMS believes in balanced approach towards theoretical and practical learning and to achieve this, it organizes Seminars, Symposiums, Case Writing Workshops, Student Competitions etc. on regular basis at national and international levels. FMS publishes GFJMR which is a Bi-annual referred journal in Management.

# **Theme of Conference**

## **Future of Work**

The world of work is evolving at an unprecedented pace, driven by technological advancements, changing business dynamics, and global shifts in the way we live and work. The "Future of Work" is not just a distant concept; it's our present and the path forward. The Future of Work Conference offers an insightful journey into the rapidly evolving realms of employment, innovation, and workforce dynamics. In response to profound transformative forces driven by technological advancements and shifting societal expectations, this conference unfolds across seven distinct tracks.

The future of work is profoundly reshaping various business domains. In marketing, data-driven strategies and AI are paramount, enabling personalized and targeted campaigns. The future of marketing relies on data analytics and digital tools, and remote collaboration is key as marketing teams operate in distributed settings. Within the realm of finance, digital transformation is revolutionizing the industry. Fintech, blockchain, and AI are changing financial services, necessitating professionals to adapt to new technologies and operate in remote or hybrid environments. In Human Resource Management (HRM), the rise of remote work and automation is transforming talent management and development. HR professionals must navigate virtual workspaces, address employee well-being in remote settings, and lead initiatives for upskilling and reskilling the workforce. In operations, the advent of Industry 5.0 is enhancing efficiency through automation, IoT, and data analytics. Operations management is increasingly conducted remotely, providing flexibility but requiring robust digital tools and security measures. Information systems are at the heart of this transformation, enabling digitalization. They must balance the benefits of agility and data analytics with the challenge of ensuring robust security and compliance measures, particularly in remote and agile work settings. The ability to adapt to these shifts is becoming essential for success in these fields, emphasizing the dynamic nature of the future of work.

We invite you to join us at the "Future of Work" conference, where we will explore the transformative trends, strategies, and innovations that are defining the workplace of tomorrow. With six distinct tracks spanning various aspects of work and innovation, this conference promises to be a beacon of knowledge and inspiration for professionals and leaders in various domains.

## Sub-Theme

The broad theme of conference entails the following sub-themes:

### Technological Transformation

The Impact of AI and Automation on Job Roles, Preparing the Workforce For The Automation Revolution, the Ethical Implications of AI in the Workplace, the Role of Virtual Reality and Augmented Reality in Remote Work, Collaborative Tools and Platforms for the Future Workplace, Cybersecurity Challenges in a Digital Work Landscape, How IOT is Changing Workplace Design and Management, Enhancing Productivity and Sustainability through Smart Office Solutions, Privacy and Data Security Concerns in Connected Workspaces.

### Human Resources Management

Digital Transformation in HRM: HR Technology and Automation, Data-Driven HRM, Employee Self-Service and HR Portals.

Remote and Hybrid Workforce Management: Managing Remote and Hybrid Teams, Remote Recruitment and Onboarding, Flexible Work Arrangements.

Talent Development and Employee Well-being: Upskilling and Reskilling, Mental Health and Employee Well-being, Diversity and Inclusion.

HR Leadership and Organizational Culture: HR Leadership in the Future of Work, Organizational Culture and Change Management.

Legal and Ethical Aspects of HRM: HR Legal Compliance, Ethical HR Practices.

### Marketing

Digital Transformation in Marketing: The role of AI and automation in marketing, Data-Driven Marketing, Content Marketing in the Digital Age.

Remote Marketing Teams and Collaboration: Remote Marketing Workforce, Hybrid Marketing Work Environments, Marketing in the Gig Economy.

Customer Experience and Personalization: Customer-Centric Marketing, AI-Powered Customer Engagement, Emerging Marketing Channels.

Marketing Leadership and Culture: Marketing Leadership in the Digital Era, Organizational Culture in Marketing,

Marketing Ethics and Consumer Trust, Regulatory Compliance in Marketing

Future of Sales & Distribution, Role of AI in Industrial Marketing

### Finance

Digital Transformation in Finance: Fintech and Innovation, Blockchain and Cryptocurrency, AI and Automation in Finance.

