



DEPARTMENT OF BUSINESS MANAGEMENT
INTEGRAL UNIVERSITY, LUCKNOW

Ref. No. –IU/DBM/2023-24/16

Date: 09 May 2024

Notice

This to inform to all the faculty members, research scholars and students of Department of Business Management that IGI Global is going to publish edited book on “**Creativity & Innovation leading to Sustainable Development in Business**” in the month of September.

You are cordially invited to submit book chapter as per the guidelines. You are also supposed to contribute by wide circulation and maximum submission of papers. The creative has been attached for your kind reference. Your participation is highly solicited.

Prof. Adeel Maqbool
Vice Dean, FCM

Prof. Syed Shahid Mazhar
Head, DCBM

Topic:
"Creativity and Innovation leading to Sustainable Development in Business"

Recommended Chapters (not Limited to)

- 1 Artificial Intelligence (AI) & Machine learning (ML) in Business
- 2 Green Management
- 3 Digital Marketing
- 4 Green Energy
- 5 E- commerce
- 6 IT enabled Supply Chain
- 7 Enterprise Resource Planning (ERP)
- 8 4.0 Industry Revolution
- 9 Intelligent Business
- 10 Smart Business without Human Intervention

IMPORTANT DATES
Proposal Submission Deadline
26 June, 2024

Notification of Acceptance: June 30, 2024
Full Chapter Submission: August 10, 2024

Kindly submit your full chapter on the below mention email:

- ❖ ankur.saxena@dsvv.ac.in  9412034289
- ❖ gaurav@iul.ac.in 9415345928

Note: There are no submission or acceptance fees for manuscripts submitted to this book publication. All manuscripts are accepted based on a double-anonymized peer review editorial process

Details and Guidelines for Manuscript Submissions

Please carefully follow the guidelines as per the IGI requirement listed as under-
<https://www.igi-global.com/publish/contributor-resources/before-you-write/>

Free Webinar on How to write Book Chapter?
11th May 2024
(IST 11 a.m. onwards)

Guest Speaker Dr. Satish Pant, Associate Professor,
DBS, Global University, Dehradun

Editors



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