

IMPORTANT DATES:

Abstract/Paper Submission with Payment	October 30,2023
Notification of Acceptance	November 20, 2023
Conference Inauguration	December 1, 2023

Registration Fee (Per Author)

For Students	₹ 500/- (Five Hundred Only)
For Research Scholars	₹ 750/- (Seven Hundred Fifty Only)
For Teachers/ Professionals/Industry	₹ 1000/- (One Thousand Only)

The last date of registration for delegates/participants will be November 20, 2023. All participants are required to pay the registration fee only through the below mentioned bank details or QR Code:

Bank A/C Holder's Name	: Gateway Institute of Engineering and Technology
Bank Address	: Punjab National Bank, Sector 11, Sonipat
Account number	: 12301011000306
IFSC Code	: PUNB0123010
Bank Code	: 1234
Type of Account	: Current Account

After due peer review process, one paper shall be awarded the Best Paper/ Poster certificate.

Only Selected papers shall be published in ISBN Book and/or UGC Care/Scopus Indexed Journal after a thorough review process and subject to journal/publisher guidelines. (Journal shall be updated post finalization). Full papers will also be considered for GIET's Peer Reviewed Journal with ISSN no. after a thorough review process. Requisite permissions and details shall be updated for reference by the authors.

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For further information, kindly write to: conference@gateway.edu.in
or contact: +91-9468090975, +917988568263

www.conference.gateway.edu.in

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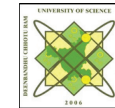
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GATEWAY

INSTITUTE OF ENGINEERING & TECHNOLOGY

Sonepat (Haryana), India

Affiliated to DCRUST, Murthal and Approved by AICTE



Organises

2nd MULTIDISCIPLINARY NATIONAL CONFERENCE

(Hybrid Mode)

on

**"Synergizing India: Accelerating Growth
through the 'Digital India' Initiative"
(MNCSI)**



1st - 2nd
DECEMBER
2023



ABOUT GATEWAY INSTITUTE OF ENGINEERING & TECHNOLOGY (GIET)

Gateway Institute of Engineering and Technology is a centre of excellence for highly specialized education, research and to produce technically sound and multifaceted engineers for ready acceptance by the industry. We enrich the journey of education by giving qualitative education, imbibing strong Indian culture and moral values excellence among students from all spheres. The institute is affiliated to Deenbandhu Chhotu Ram University of Science and Technology (DCRUST), Murthal and approved by AICTE, India. We offer a four-year degree program in B.Tech and three year degree program in BBA and BCA. Additionally, we also offer a two-year degree program in MBA with dual specialization.

By employing positive and futuristic approach, the management has taken all possible measures for career development and placement of all qualified students domestically and globally.

HIGHLIGHTS OF FIRST NATIONAL CONFERENCE HELD BY GIET ON 24-25th FEBRUARY, 2023

The National Conference on "Changing Global Business Landscape: Challenges, Strategies, and Business Resilience" was a remarkable event dedicated to fostering discussions and exchanging innovative ideas in the fields of Business and Management. The conference aimed to advance the theory and practices within these domains. Gracing the occasion as the esteemed Chief Guest was Dr. Rajeev Kumar from Gurugram University, whose expertise and insights brought immense value to the event.

The conference was conducted in a blended mode, combining offline and online sessions. Dr. M. Chitra, an Associate Professor from the School of Entrepreneurship at Rishihood University, skillfully presided over the offline session, ensuring an engaging and fruitful gathering. Meanwhile, the online session was brilliantly led by Dr. Reena Malik from Chitkara School of Business and Dr. Parveen Chauhan from Jagannath University, Bahadurgarh.

The event witnessed enthusiastic participation from approximately three hundred delegates representing various prestigious universities and colleges. These scholars and researchers shared their well-crafted research papers, exploring diverse sub-themes related to the conference's central focus. It provided a conducive platform for intellectual growth, knowledge exchange, and the promotion of innovative solutions in the dynamic fields of Business and Management. The collaborative efforts of all the participants have undoubtedly contributed to the advancement of academia and the professional community as a whole.

ABOUT SECOND NATIONAL CONFERENCE

"Synergizing India" is a national conference for accelerating growth through the 'Digital India' Initiative, bringing experts, policymakers, and industry leaders to foster inclusive development. Under Prime Minister Narendra Modi's leadership, the initiative has expanded internet connectivity with BharatNet, introduced Aadhaar for digital identity, and transformed digital payments with UPI. E-governance initiatives, like Jan Dhan Yojana, digital education (SWAYAM), and healthcare (NDHM), promote access and efficiency. Start-up India supports innovation, while skill development enhances employability. With a focus on data security and privacy, India advances as a global digital leader. Prime Minister Modi's vision drives the nation's digital empowerment, bridging the urban-rural divide and creating a thriving digital ecosystem. This conference aims to delve into groundbreaking approaches for harnessing digital technologies and promoting inclusive development across various sectors.

