



Apeejay School of Management

Call for Extended Abstracts

National Conference on Multidisciplinary Studies

3 May 2024



Academic Partners

Apeejay Styra University, Sohna, Gurugram

Apeejay Institute of Mass Communication, New Delhi

Apeejay College of Fine Arts, Jalandhar

Kalindi College (University of Delhi)

Institute of Information Technology & Management, New Delhi

About the Conference

National Conference on Multidisciplinary Studies (NCMS 2024) has been conceived as a unique forum to enable scholars from different streams of knowledge to share their views on varied themes from divergent perspectives. As such, multidisciplinary approach blends knowledge and skills from several academic disciplines to address multifaceted issues revolving around emerging phenomena in cultures, arts and literatures, societies, economies, businesses, politics, and international relations. While the experts are trained to look at a phenomenon from the lens of single discipline, they often miss out the bigger picture and fail to arrive at a solution which might be innovative, out of the box and appropriate in given scenarios.

In 1972, Organization for Economic Cooperation & Development (OECD) defined “multidisciplinary” as juxtaposition of various disciplines, sometimes with no apparent connection between them. e.g.: music + mathematics + history. Yet, multidisciplinary approach remained side tracked for almost 50 years until the National Education Policy 2020 of the Government of India brought it back to limelight. NCMS 2024 aims at fostering multidisciplinary discourse among scholars from Humanities and Social Sciences, Commerce and Management, Film and Media Studies, Cultural Studies, Fine Arts, Ethics, Law, and Human Rights. Scholars are encouraged to examine a particular phenomenon from more than one academic discipline and present a divergent viewpoint on the same at the conference. Likewise, they can benefit from the comments of the relatively diverse academic community.

The conference does not have any theme as the scholars are expected to discuss various phenomena within their academic discipline from a multidisciplinary perspective. The conference challenges the scholars to shed their own limitations emanating from singularity of discipline to develop a new worldview garnered through divergence of thoughts.

About the Collaborating Institutions

Apeejay School of Management (ASM) is premier B-school with focus on innovation, research, and competency development to meet the needs of the industry. Established in 1993, ASM has been consistently ranked among top 1% of the private B-schools in India. PGDM and PGDM-M programs of ASM are approved by AICTE while PGDM program is accredited by NBA and approved by as equivalent to MBA by AIU.

Apeejay Stya University (ASU) is India’s first Liberal Arts university focused on research and innovation. Established in 2010, ASU has created a niche in promoting industry-centric technology development. ASU has been accredited by NAAC with Grade A in the very first cycle. The university has academic programs in Engineering & Technology, Design & Visual Arts, Journalism & Mass Communication, Biosciences, Pharmaceutical Sciences, Management, Legal Studies, Education, and Behavioural Sciences.

Apeejay Institute of Mass Communication (AIMC) is a pioneering media school with great industry connect and focus on capacity augmentation. Established in 2003, AIMC has emerged as one of the top-10 Media schools in the country. AIMC offers PGDM in Mass Communication, PG Diploma in Television & Radio Journalism, PG Diploma in Advertising & Marketing, and PG Diploma in Digital Media and Online Journalism approved by AICTE.

Apeejay College of Fine Arts (ACFA) was established in 1975 to promote, proffer and propagate the rich cultural heritage of India, human values, value based and skill-based education among the students to endow them with a holistic personality wishing to serve the society and the nation in the best possible way. ACFA offers programs in Fine Arts, Applied Arts, Music, Dance, Design, etc. Besides, ACFA also offers a number of B. Voc. and M. Voc. programs in emerging disciplines.

Kalindi College (University of Delhi) has come a long way since its inception in 1967 and is now seen as a destination where students can embrace their future with hope and confidence. Kalindi College strives to cater to higher education to young women with a vision of a new, fulfilling future for all. Students at the college have accomplished highest accolades in Academics, Sports and Extra-Curricular Activities.

Institute of Information Technology & Management (IITM) was set up in 1999 as centre of excellence in Management and Technology. Affiliated to Guru Gobind Singh Indraprastha University, IITM has been accredited by NAAC with Grade A. IITM offers BBA, MBA, BCA, MCA, B. Com and BA (JMC). IITM is passionate about grooming the nation's youth to be excellent professionals destined to become torch bearers of their respective domains.

Call for Extended Abstracts

Faculty, scholars, practitioners, and students from diverse academic disciplines are invited to share extended abstracts (250 words) of their research papers for any of the following tracks:

- **Humanities and Social Sciences:** Anthropology, Economics, Geography, Gender Studies, History, Language and Literature, Linguistics, Political Science, Philosophy, Psychology, Public Administration, Public Policy, Rural Development, Social Work, Sociology, Women's Studies, etc.
- **Commerce and Management:** Human Resource Management, Finance, Marketing, International Business, Operations Management, etc.
- **Film and Media Studies:** Evolution and Critique of Indian and Western Films, Indian Films in Vernacular, Communication Theories, Media Research, New Media, Folk Media, Radio, Print Media, Electronic Media, Social Media, Aspects of Public Relations, Advertising, Event Management, etc.
- **Cultural Studies:** Indian Culture, Indian Ethos, Universal Human Values, Western Culture, Folk Arts and Literature, Folk Music, and Folk Dance, etc.
- **Fine Arts:** Aesthetics, Art/Applied Art, Studio Art, Design, History of Art, Art Education, Drawing and Painting, Music, Performing Arts, Theatre/Drama, Dance, Sculpture, etc.
- **Ethics, Law, and Human Rights:** Ethics, Corporate Governance, Corporate Social Responsibility, Labour Laws, Corporate Laws, Humanitarian Laws, Human Rights, and Sustainable Development Goals

Shortlisted contributors will be invited to present their papers at the conference under appropriate tracks. **There is "Best Paper Award" in each Track.**

Publication Opportunities

Papers of all the registered delegates of the conference will be published after review and editing in peer-reviewed journals e.g., International Journal of Management Research, Apeejay Business Review, etc. Delegates will be invited to submit full papers by 30 May 2024 for publication.

Timelines

Last date for submission of Extended Abstracts: 24 April 2024

Intimation regarding acceptance: 27 April 2024

Last date for registration: 29 April 2024

Date of the Conference: 3 May 2024

Registration

Delegates from Academia/Industry: Rs 1500/-

Ph D Scholars/Student Delegates: Rs 750/-

Registration form and payment details will be shared with Acceptance Mail

Advisory Committee

Dr Renu Batra, Advisor, Higher Education, Apeejay Education, New Delhi

Dr Mithilesh Kumar Singh, Officer on Special Duty, Apeejay Education, New Delhi

Dr Vijay Vir Singh, Vice Chancellor, Apeejay Stya University, Sohana, Gurugram

Prof Sajal Mukherjee, Director, Apeejay Institute of Mass Communication, New Delhi

Dr. Neerja Dhingra, Principal, Apeejay College of Fine Arts, Jalandhar

Dr Meena Charanda, Officiating Principal, Kalindi College, University of Delhi, Delhi

Dr Rachita Rana, Director, Institute of Information Technology & Management, New Delhi

Dr Etinder Pal Singh, Dy. Director, Apeejay School of Management, New Delhi

Organizing Committee

Convener:

Dr Srirang K Jha, Associate Professor, Apeejay School of Management, New Delhi

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