OTHER DETAILS

Co-convenor

Dr. Shaily Saxena: +91 - 7428855451 (M)
Dr. Pramod Kumar Nayak: +91 - 9911893687 (M)

DATE, TIME & VENUE
07.04.2018 (Saturday) 9:00 A.M - 4:30 P.M

VENUE

AUDITORIUM, DAISY DALES INTERNATIONAL SCHOOL, VIKASPURI, Opp. VIKASPURI POLICE STATION

ADVISORS

Dr. R.K.Tandon, Chairman
Ms. Reema Tandon, Vice Chairperson

ORGANISING COMMITTEE

Dr. Vikas Rao Vadi, Director
Dr. Shaily Saxena, Associate Professor
Dr. Pramod Kumar Nayak, Assistant Professor
Mr. Hari Mohan Jain, Assistant Professor
Mr. Mahtab Alam, Assistant Professor
Ms. Shruti Chopra, Assistant Professor

Address:
TRINITY INSTITUTE OF PROFESSIONAL STUDIES
Sector-9, Dwarka Institutional Area (Near Sec-10 Metro Station & Dwarka Court), Dwarka, New Delhi- 110075.
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TIPSCON 2018

8th National Conference

on

'People, Planet & Profit' (Triple 'P') in Sustainable Development
&
Contribution of IT, Media & Management

7th April 2018

TIPS
LIGHT TO ENLIGHTEN

TRINITY INSTITUTE OF PROFESSIONAL STUDIES
(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)
"A+" Ranked Institution by SFRC, Govt. of NCT of Delhi.
Recognised under section 2(f) of the UGC Act, 1956
&
NAAC Accredited "B++" Grade Institution

PEOPLE

SUSTAIN-ABILITY

PLANET

About TIPS

Trinity Institute of Professional Studies (TIPS), Sector -9, Dwarka, is an "A+" Category Affiliated Institution of GGSIP University and is NAAC Accredited Institute recognised u/s 2(f) UGC Act, 1956. It was founded in 2007 under the aegis of the Kamal Educational and Welfare Society (KEWS) with the objective of overcoming the critical demand for skilled professionals in India and abroad by nurturing intellectual capital by adopting best practices in quality education.

Over the years, TIPS has grown into an outstanding academic establishment covering various areas of academic interests, and attracting an equally diverse faculty and student body. TIPS is offering courses/ programmes across various disciplines, such as Management, Commerce, Information Technology and Journalism and Mass Communication. Today, the Institute has over 1500 students and 60 faculty members. The faculty from the Institute has proper experience both from the industry and academics as a result of which it brings the right mix of research and industry experience to education and consultancy offered by the Institute.

STATEMENT OF VISION AND MISSION

A. **VISION**

.To be a nationally known, reliable, innovative and effective education provider in the emerging professional disciplines.

B. **MISSION**

· Conducting market driven undergraduate professional programmes catering to the disciplines of management, banking and insurance, computer applications, journalism and mass communication.

. Ensuring that the basket of pedagogies employed for imparting instructions is always innovative so that teaching learning environment remains nearer to realities and engrossing.

. Undertaking all such activities which may aid in an all round development of personalities of the students enabling them to emerge as good citizens with appropriate mix of 'knowledge', 'skills' and 'attitude'.

About Conference

In this Modern Era of Development, we are all linked together in a world that is facing unprecedented crises. As evident, United Nations (UN) announced Sustainable Development Goals but the inequalities persist in society despite the global economic developments, and a vast majority of the world population is still living under unacceptable levels of deprivation and living standards and also suffering from many diseases. At the same time, people particularly Millennials and youths around the world are raising questions on conventional and rigid notions of social responsibility, participation, upliftment and empowerment. In this emergent viewpoint, personal goal fulfillment and contribution towards social well-being are no longer contradictory, and the traditional cultures in combination with consumer cultures, and new technologies to catalyse change. This is, therefore, an opportune moment to pause and rethink about a transformational change, and to consider as well as evaluate the multi-dimensionality of communication for social innovation and its full array of potential contributors, whether by discipline, methodology, ideology, or sector and stakeholders. 'TIPSCON-2018' is a conference which is cross-disciplinary in nature involving Information Technology, Media and Management domains, will bring together participants from the academic, government, non-profit, entrepreneurial, and corporate sectors, to deliberate on the criticality of interdisciplinary and synergistic work in the field of sustainable development to address the issues the world is facing. It will particularly focus on Triple 'P' (People, Planet & Profit) in Sustainable Development and explore the contributions that Media communication studies, Information Technologies, Commerce and Management can make. The conference will also deliberate on the role of IT, Media & Management in shaping and supporting innovative leaders.