AIM & OBJECTIVES OF MNCSI

The Aim and objectives of the conference have been outlined as under:

- Foster multidisciplinary collaboration to leverage 'Digital India' for accelerated national growth.
- Analyze the tangible impacts of 'Digital India' across sectors.
- Identify opportunities and challenges to inform evidence-based policies and strategies.
- Showcase cutting-edge innovations that can advance the 'Digital India' initiative.
- Formulate actionable policy recommendations for inclusive digital transformation.
- Encourage robust public-private partnerships to bridge the digital divide.

AREA/THEMES (ONLY INDICATIVE LIST)

Conference topics include, but are not limited to, the following research and development areas/fields:

Management, Accounting and Economic Analysis: HR Practices, Portfolio Management and Security Analysis, Banking and Insurance, Capital Markets and Asset Pricing, Consumer behavior/Creating Customer Value, Branding/Advertising, Online Marketing/Digital Marketing/Artificial Intelligence in Marketing, Retailing/E-retailing & Others. Competitive Policy and Regulatory Issues, Macroeconomics/Microeconomics Environment and Policy, Regional Economic Development Issues, Trade Strategies in New World, FDIs and FIIs, WTO Issues and Challenges, Foreign Exchange Markets, Regionalization and Economic Cooperation, Role of Spirituality and Religion in Human Development & others.

Integrated Tech Synergy: Big Data & Warehousing, Data Visualization, Predictive Analytics, Data Mining & Pattern Recognition, Natural Language Processing, Computer Vision & Image Recognition, Reinforcement Learning, Ethics & Bias in AI, Deep Learning & Neural Networks Network Security, Data Privacy & Encryption, Ethical Hacking & Penetration Testing, Identity & Access Management, Threat Detection & Incident Response, Cloud Services & Providers, Serverless Architecture, Cloud Security & Compliance, Multi-Cloud & Hybrid Cloud Strategies, Virtualization Technologies.

Comprehensive Development Spectrum: Full Stack, Software Engineering, and Beyond: Integrating Frontend and Backend Technologies, MEAN/MERN Stack Development, Building RESTFUL APIs, Real-Time Web Applications, Web Security Practices, Web Performance Optimization, Agile and DevOps Methodologies, Software Testing and Quality Assurance, Continuous Integration and Deployment, Micro services and Containerization, Greedy and Dynamic Programming Approaches

Human Computer Interaction and User Experience: User Interface Design, Accessibility and Inclusive Design, Augmented and Virtual Reality, Voice User Interfaces & Others.

Social Policy, Social Work and Community: Race and Ethnicity, Social Mobility and Social Class, Social Psychology, Social Movement, Social Organisation and Community & Others.

Hospitality Management: Perception/Attitude of hospitality Management students towards working in the hotel industry, Quality Service, HRM in new startups, Wellness and Hospitality, Trends in Food and Beverage Management & others.

Civic and Political Studies: Citizenship/Governance/Civil code, Public Policy, Neo-liberal state and its critics & Others. Architect and Design Trends: Sustainable Architecture, Smart Cities and Urban Planning, Biophilic Design, Adaptive Reuse and Historic Preservation, Digital Architecture and Parametric Design & Others.

Green Energy: Solar Energy, Electric Vehicle, Hydro Energy, Geothermal Energy & others.

Please Submit your Research Article through mail: conference@gateway.edu.in

Guidelines for Authors

Paper Format and Page Layout

Format: MS-Word (.doc, .docx)

Language: English only

Length: From 2000 to 6000 words.

Spacing: Single-line spacing, (Font Size: 12, Font Type: Times New Roman).

Margin: Top 1.52 cm", Bottom 1.27 cm", Left 2.03 cm", and Right 2.03cm".

Page layout: Portrait with 0.5 Header and Footer margins

Poster Presentation: These represent findings from a current working paper related to the theme of the conference. Authors display readable posters of their research and should be available to discuss and answer the questions during the assigned poster session. There is a separate award for the best poster. Submission of an electronic copy of the poster in PDF format is must before the deadline. Poster Size & dimensions are A1 size. The poster must be in portrait layout only.