Remote Finance Work and Digital Collaboration: Remote Work in Financial Services, Hybrid Work Models in Finance, Digital Financial Communication.

Risk Management and Compliance in the Digital Age:

Cybersecurity and Data Protection, Regulatory Changes and Challenges, Ethical Finance and Responsible Investing.

Global Financial Trends and Geopolitical Implications: The future of global finance and cross-border transactions, The impact of trade policies and geopolitics on financial markets, Global currency trends and their implications.

Sustainable Finance and Impact Investing: The rise of impact investing and its significance in finance, Integrating sustainability in financial strategies and decision-making, Ethical and regulatory considerations in impact investing.

### Operations & Supply Chain Management

Digital Transformation in Operations: Industry 4.0 and Smart Manufacturing, Digital Supply Chain Management, Operations Analytics and Data-Driven Decision-Making.

Remote and Flexible Operations: Remote Work in Operations Management, Hybrid Work Models in Operations, Flexible Operations and Lean Principles.

Sustainability and Responsible Operations: Sustainable Operations Practices, Circular Economy and Waste Reduction, Ethical and Responsible Operations.

### Information Systems

Digital Transformation and Information Systems: The Role of Information Systems in Digital Transformation, Cloud Computing and Information Systems, Internet of Things (IoT) and Information Systems

Remote and Agile Work Environments: Remote Work Technologies and Information Systems, Agile and DevOps in Information Systems, Virtual Collaboration and Information Systems

Data and Analytics in the Workplace: Big Data and Information Systems, Artificial Intelligence and Machine Learning, Business Intelligence and Reporting

Security, Privacy, and Compliance in Information Systems: Cybersecurity and Information Systems, Data Privacy and Compliance

### Entrepreneurship

Entrepreneurship in Digital Age, Crowdfunding, Start-ups and Innovation, Entrepreneurship Support Systems, Innovation & Diversity, & Leadership

We also welcome contributions beyond the sub-themes mentioned above. Please send your contributions to [gcomp2k24@guni.ac.in](mailto:gcomp2k24@guni.ac.in)

## CALL FOR PAPERS

Research papers, conceptual papers (review of literature) and cases are invited from academicians, management consultants, research scholars, practicing managers and management students, which addresses the theme of the Conference.

### Paper Submission Guidelines

- ◆ We invite academicians, management consultants, practicing professionals, and corporates. Only original, unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published, under review for another conference or publication will not be considered.
- ◆ In the covering note, accompanying the manuscript, the contributors should certify that manuscript has neither been published anywhere nor is being considered presently anywhere for publication.
- ◆ **Abstract (not exceeding 200 words) should reach us latest by January 16, 2024 in Microsoft Word Format only.**
- ◆ Submission should include a separate title page, which clearly indicates the name of the authors, affiliations, complete mailing address, telephone/fax numbers and e-mail address, title of the paper and up to four key words that describe the paper.
- ◆ For preparation of the manuscript, authors are requested to follow APA Citation Style. Please visit: [https://guides.library.uwa.edu.au/apa/introduction\\_apa7](https://guides.library.uwa.edu.au/apa/introduction_apa7)
- ◆ Kindly send your abstract and full paper in Microsoft Word Format only to [gcomp2k24@guni.ac.in](mailto:gcomp2k24@guni.ac.in)

### Review Criteria

1. Relevance: Does the subject of the paper appeal to the interests of the conference attendees?
2. Methodology: Does the paper use sound and appropriate methods?
3. Originality: Does the paper add new findings, insights, or knowledge to the body of literature?
4. Research: Does the paper compare and weigh the material against other's work?
5. Conclusions: Are the conclusions sounds and justified as per the problem discussion?
6. Policy/ Managerial Implications: Are the policy implications relevant and useful for the problem shown?
7. References: Are the references relevant and adequate?

### Scan and Register

All participants attending the conference are required to register in advance by filling the form available at <http://www.gcomp.guni.ac.in>



### Online Account Payment:

Account Name: **Ganpat University**

Account Number: **130010100235204**

Bank Name and Branch: Axis Bank  
Ganpat University- Mehsana Extension Branch

IFSC Code: **UTIB0000130** | Branch Name: **Mehsana**

Details of Online Account Payment has to be filled in online registration form.

