

GTU ICON 2022



Gujarat Technological University

Organizes

Multidisciplinary International Conference

Management - Pharmacy
– Engineering – Applied
Science

FACE TO FACE MODE

**20th – 23rd September
2022 | GTU,
Ahmedabad, India**

LINK FOR FURTHER DETAILS:

<https://www.gtuicon.gtu.ac.in/>



ABOUT GUJARAT TECHNOLOGICAL UNIVERSITY (GTU)

With a vision of imparting a quality education with global standards in fields of Engineering, Management, Pharmacy, Computer Application and Architecture to the youth of Gujarat, India and entire world, Shri Narendra Modi, Hon. Prime Minister of India laid the foundation of GTU in 2007 when he was leading the state of Gujarat as a Chief Minister. The seed planted by Shri Narendra Modi before 15 years has now grown up as a widespread tree catering 3,70,000+ students, 17,000 + faculties, 430 + colleges to provide its fruits in the form of enlightened, skilled and socially responsible youth with the knowledge of emerging technologies, excellence in professionalism, global competitiveness as well as essence of innovation and entrepreneurial attitude.

20TH SEPTEMBER 2022: MANAGEMENT

21ST SEPTEMBER 2022: ENGINEERING

22ND SEPTEMBER 2022: PHARMACY

23RD SEPTEMBER 2022: APPLIED SCIENCE

THEME OF MANAGEMENT: BUSINESS MANAGEMENT IN TURBULENT TIMES

India's economy plunged to lowest level during the pandemic. It is recovering now at a much faster pace than many developed and developing crisis. But the 10-week-old Ukraine Russia war is showing its detrimental effect on the economy again. Such events having a global effect on International Business, constitute what is called as 'turbulent times' times' that signifies chaos, disorder and causing conflict with the normal course of business activities. It is a daunting task for businesses to adapt and survive in the extreme volatile and uncertain situations of these times. Therefore, the occurrence of this conference can play a significant part for much needed intellectual stimulation & discourse to provide the solutions for the current problems of the businesses. It is expected that the economy of Asia will be larger than USA and European Union by 2030. Larger population in Asia provides a larger market for any enterprise operating in any part of the world. Organizations will have to focus on global issues instead of just restricting them for local markets. Because of this changing scenario of the world economy, scholars of Management will have to study the managerial skills with global approach. Hence, this conference theme of "Business Management in Turbulent Times" aims to provide opportunity for the researches who are working on the managerial issues with international aspects in various areas of management like Finance, Marketing, Human Resource, Operations, Economics etc. Sub-themes of the conference are suggestive and not restrictive as listed below.

Subthemes for Management:

<p><b style="color: #C00000;">1. Finance and Economics</p> <ul style="list-style-type: none"> ■ International Financial Practices for turbulent times ■ International Economics Environment ■ Global Financial Crisis and World Economy ■ Stock Market and Other Financial Instruments ■ Foreign Exchange Payments and Banking Operations <i>(Based on: Russia asking for payments in Ruble)</i> ■ Digital Currency and turbulent times ■ Behavioural Finance for turbulent times ■ Global Financial Infrastructure for sustaining turbulent times ■ International Trade and Investments in turbulent times ■ Mergers, acquisitions & corporate restructuring during International Crisis ■ Financial Innovation, Engineering & Analytics 	<p><b style="color: #C00000;">2. Marketing</p> <ul style="list-style-type: none"> ■ Global Marketing Trends ■ International Business Challenges ■ Brand Management ■ Emerging Trends of Marketing ■ E-Commerce ■ Digital Marketing ■ Big Data & Marketing Analytics ■ Marketing & CRM ■ Digital Marketing in the Era of Technological Disruption. ■ Corporate Social Responsibility & Brand Image ■ Digital Marketing and Artificial Intelligence ■ Tourism & Sports Marketing
<p><b style="color: #C00000;">3. HR and Governance Policy</p> <ul style="list-style-type: none"> ■ World Employment & Social Outlook in Turbulent Times ■ Managing Multicultural Organizational Behaviour in Turbulent Times ■ Diversity Inclusion in Multilateral Organizations ■ Leadership and Global Strategy during Turbulent Times ■ Talent Management and Mobility ■ Challenges of Ethical Issues in Digital Era ■ Cross Cultural Communication in Turbulent Times ■ Industrial Relations & Legal HRM <p><b style="color: #C00000;">4. IT and Operations</p> <ul style="list-style-type: none"> ■ Digital Infrastructure and Global Business ■ Supply Chain Management in Turbulent Times ■ Managing Global Business through IT systems ■ Challenges of Digital Media Platform ■ Big Data Analytics for Global Business 	<p><b style="color: #C00000;">5. International Business, Strategy and Entrepreneurship</p> <ul style="list-style-type: none"> ■ International Business Structures and Strategies ■ Innovative Practices to Manage Global Businesses with Perspective to Turbulent Times ■ Entrepreneurial Skills to compete in Global Market ■ Global strategies for Entrepreneurs ■ Strategic Alliance and Technology Transfer in Global Village ■ New challenges to marketing operations and strategies in diverse economies ■ Core competence and strategy innovations ■ Strategy in Digital era During Turbulent Times <p><b style="color: #C00000;">6. Risk to Turbulent Times</p> <ul style="list-style-type: none"> ■ Economic and Financial Risk ■ Marketing Related Risk ■ Risk with Perspective to Human Resource Management ■ Risk in Information Technology

