



ADVANCES IN MARKETING  
PARADIGMS FOR RESEARCH,  
INNOVATIONS AND  
TECHNOLOGY (AMRIT - 2023)

17.07.2023 & 18.07.2023

ABOUT  
THE INSTITUTE

National Institute of Technology Hamirpur is one of the thirty-one NITs of the country, which came into existence on 7th August 1986 as Regional Engineering College, a joint and cooperative enterprise of the Govt. of India and Govt. of Himachal Pradesh. On 26th June 2002, REC Hamirpur was awarded the status of Deemed University and upgraded to National Institute of Technology. NIT Hamirpur is an institute of National importance set up by an act of Parliament namely the National Institute of Technology Act 2007 which received the accent of the President of India on 5th June, 2007. The provisions of Act came into force with effect from 15th August, 2007 as per notification S.O. 1384 (E) dated 9th August, 2007 of the Department of Higher Education, MHRD, New Delhi. As per provisions of the said Act, the Institute runs on non-profit basis.

ORGANIZERS

-  **Patron**  
Prof.(Dr.) HM Suryawanshi, Director, NITH
-  **Organizing Chairman**  
Prof.(Dr.) RK Dutta, Head (DoMS), NITH
-  **Organizing Secretaries**  
Dr. Shampy Kamboj, 8178014883,  
Dr. Mohd. Adil, 9882875655
-  amrit.doms.nith@gmail.com

ABOUT  
THE DEPARTMENT

The Department of Management Studies aims to train and develop managerial thoughts beyond technical competence and making the young minds manage resources optimally so as to meet global market demands.



The Department further focuses on developing managers with capability in applying management know-how to conventional and non-conventional problems of management. It implies a commitment to focus management knowledge, skills, and technologies for the betterment of society. The diversity of the curricula offered through the Department provides the students with the foundation skills that can be used not only in the classroom, but to master challenges in globalized dynamic and competitive markets.

# THE CONFERENCE

AMRIT - 2023 aims to bring leading academicians, researchers, and practitioners together, to exchange and share their experiences and research results on all aspects of advances in marketing and changing marketing paradigms with advertising and brand management, consumer behavior, services marketing, digital marketing, tourism marketing, sustainable marketing, general marketing and many more.

Being conducted in a hybrid (online/offline presentations) manner, the platform will provide a premier interdisciplinary platform for researchers, practitioners, & educators, to present and discuss the most recent advancements in the field, innovations, and practical challenges encountered and solutions adopted.

## AWARDS & CERTIFICATIONS

- Young researcher award for authors below 40 years of age
- Best paper award for one paper in each track
- All authors / presenters registered for the conference will be certified



## IMPORTANT DATES

Abstract submission deadline: 21.04.2023

Paper submission deadline: 26.05.2023

Registration deadline: 30.06.2023

The presenting authors should register by 30.06.2023 to get included in the conference proceedings

## REGISTRATION DETAILS

A fee of Rs. 1000 (Academic / R&D) / Rs. 2000 (Corporate / Industry) / Rs. 500 (Ph. D. Scholars / Students) should be paid through SBI collect in the following manner: Click -> SBI collect -> Educational institutions -> Himachal Pradesh -> NIT Hamirpur -> Workshop/STC/FDP/Conference.

Register after payment using the link <https://forms.gle/LFdjKcF3iUuGedQ6>

## PUBLICATION SCOPE

All accepted papers will be published in the Book of Refereed Conference Proceedings. Selected papers will be published in referred journals (with ISSN number, indexed in SSCI, ABDC & Scopus)



Global  
Business and  
Organizational  
Excellence  
(ABDC & Scopus)



Journal of  
Service  
Management  
(SSCI, ABDC &  
Scopus)



Virtual  
Economics  
(Scopus)

## CONFERENCE THEMES

The conference is proposed to cover any marketing theme and subtheme such as:

Advertising and IMC, artificial intelligence, augmented reality, virtual reality, big data, marketing analytics, research methods, B2B marketing, branding and brand management, block chain, internet of things, consumer behavior, consumers in the age of the internet, digital marketing, diversity and other allied areas, inclusion, ethical marketing, green marketing and so on.