### Convener, GCeMP 2K24

Ganpat University - Faculty of Management Studies  
Ganpat Vidyanagar - 384012, Mehsana, Mehsana -  
Gandhinagar Highway, Gujarat, India.

**Venue: V. M. PATEL INSTITUTE OF MANAGEMENT**

New MBA Building, Ganpat University, Ganpat Vidyanagar

## Participation Fee

Category	Fee# (In Person)	Fee# (Virtual)
Academician	INR 2200	INR 1200
Corporate Representative	INR 2700	INR 1600
Alumni/Research Scholar/Student	INR 1400	INR 1000
International Delegate	-	US\$ 25

# Early bird discount of 10% is available before January 31, 2024.

\* Conference partners representatives will get 10% discount in registration fees



## Awards

1st Prize: Rs. 10000/- (INR)

2nd Prize: Rs. 7000/- (INR)

3rd Prize: Rs. 5000/- (INR)

4th Prize: Rs. 4000/- (INR)

5th Prize: Rs. 3000/- (INR)

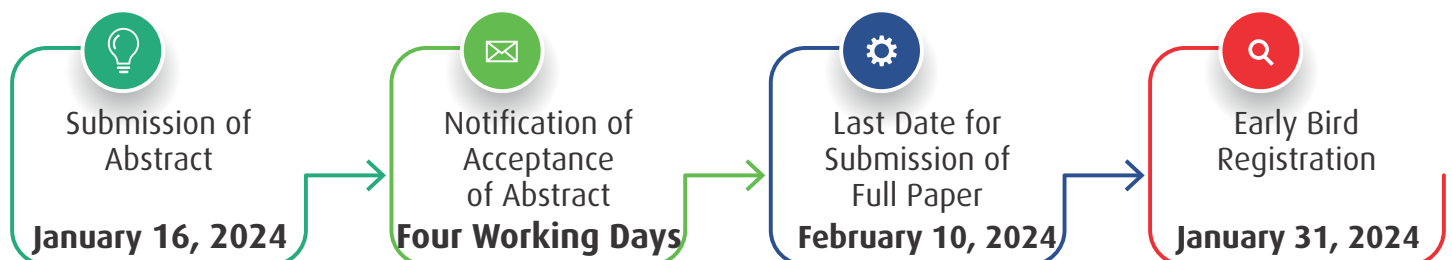
## Publication Opportunities

Selected competitive papers will be considered for publication in the following peer-reviewed journals subject to their own online submission and normal review process: Ganpat University FMS Journal of Management and Research

All selected research papers will be published in the conference proceeding with ISBN No. as an book chapter.