THEME OF ENGINEERING: EMERGING TRENDS IN ENGINEERING AND TECHNOLOGY

Subthemes of Engineering:

<p>1. Computer Science and IT Emerging Trends</p> <ul style="list-style-type: none"> ■ Computational and Artificial Intelligence ■ Knowledge Management ■ Parallel and Distributed Computing ■ Cyber Security ■ Digital Forensics and Incident Response ■ Internet of Things ■ Data Science and Computational Analytics ■ Image Processing ■ Mobile Computing ■ Quantum Computing ■ Augmented Reality ■ Computer Vision/Pattern Recognition ■ Autonomous Vehicles 	<p>2. Electronic and Communication Engineering Emerging Trends</p> <ul style="list-style-type: none"> ■ DSP Processor design for AUDIO/VIDEO Applications ■ Embedded System for Electronic Design Automation ■ VLSI and Embedded System Design for Telecommunication Applications ■ Analog and Digital Signal Processing ■ Millimeter-Wave Integrated Circuits ■ UWB Technology ■ Mobile Cellular TV ■ 4G Wireless Networks and Systems
<p>3. Civil and Environment Engineering Emerging Trends</p> <ul style="list-style-type: none"> ■ Advanced Concrete Technology ■ Earthquake engineering and Seismic Analysis ■ Soil Dynamics ■ Water Resource Engineering ■ GIS and Remote Sensing ■ Ground Water and Surface Hydrology ■ Environmental Geo-informatics 	<p>4. Chemical Engineering Emerging Trends</p> <ul style="list-style-type: none"> ■ Bio-Materials Chemistry ■ Energy Materials ■ Nano materials Chemistry ■ Porous Material ■ Analytic Chemistry ■ Medical & Pharmaceutical Chemistry
<p>5. Instrumentation and Control Engineering Emerging Trends</p> <ul style="list-style-type: none"> ■ Recent Trends in automation and control system ■ Optimization & optimal Control ■ Computer vision and artificial intelligence ■ Recent developments in biomedical and instrumentation application ■ Signals and image processing ■ Control system design and analysis ■ Intelligent and guided control system ■ Agriculture, environment, military and space application 	<p>6. Mechanical Engineering Emerging Trends</p> <ul style="list-style-type: none"> ■ Advances in Thermal Sciences & Engineering ■ Advances in Materials Science & Engineering ■ Advances in Mechanical Engineering Design & Development ■ Refrigeration and Air Conditioning ■ Robotics and Mechatronics ■ Automobile pollution and control management
<p>7. Electrical Engineering Emerging Trends</p> <ul style="list-style-type: none"> ■ Renewable Energy Sources And Storages ■ Energy Efficient Systems ■ Soft Computing Techniques in Power Systems 	<ul style="list-style-type: none"> ■ Renewable Power Conversion Technologies ■ Advanced VLSI Systems ■ Power Quality Improvement Techniques

THEME OF PHARMACY: EMERGING TRENDS AND INNOVATIONS IN PHARMACEUTICAL SCIENCES

Sub Themes of Pharmacy:

