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युवा कार्यक्रम और खेल मंत्रालय

MINISTRY OF

YOUTH AFFAIRS AND SPORTS

सत्यमेव जयते

INTERNATIONAL CONFERENCE ON SPORTS SCIENCE & MANAGEMENT

(Digital Dynamics and Sustainable Future:
Innovations and Strategies in Sports Science and Management)



22 & 23 April, 2024



Sharda School of Business Studies
Sharda University

ABOUT THE EVENT

Sports Science and Management is the linchpin of success in the modern sports landscape. This interdisciplinary blend contributes significantly to the holistic development, sustainability, and competitive edge of sports organization and management. The conference embraces this relationship between sports science and business management. The conference provides a platform for decision-makers to integrate sustainable practices, commitment towards environmentally friendly operations, social responsibility, and ethical business models, embrace innovative marketing strategies, social media and emerging technologies, to become competitive in the global landscape of sports.

AIM OF THE CONFERENCE

The aim of this conference is to bring facilitators, industry professionals, start-ups, scholars, academicians and other participants on a single platform. The focus will be on fostering discussion around their ideas, opportunities available and addressing the challenges encountered evolving world, digital transformation and the pursuit of sustainability. This conference provides a crucial platform for professionals to explore cutting-edge trends, share best practices, and foster collaborations that propel the industry towards a digitally advanced and sustainable future. It is a reflection of the industry's dedication to responsible growth, aligning with global goals and ensuring a lasting positive impact on both Sports Business and the world.

CONFERENCE SUB-THEMES

Sports Ecosystem

- Sports governance and policy
- Athlete management and development
- Business Models in Sports Industry
- Financial management in Sports (investment strategies & budgeting)

AI and Sports Science

- Performance analysis
- Optimising AI-based virtual reality
- Injury prevention and rehabilitation
- Recruitment and scouting, enhancing training techniques
- AI-based smart wearables and monitoring devices use
- Incorporating Artificial Intelligence in sports decision-making processes

Event Management in Sports

- Sports event management
- Social media in Sports
- Global Trends in Sports Science and Management
- Athlete-centric event design
- Technological integration in event management
- Mixed reality in Sports event broadcasting
- Commercialising Sports Management

Financial Management in Sports

- Return on investment (ROI) in Sports Science Technologies
- Cost-benefit analysis of Sports Science interventions
- Economic impact of Sports Science facilities
- Investment trends in Sports Science research and development
- Sponsorship and funding opportunities for sports science initiatives
- Financial challenges in implementing Sports Science best practices

Digital Transformation in Sports

- Leveraging data analytics for performance optimization.
- Enhancing fan engagement through digital platforms.
- Exploring trends in digital marketing for Sports organizations.
- Integrating virtual and augmented reality in Sports Marketing campaigns
- Data-driven decision making

Sustainable Development of Sports Business

- Implementation of eco-friendly practices in sports facilities.
- Sustainable business models in the sports industry.
- Promoting social responsibility and community engagement.

Marketing, Fashion, and Promotion in Sports

- Sports apparel and fashion
- Sports marketing strategies
- Sports sponsorship and branding
- Fan engagement and consumer behaviour
- Addressing ambush marketing

Psychological and Human Resource Management in Sports

- Psychological safety in the workplace
- Motivation and performance management and coaching
- Emotional intelligence, stress management and resilience building
- Diversity, equity, inclusion/ conflict resolution, and negotiation skills
- Change management and adaptability/ team dynamics and collaboration
- Employee engagement and well-being

Poster Presentation/Case Study

The poster presentation/case study will call on the above mentioned sub-themes

WHO SHOULD ATTEND THE CONFERENCE

Students, Ph.D. Scholars, Academicians, Corporate professionals

IMPORTANT DATES

- Abstract Submission Deadline: **14 April, 2024**
- Notification of Acceptance: **16 April, 2024**
- Full paper Submission Deadline: **18 April, 2024**
- Registration Deadline: **19 April, 2024**
- Conference Dates: **22 & 23 April, 2024**