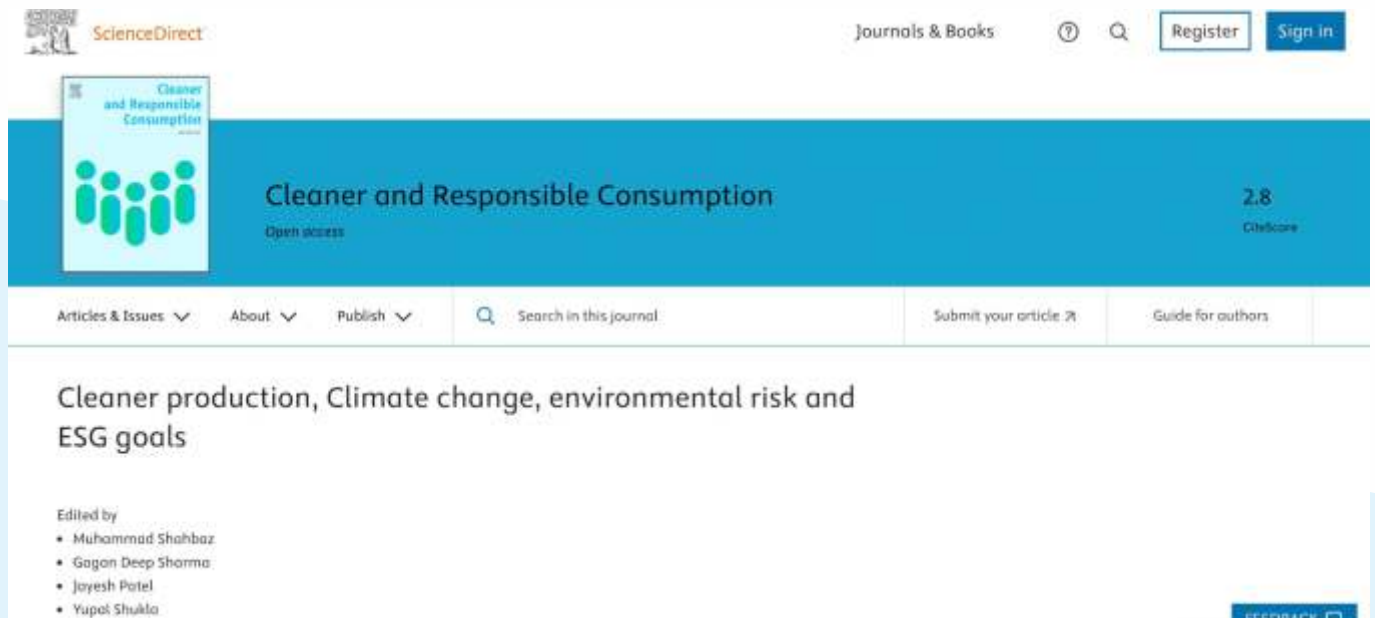


## Dates to Remember



[gcomp2k24@uni.ac.in](mailto:gcomp2k24@uni.ac.in)

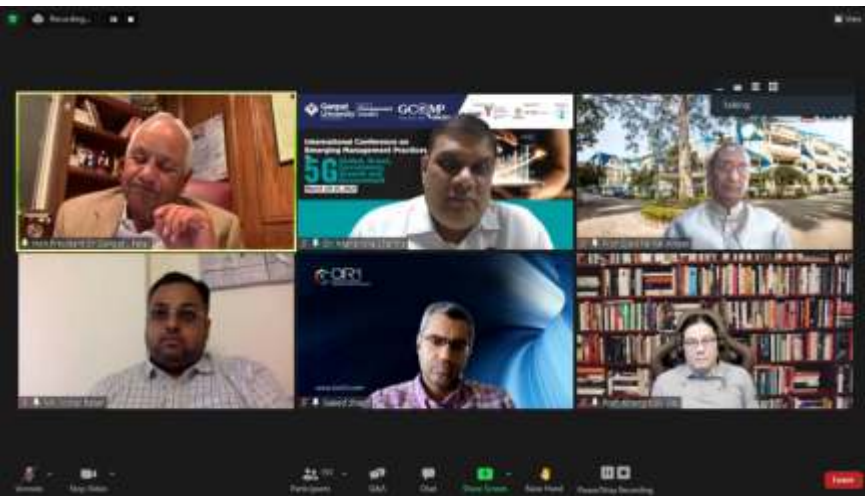
## Previously published Conference Proceedings



Special Issue published Previously in  
**Scopus Indexed Journal**



# Glimpses



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Patron-In-Chief and President

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Pro Vice Chancellor

### Dr. Girish Patel

Executive Registrar

### Dr. Rajesh Bhosale

Dean (R&D), Centre for Advanced Research Studies

### Dr. Mahendra Sharma

Pro-Chancellor & Director General

### Dr. Saurabh Dave

Pro Vice Chancellor &  
Executive Dean (Startup)

### Dr. Kiran Amin

Deputy Pro Vice Chancellor &  
Executive Dean, FoET

### Daniel Montplaisir

Joint Director General

### Dr. Satyen Parikh

Pro Vice Chancellor & Executive Dean,  
Faculty of Computer Applications

### Ajay Kumar Gupta

Director, Research & Development

## Organizing Committee

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Co-Conveners

### Dr. Jayesh Patel

### Dr. Nirav Halvadia

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