

3rd Annual National Conference

Inspiria Research Excellence

Series (IRES - 2021):

Comprehending Interdisciplinary Spheres
In The Digital Age

Only selected and peer-reviewed
papers will be published in

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www.inspiria.edu.in



About Inspiria Knowledge Campus

Inspiria Knowledge Campus (Affiliated to MAKAUT) is located in the foothills of Darjeeling in the city of Siliguri (West Bengal). The institute inculcates lifelong learning, and critical thinking to build an environment for the students to experience the best teaching and learning process. Inspiria provides professional undergraduate courses in Computer Applications, Hospitality Management, Media Science, Multimedia Animation & Graphics Design, Film & Television, Interior Design, Business Administration, Hospital Management, Global Business, Sports Management, Accountancy,

Taxation & Auditing and Entrepreneurship. The institutional research activities comprise of the Multidisciplinary National Conference held in November 2018, February, 2020 and the inaugural Interdepartmental Students' Seminar organised in April, 2019 and Research Methodology Workshop using SPSS in June 2019. The research contributions by the dynamic faculty members on emerging trends in Social Sciences, Management and Technology to reputed international, national journals and conferences aim to nurture the research culture within the institution.

About The Conference

The national conference aims to provide a platform for academicians, scholars and industry professionals to understand and disseminate the contemporary paradigms, recent innovations and research practices in management, science & technology, media, language, literature & communication.

Conference Tracks (The rationale for the themes include but are not limited to the following topics)

Media and Communication :

- Media Effects • Media Psychology • Grassroot Communication • Development Communication
- Artificial Intelligence and Media Industry • Media Marketing in Digital Space • New Media • Digital Divide and Future Possibilities • Fake News and Digital Space • Media Literacy • Media And Secularism • Citizen Journalism • Media and Polarization • Media Literacy • Gender Studies • New Media Discourses • Media and Democracy • Corporate Communication • Health Communication
- Communication Policy and Regulation • Critical & Cultural Studies • Gender and Communication
- Media Industry during Covid-19 • Film Studies • Cinema & Society • Theatre • Gender & Sexuality
- Media & Social Change.

Science and Technology

- Internet of Things • Blockchain • Big Data • Data Analytics • Quantum Computing • Data Mining
- Mobile Computing • Deep Learning • Digital Transformation • High Performance Computing

- Distributed and parallel systems
- Social Computing
- Cloud Computing
- Embedded Computing
- Human-centred Computing
- Internet Security
- Human Computer Interaction
- Image Processing
- Robotics
- Augmented Reality
- Green Computing
- Neural Computing
- Pattern Recognition
- Sensor Networks and Social Sensing
- Social Network Analysis
- Software Engineering Paradigms
- Cyber Security
- Wireless/ Mobile Communication
- Wireless Protocols and Architectures
- Mobile Applications
- Soft Computing
- Technology and Innovations in Libraries
- Digital Library
- Image and Signal Processing
- Crypt Analysis
- Information Security.

Management :

- Cyber Entrepreneurship
- Knowledge-based Innovation
- Risk Analysis
- Endogenous growth models
- Entrepreneurial Learning and Teaching in Higher Education
- E-Business
- International Trade
- Healthcare Operations Management
- Financial inclusion
- Strategic Accounting
- Asset-liability management
- Derivatives and structured financial products
- Investment banking
- Management of financial institutions
- Technological progress and banking
- Environmental accounting
- Social accounting
- Monetary Economics and Finance
- Financial Product Development
- Culture and Business Management
- Women and leadership
- Employee engagement strategies
- HR Analytics and technology in HR
- Organizational Development and Change Management
- Current/ New trends in Training and Development
- International Marketing
- Digital Marketing
- Sports Marketing
- Emerging Issues in Marketing
- Hospitality Marketing
- Branding and Destination Imaging
- Socio- Economic Impact of COVID-19
- Shared Responsibility and Global Solidarity in Covid -19
- Securities Market Response to Black Swan Events
- Corporate Finance Response to COVID-19
- Regulatory Response to Black Swan Event
- Pandemic Impact on Corporate Governance and Disclosure Standards
- Impact of Technology on Economy and Markets during COVID-19
- Work life balance during COVID-19
- Information & Knowledge Management
- E-marketing and Libraries.

Language, Literature and Communication :

- Intergenerational communication
- Pedagogical communication
- Pedagogical communication in the virtual world
- Cross cultural communication
- Language: barrier or bridge
- Digital communication
- Literature in the digital era
- Relevance of Literature and Arts in the post-COVID world
- Humanities matter?
- Posthumanism and Literature
- Literature and Performativity
- Postdramatic Theatre
- Literature and Cinema
- Post-apocalyptic Literature in the present times
- Dystopian literature and cinema
- Decline in Reading Habits in the Present Times
- The Reading Culture and Digitization.

Important Dates :

Commencement of submission of abstracts	25 th November, 2020
Last date for submission of abstracts	14 th December, 2020

Important Dates :

Registration dates	15 th December 2020, Onwards
Camera ready paper due date	20 th January, 2021
Date of conference	4 th - 5 th February, 2021

Submission Guidelines and Publication:

- ✓ An abstract (within 150 words) and keywords (minimum 6) must be submitted initially along with suitable title and contact details.
- ✓ All submissions should be done using the following email : conference@inspiria.edu.in
- ✓ Only selected and peer-reviewed papers will be considered for publication in International Journal of Business & Globalisation.
- ✓ Papers will be presented virtually on digital platform on either Airmeeet or Google Meet. For details visit:
www.inspiria.edu.in/ires-2021

Registration Fees :

Academicians/Industry Professionals/Research Scholars*	800/- *
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* Only selected and peer-reviewed papers will be published.

Organizing Committee :

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Co-Convenor	Mr. Rahul Gupta, Head Operations, Inspiria Knowledge Campus

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