REGISTRATION

- At least one author of each accepted paper must be registered for the conference for that paper to appear in the proceedings and be scheduled for presentation.
- However, for individual certificates, all co-authors have to pay the registration fee.
- Registered members are asked to intimate about the registration immediately.
- After completion of the registration process, participants are required to send a Screenshot of the transaction or registration fee payment proof to us on or before the last date of registration.
- Any modification in the paper will not be accepted after the final submission date.
- A maximum upto five authors/co-authors per paper is allowed to participate.
- No registration will be entertained after the last date of registration.
- For participants registering late an extra amount of INR 500 will be charged for Indian participants and USD 10 for international participants
- A certificate of participation/presentation will be provided to all the registered participants in the conference.
- Registration link <https://forms.gle/8cFEPe8i6q6PpfWf7>

REGISTRATION FEE

CATEGORIES	REGISTRATION FEE (Including GST 18%)
Industry/Corporate Professionals	INR 2000
Academician	INR 1500
Ph.D. Scholars	INR 1000
Students	INR 500
International participants (Offline)	USD 200
International participants (Online)	USD150

Please make the payment at:

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If you have any queries, please contact icssm2024@gmail.com

ACCOMMODATION

- Participants to arrange their accommodation for the duration of the conference. While we will provide specific accommodation options, there are numerous hotels and lodging facilities available in close proximity to the conference venue.
- To assist you in finding suitable accommodation, we recommend exploring online booking platforms or contacting local hotels directly.
- Please consider booking your accommodation well in advance to ensure availability and secure the best rates.
- For your convenience, we have compiled a list of nearby hotels and lodging options that will be shared through email. Feel free to utilize this resource to find accommodation that best suits your preferences and budget.

Guidelines to authors for paper submission

- Authors are invited to submit original research contributions, case studies, and innovative ideas aligned with the conference themes.
- An extended abstract should not exceed 2000 words.
- The word limit for a full paper is 6000 words.
- The title page should contain the paper title, name(s) of the author(s), affiliation(s), and e-mail address of the corresponding author.
- The paper must accompany an abstract (strictly between 200 and 250 words) and 5-6 keywords.
- The main document should be double-spaced, with one-inch margins on all sides, and all pages should be numbered consecutively.
- The text should appear in 12-point Times New Roman Papers and should be submitted in Word document.
- The referencing style should be as per APA (7th edition) referencing guidelines. Manuscripts that do not follow the format will be rejected.
- If the paper requires revisions after review, we will send it back to you with comments and you must send the corrected paper within one week.
- To ensure the plagiarism report is below 10%.
- For paper submission, please send your abstract/ full article to icssm2024@gmail.com

PUBLICATION

- Research Journal of Textile and Apparel – Scopus
- Ramanujan International Journal of Business and Research (RIJBR) - UGC Care
- Manthan: Journal of Commerce and Management - UGC Care
- MUDRA: Journal of Finance and Accounting - UGC care
- South Asian Journal of Business and Management Cases - Scopus
- South Asian Journal of Marketing - Emerald Publishing
- Journal of Development Research-Sage
- International Journal of Management Issues and Research (IJMIR)
- Computology: Journal of Applied Computer Science and Intelligent Technologies
- Edited Book with ISBN & doi number

BEST PAPER AWARD:

To recognize exceptional contribution, the authors of the top three selected papers (based on marks awarded by Technical Session chairpersons) shall be conferred with the best paper award. Based on the recommendations of an Award Committee, three best papers will be awarded a certificate.

CONFERENCE VENUE: Hybrid mode hosted from Sharda School of Business Studies, Sharda University, Gr. Noida, UP

MODE OF OPERATION: Hybrid (Both Offline and Online), Participants from Delhi NCR are encouraged to participate offline.

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ABOUT SHARDA UNIVERSITY

Sharda University envisions to serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship. It has 14,000+ students from 95+ countries, 29 states, and Union Territories, providing cultural diversity and global exposure to students. It has 26000+ alumni who are today leaders in their realms. Sharda University is **NAAC A+** University with an overall **NIRF Rank of 87**. Teaching Learning Center at Sharda University is to equip the faculty members with the expertise, skills and knowledge they need for capacity building of students. Teaching as a profession requires highly specialized skills and knowledge to impact significantly on student learning and therefore teachers must refine their conceptual and pedagogical skills.

ABOUT SHARDA SCHOOL OF BUSINESS STUDIES

Sharda School of Business Studies offers innovative and enriching educational exposure to the corporate world of work, services and businesses, Interaction with industry leaders from India and abroad develops local as well as global understanding of the changing needs of the emerging economies. The educational programmes at the School of Business Studies help students realize their potential to grow into promising youth with the ability to build India of the 21st century as the commercial hub of international interest and activity in Asia.

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