- 1. Innovation in Pharmaceutical Formulation**
- 2. Quality Assurance by Advance Analytical Techniques**
- 3. Design & Innovation in Medicinal & Phytomedicinal chemistry**
- 4. Novel Approaches in biological evaluation of Pharmaceuticals & Natural Products**
- 5. Multidisciplinary approaches in Drug discovery & Development**

THEME OF APPLIED SCIENCE: POST-PANDEMIC RESILIENCE THROUGH BIOTECHNOLOGY INTERVENTIONS

The world has faced the devastating effect of pandemic on public health, industries, agriculture as well academics sectors. Pandemic has given us the insight of our preparedness and explained the importance of becoming resourceful. Currently, the world is in need to reprioritize to gain efficient success and balance energy and food supply chains. There is a huge opportunity to normalize or restore the life post pandemic.

Biotechnology can Play Pivotal role in post pandemic resilience by

- 1) Ramping up industrial production using biotechnology
- 2) Novel vaccines, therapeutics, devices development
- 3) Food security by Climate resilient and value-added crops
- 4) Exploration of marine niche for novel resources
- 5) Using Bioinformatics and AI for data management, infectivity rate predictions and digitalization of biological data resources.

The conference will give an opportunity to discuss the progress in the areas mentioned above and others for quick resilience and also for now being pre-armed in a better way for disasters, pandemics like situations based on the lessons and challenges faced in the pandemic time. It will also be a platform to discuss the ongoing strategies for environmental come-back by replacing petroleum-based plastics with biodegradable and compostable alternatives, and encouraging greener – renewable manufacturing in the maximum ways. Medical biotechnology has a vast scope to develop novel and conventional therapeutics, and also for becoming self-reliant for diagnostics of animal and human diseases. On the whole, the conference would be a perfect platform for experts of biological sciences to gather and lead the country towards a biotechnological journey by re-achieving homeostasis post pandemic.

Sub Themes of Applied Science:

- 1. Industrial Biotechnology**
- 2. Medical Biotechnology**
- 3. Marine Biotechnology**
- 4. Microbial Biotechnology**
- 5. Agri Biotechnology**
- 6. Bioinformatics, IPR, and Bio-entrepreneurship**
- 7. Any emerging field in Biotechnology domain**

CONFERENCE COMMITTEE GTU ICON-2022

Chief Patron:

Prof. (Dr.) Navin Sheth
Hon'ble Vice Chancellor, GTU

Overall Convenor:

Dr. Keyur Darji
Director, GTU

Patron:

Dr. K. N. Kher
Registrar, GTU

Overall Convenor:

Dr. Sarika Srivastava
Assistant Professor, GSMS, GTU

Management Advisory Committee:

- ❖ **Dr. Pankajray Patel**
(Convenor for Management)
Director GTU-GSMS
- ❖ **Dr. Hitesh Shukla**
Professor, Department of Business Management, Saurashtra University, Rajkot
- ❖ **Dr. Narayan Basher**
Professor, Pandit Deendayal Energy University
- ❖ **Dr. Nityesh Bhatt**
Professor, Institute of Management, Nirma University

Engineering Advisory Committee:

- ❖ **Prof. (Dr.) Shailesh D. Panchal**
(Convenor for Engineering)
Director GTU-GSET
- ❖ **Dr. G. P. Vadodaria**
Dean Engineering, GTU
- ❖ **Prof. (Dr.) Rajesh A Thakker**
Adjunct Professor, GTU-GSET
- ❖ **Prof. A. M. Prabhakar**
Principal, GPERI, Mehasana

Pharmacy Advisory Committee:

- ❖ **Dr. Sanjay Chauhan**
(Convenor for Pharmacy)
Director, GTU-GSP
- ❖ **Dr. C. N. Patel**
Dean- Pharmacy, GTU & Principal, Shri Sarvajanic Pharmacy College
- ❖ **Dr. Mahesh Chabbaria**
Asso. Dean, GTU & Principal, L.M College of Pharmacy
- ❖ **Dr Nehal Shah**
Asso. Dean, GTU & Principal, Indubhai Patel College of Pharmacy and Research Centre, Dharmaj
- ❖ **Dr Ashok B Patel**
Asso. Dean, GTU & Associate Professor, B. K. Mody Govt. Pharmacy College, Rajkot
- ❖ **Dr. Dhiren P. Shah**
Asso. Dean, GTU & Principal, Shree Naranjibhai Lalbhai Patel College of Pharmacy, Umrakh

