



OM STERLINGTM
GLOBAL
UNIVERSITY

(APPROVED BY UGC, MINISTRY OF EDUCATION, GOVT. OF INDIA)



**International Conference
on
“Emerging Trends in Engineering
Commerce, Management and
Hospitality Management in the
Digital age for Sustainable Future”**

(Blended Mode: Offline and Online)

16th and 17th March 2024

Organized by :-

School of Commerce and Management
School of Engineering & Technology
School of Hospitality Management

In Collaboration With

**Al Taqwa University, Afghanistan
ENEA Research Centre Trisaia - Italy.**



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Established in 2019 under the Haryana Private Universities Act, Om Sterling Global University in Hisar is a state private university that prioritizes research, student-centric approaches, and a multidisciplinary educational environment. Committed to achieving its vision, mission, and objectives, the university emphasizes academic excellence across various knowledge domains. Despite its relatively short existence, OSGU has gained national recognition as a leading higher education institution. The campus, characterized by a fully-developed institutional land, lush green surroundings, and modern infrastructure, fosters an exceptional academic atmosphere. Aligned with its vision and mission, the university's aesthetically designed campus promotes an eco-friendly environment to inspire a passion for learning. Functioning as a center of education, the University aspires to produce globally competitive academicians and leaders by instilling high moral values, a dedication to excellence, and a relentless pursuit of knowledge in its students.

Al-Taqwa University, Afghanistan

Founded in 2012, Al-Taqwa University is a private higher education institution situated in Jalalabad, Afghanistan, and holds recognition from the Afghan Ministry of Higher Education. Operating as a co-educational establishment, it grants bachelor's and master's degrees across various fields of study. Al-Taqwa University ensures the provision of both academic and non-academic amenities and services to students, including administrative support. Additionally, the university has entered into a Memorandum of Understanding (MoU) with Om Sterling Global University in India.

Conference Objective

This international conference aims to explore the integration of Commerce, Engineering, and Hospitality Management in fostering sustainable and innovative practices in the digital era. The conference will serve as a platform for interdisciplinary dialogue, facilitating the exchange of ideas, research findings, and industry trends. This conference serves as a distinguished platform to unite the academic and scientific community, fostering both formal and informal exchanges of ideas. The primary focus is on facilitating discussions and promoting ideas, research, and innovations. The conference aims to establish an interdisciplinary research and academic environment, enhance the application of research in management, technology, social science, and hospitality management, facilitate collaborative connections between academics and policymakers, and encourage long-term sharing of knowledge and discussions on pertinent issues.

KEY SUB-TOPICS

These sub-topics can appeal to a diverse range of participants from the fields of commerce, management, engineering, and hospitality management:

1. Emerging Technologies in Engineering and Commerce:

- The Role of AI, IoT and Machine Learning in Personalizing Customer Experience.
- Blockchain Applications in Supply Chain Transparency and Security.
- The Impact of Virtual and Augmented Reality on Consumer Engagement.

2. Sustainable Engineering Practices:

- Green Building Technologies in Hospitality Management.
- Renewable Energy Solutions for Sustainable Business Operations.
- Waste Reduction and Recycling Innovations in Engineering.

3. Digital Marketing and E-Commerce Strategies:

- Social Media Marketing Trends in Commerce and Hospitality.
- Leveraging Big Data for Targeted Marketing and Sales Forecasting.
- E-commerce Best Practices and the Future of Online Retail.

4. Leadership and Organizational Management in a Global Context:

- Cross-Cultural Management and Global Leadership Skills.
- Strategies for Effective Remote Team Management and Collaboration.
- Ethical Leadership and Corporate Governance in the Digital Age.

5. Customer Service Excellence and Experience Management:

- Enhancing Customer Experience through Technology in Hospitality.
- Customer Feedback and Reputation Management in the Digital Era.
- Designing Customer-Centric Services in Commerce.

6. Economic and Environmental Sustainability:

- Circular Economy Models in Business.
- Sustainability Reporting and Performance Measurement.
- The Role of Businesses in Addressing Climate Change.

7. Innovation and Entrepreneurship:

- Start-up Ecosystems and Entrepreneurial Ventures in Tech.
- Fostering Innovation Culture in Established Companies.
- Financing Innovation: Venture Capital and Crowdfunding Trends.

8. Regulatory Challenges and Compliance in the Digital Age:

- Navigating Global Regulatory Frameworks in Commerce and Engineering.
- Data Privacy and Cybersecurity Challenges in Hospitality.
- Legal and Ethical Implications of AI Adoption in Business.

CALL FOR PAPERS

We invite original research papers, case studies, and review papers. The submissions should contribute to the conference themes and sub-topics, offering novel insights or practical applications.

IMPORTANT DATES

Abstract Submission Deadline: 25th February, 2024

Full Paper Submission Deadline: 2nd March, 2024

Notification of Acceptance: 5th March, 2024

Conference Dates: 16th and 17th March, 2024

SUBMISSION GUIDELINES

1. The abstract is limited to 150-250 words along with keywords and should be placed as first para of the full paper.
2. Names of author/co-authors, their affiliations, addresses, E-mail and phone numbers clearly mentioned.
3. It should be typed in Times New Roman, 12 point with line space of 1 with normal margin. Title should be descriptive and concise and should not exceed 40 words.
4. The paper should be restricted up to 2500 words with table and figures (or a maximum of 6 pages on A4 size paper). [Citation Style: APA 7th Edition]
5. E-mail the paper, in a MS Word file and payment receipt to: intconf2024@osgu.ac.in
6. Two best papers will be awarded in the valedictory function of the conference. Certificate for Participation and paper presentation will also be provided.

Abstract of all the papers will be printed in the Souvenir of the conference. Selected Papers will be published in the proceedings of the conference in the book form (with ISBN) or Journal (with ISSN).

(Plagiarized Research Papers/Articles are not allowed for presentation/publication by OSGU)

CONTACT INFORMATION

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REGISTRATION INFORMATION

Registration Link: - <https://www.osgu.ac.in/event/icometecm>

Registration Fee Structure:

Category	Registration Fee	On the Spot
OSGU Student/Faculty	Rs. 1500/-	Rs. 1800/-
Research Scholars (OSGU)	Rs. 2000/-	Rs. 2300/-
Research Scholars/Academicians (From Outside OSGU)	Rs. 2500/-	Rs. 3000/-
National Delegates (Industry Professionals)	Rs. 3500/-	Rs. 4000/-
International Delegates (Students/Research Scholar)	50 USD	50 USD
International Delegates (Academicians/Professional/Industry)	70 USD	70 USD

For Registration (Payment Details):

Bank Transfer

Account Name: OM Sterling Global University,

Hisar Account Number: 50200040224861

Bank Address: HDFC Bank, Current

Account Branch Code: 0155

IFSC: HDFC0000155

For Registration:



The Registration fee includes:

- Conference Kit
- Certificate of Participation
- Lunch and High Tea

Accommodation can be availed on cost basis with prior request.

Om Sterling Global University

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