People, Planet & Profit (Triple 'P') in Sustainable Development

"People, Planet, and Profit" is the phrase where "People" - the social equity bottom line, Planet- the environmental bottom line, Profit- the economic bottom line are the triple bottom line for sustainable development. The people concept for example can be viewed in three dimensions – organisational needs, individual needs, and community or Society issues. And planet can be seen as combination of different sub divisions with environment at the focus, however, reduce, reuse and recycle is a succinct way of steering through these divisions and profit is a function of both a healthy business environment and ROI, which needs a high focus on customer service, coupled with the adoption of a strategy to serve the customers and to acquire new customers. Stakeholders like employees, customers, suppliers, local residents, government agencies, and creditors contribute for sustainability of development in any organisation or the country as whole. Information Technology is a growth enabler in present age of development and the contribution towards sustainable development is the prime goal for any organisation. The cloud computing, ubiquitous computing and artificial intelligence are the major breakthrough innovations contributing towards technological advancement in the world. The contribution of media towards raising the voice against exploitation of nature and saving the environment is always praiseworthy. The deliberation of the 'People, Planet & Profit' theme will definitely help the stakeholders of the society for planning and executing the sustainable development strategies.

Researchers are invited to submit research papers in the areas of (but not limited to):

Management & Commerce

- Sustainable Development
- Corporate Social Responsibility
- Reduce, Reuse & Recycle Concept
- Human Response Management
- Human Resource Intervention
- Stakeholder Contributions
- Energy Conservation
- Ethical Dimensions of Business
- Green Management Practices
- Green Consumer Behaviour
- Sustainable Branding
- Financial Auditing for Green Initiatives in Corporate Sectors
- Human Welfare & Saving the Planet
- Social Audit
- Financial Reporting

IT

- Contribution of IT for Sustainable Development
- Innovations in IT for Environment Sustainability
- Green Computing
- IT Enabled Services
- Cloud Computing Contributions
- Artificial Intelligence the Next Growth Enabler
- Connectivity versus Speed
- Broadband
- Global Positioning System
- Networking
- Sustainable Computing

Media & Journalism

- Awareness Campaign
- New Media
- Social Media in Sustainable Development
- Environment Consciousness
- Digital Media
- Communication Development
- Mass Media Intervention
- Consumer Protection
- Public Relationship

PAPER SUBMISSION DETAILS

Contributors are requested to follow the guidelines given below:

1. The paper should not exceed 8 A4 size printer pages including bibliography and appendices.
2. The paper should begin with a title, author's name, institutional addresses, email id, contact number followed by a short abstract in italics and a list of keywords.
3. Typescript should be MS Word compatible. The script should be typed on one side with single line spacing, font size 12, Times New Roman and 1" margin on all sides of the page.
4. All charts, graphs/pictures should be drawn and labeled.
5. Only those references, which are actually utilised in the text, should be included in the reference list.
6. Contributor should submit a declaration certifying on separate sheet that the manuscript is his/ her original contribution and that the paper has not been submitted or accepted for publication anywhere else.

It may be noted that full papers contributed in the conference will be published in the form of Conference Proceeding/ Edited Book, with ISBN No.

SUBMISSION DATES

Last date for receiving abstracts : 28.02.2018

Review and confirmation of short listed abstracts : 03.03.2018

Submission of full papers : 19.03.2018

You are requested to send abstract or complete paper on tipscon2018@gmail.com