Applied Science Advisory Committee:

- ❖ **Prof. (Dr.) Vaibhav Bhatt**
(Convenor for Applied Science)
Director, GTU- SAST
- ❖ **Prof. (Dr.) Chaitanya G. Joshi**
Director, Gujarat Biotechnology Research Centre (GBRC), Gandhinagar
- ❖ **Dr. Narendra Lakkad**
Vice President & Head, Program Management & Alliance Management, Sun Pharmaceutical Industries Ltd., Mumbai
- ❖ **Prof. (Dr.) I. R. Gadhvi**
Dean, Faculty of Sciences, Maharaja Krishnakumarsinhji Bhavnagar University (MKBU), Bhavnagar
- ❖ **Prof. (Dr.) Ramesh Kothari**
Institute of Biotechnology, Department of Biosciences, Saurashtra University, Rajkot
- ❖ **Prof. (Dr.) Jayesh Sheth**
Chairman at Foundation for Research in Genetics and Endocrinology (FRIGE), Ahmedabad

Step 1: Author Registration

- Every author has to register him/herself on website. <https://www.gtuicon.gtu.ac.in/>
- After Registration, **author will be allotted unique author code (e.g. AC1001)** which will be author's identification number for entire conference.
- All fields in the registration are compulsory, and **no changes in the details will be allowed once the author has registered.**
- If, there are multiple authors for a single paper then **every author has to register separately.** Every author will be given a unique author code which he/she has to use for various purposes throughout the conference.
- This unique Author Id will be communicated to authors by their registered e-mail only. Hence it is mandatory to give correct mail id

Step 2: Paper Registration

- After author registration, Paper Title will be required to be registered.
- **Every paper will be allocated unique number (e.g., PUN2001), identification code for the Research paper throughout the conference.**
- If a person **is going to submit more than one paper, then he/she will have to register all the papers** and for every paper he/she will be given unique number.
- **Every paper should be registered only once even if there are multiple authors.**
- While registering the Paper, **unique author code of all the authors will be required.** Once the data is submitted by the author, **no change in the details will be entertained.** So, it is advisable to keep all the author's unique codes ready at the time of title registration.

Step 3: Abstract Upload

- Only **corresponding author will have to login with unique paper number/ paper Id and upload abstract in word document format and declaration form in pdf format.**
- Your abstract will be **verified by the review committee. You have to upload your full paper only after its approval.**
- Authors will be communicated by e-mail about the status
- If the review committee rejects the paper on the basis of abstract, then authors will not be allowed to submit the full paper.

Step 4: Declaration Form Upload

- Authors have to download the Declaration Form available on the Website.
- All the required details are to be filled by authors and every author has to put signature on it.
- Declaration is a must for participating in the conference.
- Scan Copy of the Declaration Form must be uploaded in PDF format through the paper id login.

Step 5: Full Paper Submission

- Author can upload full paper based on the instructions received from the conference committee.
- The Paper should be in Microsoft Word format.
- The paper must be in the desired format as available on the website.
- Recommendations of Review Committee should be followed by the author and they have to make necessary changes in their manuscript.
- Excellent and outstanding papers will be published and the decision of the review committee will be final in this regard.
- **Only foreign authors can submit their papers in Absentia.**

Step 6: Fees Payment

- Authors have to submit fees within the specified dates on the website only **after intimation of the fee payment via e-mail.**
- Fees will be accepted only through online payment mode. Check the website for more details. In case of non-payment of fees, paper will be treated as rejected and author(s) will not be allowed to participate in the conference.
- The amount of fees payable will be displayed under paper id login.
- **Amount mentioned under paper id must be paid by single transaction only.**
- **The Fees is non-refundable in any case.**
- Required fees amount will be displayed under login Id for every paper.
- For every author fee is charged separately considering the category of the authors.

Amount mentioned under login id must be paid by single transaction separately by each author.

- **Fees includes breakfast, lunch and Registration Kit for one day. Fees does not include accommodation facility.**
- Only Foreign nationals can pay fee by Demand Draft, in favour of “Gujarat Technological University” payable at Ahmedabad, India. They can pay fee either in US Dollar or in Indian Currency.
- Please visit website to know the steps of fees payment.

FEES STRUCTURE – GTU-ICON2022^{&}		
Category	Fees Amount@ Indian Authors / Delegates)	Fees Amount (Foreign Authors / Delegates)
Industry Delegates & Experts	Rs.3000/-	\$200
Faculty / Research Scholar (Pursuing Ph.D. from GTU or any other university) /Academician/ others	Rs.2000/-	\$150
GTU Student# (Current Bachelor and Master Degree students Only)	Rs.1000/-	\$100
Delegates (Only for Attending Conference)	Rs.1000/-*	\$100*

@ Submit your full paper on or before deadline and avail **50% early bird discount**. Discount is not applicable for Delegates. For Details visit website
GTU Student will have to bring ID card of the institute where he /she is pursuing full time Degree.
& Fees shown in above table is charged per author. Every author has to pay fee even if he/she is submitting paper jointly with other author(s).
* Early Bird Discount is not applicable for Delegates.

Participants / authors / delegates / students have to attend the conference only for one day as per below mentioned schedule –

20th September 2022: Management
21st September 2022: Engineering
22nd September 2022: Pharmacy
23rd September 2022: Applied Science

PUBLICATION AND CERTIFICATE:

- Selected peer reviewed papers will be published either in **conference proceeding with ISBN or Multidisciplinary International Research Journal of GTU having ISSN**, subject to the approval of the review committee.
- The decision of the conference committee will be final in case of any dispute/discrepancy.
- The certificate will be issued to the authors who will attend the conference.
- Certificates will be distributed on the same day of presentation.

IMPORTANT DATES TO REMEMBER:

Particulars	Important Dates
Registration	25th June 2022 onwards
Last Date of Abstract Submission	25th July 2022
Intimation of Abstract Acceptance	30th July 2022
Last Date of Full Paper Submission	31st August 2022
Confirmation of Final Paper Acceptance	10th September 2022
Last Date of Registration Fees Payment (After intimation email)	15th September 2022
Conference Dates (GTU ICON 2022)	20th – 23rd September 2022
<i>Note: To avail early bird discount of 50%, submit the full paper before 20th August 2022</i>	

GRADUATE SCHOOL OF MANAGEMENT STUDIES (GSMS)

<https://gsms.gtu.ac.in/>

GRADUATE SCHOOL OF ENGINEERING & TECHNOLOGY (GSET)

<https://set.gtu.ac.in/>

GRADUATE SCHOOL OF PHARMACY (GSP)

<https://www.gsp.gtu.ac.in/>

SCHOOL OF APPLIED SCIENCES & TECHNOLOGY

<https://sast.gtu.ac.in/>

GUJARAT POWER ENGINEERING & RESEARCH INSTITUTE (GPERI)

<https://gperi.ac.in/>

Contact details (*Please contact to respective coordinators of different disciplines*):

Management:

Dr. Naveen Singh

Assistant Professor, GSMS, GTU

Contact No: 9696738813, 079-23267637

Dr. Deepika Mittal

Assistant Professor, GSMS, GTU

Contact No: 9824260611, 079-23267689

Email ID: management.conference@gtu.edu.in

Engineering:

Ms. Arpita

ADF

Contact No. 9725137976

Ms. Dhvani

ADF

Contact No.: 9173990260

Email: engineering.conference@gtu.edu.in

Pharmacy:

Dr. Rajesh Patel

Associate Professor

Contact No: 7069007910, 079-23267810

Email ID: gspconference2021@gtu.edu.in

Applied Science:

Dr. Dolatsinh Zala

Associate Professor

Contact No.: 9727709277

E-mail : appliedscience.conference@gtu.edu.in

Gujarat Technological University

(Established Under Gujarat Act. No. 20 of 2007)

Near Vishwakarma Government Engineering College,

Visat - Gandhinagar Highway, Chandkheda, Ahmedabad – 382424 (Gujarat)

Phone: +91 79 232 67 521/570, Fax: +91 79 232 67 580 URL: <http://www.gtu.ac.in/>