



**Gujarat Technological University**

*Organizes*

**Multidisciplinary  
International Conference**

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Engineering - Pharmacy - Management



**14<sup>th</sup> – 16<sup>th</sup> March 2019 | GTU, Ahmedabad, India**

## ABOUT GUJARAT TECHNOLOGICAL UNIVERSITY (GTU)

<http://gtu.ac.in>

Gujarat Technological University is relatively a new technology University established in the year 2007 by the Government of Gujarat vide Gujarat Act No. 20/2007. The University caters to the entire field of Engineering, Pharmacy, Business & Management Studies and Computer Applications in Gujarat State. Today, the University has more than 4,00,000 students, a large number of Master's Programs and a robust Doctoral Program. It has about 440 Colleges affiliated to it. Today it is the largest University of Gujarat.

GTU offers an ideal modern educational infrastructure that offers a space not only for the administrative work of the university but also to conduct workshops and conferences with all the modern amenities. The University will also offer a Research laboratory building and PG Research Centres building very soon. GTU wishes to build an asset of students who can build a new India, which would stand for a more harmonious and more humane world, with a better quality of life for all.

To encourage Research, Innovation & Globalization, GTU is continuously involved in organizing seminars, workshops and conferences at national and international level. Centres like Curriculum Development Centre, Innovation Council, Integrated Training and Placement Cell, PG Research Centres are setup for the constant development and upgradation of the education at the University. GTU has won several awards for such initiatives. The State government brought all the colleges (except constituent units of other universities in the State) imparting education in Engineering, Pharmacy, MBA and MCA of the state under one roof with the following objectives:

- To create institutes and centres of excellence to impart state-of-the-art education, training and research in the fields of Science, Technology, Pharmaceuticals and Management in general.
- To create capabilities to develop knowledge, skill and competence at various levels.
- To create capabilities to upgrade infrastructure of global standard for education, training and research
- To provide inter-relationship for national and international participation
- To establish close linkages with industries to make teaching, training and research at the University relevant to the needs of industries at the national and international levels.

## ABOUT SCHOOL OF ENGINEERING & TECHNOLOGY (SET)

<http://set.gtu.ac.in>

In the year of 2017, GTU has started AICTE approved PG course, Master of Engineering in Computer discipline (specialization in Cyber Security) and in the year of 2018, another PG course, Master of Engineering in Electronics and Communication discipline (specialization in Mobile Communication and Network Technology) has been started. Both these courses run under GTU-School of Engineering and Technology (GTU-SET) with the vision of providing excellent technical knowledge and preparing competent manpower in the respective specialization.

Following PG Research Centres are merged under GTU School of Engineering.

1. Centre for Mobile Computing and Wireless Technologies (CMCWT)
2. Centre for Cyber Security (CCS)
3. Centre for Industrial Design (SID)
4. Centre for Environment & Energy Efficiency Tools (CE3T)
5. Centre for Infrastructure, Transportation and Water Management (CITWM)
6. Centre for VLSI Design & Embedded Computing of the center for Mechatronics (VLSI)
7. Centre for Project Management in Chemical Engineering (CPMCE)
8. Centre for Environmental and Green Technologies (CEGT)
9. Centre for Technology Education (CTE)

## ABOUT SCHOOL OF PHARMACY (GSP)

[https://www.gtu.ac.in/school\\_pharmacy.aspx](https://www.gtu.ac.in/school_pharmacy.aspx)

GTU established GSP from academic year 2017-18. It offers M.Pharm (Drug Regulatory Affairs) program. The program is approved by All India Council for Technical Education (AICTE) and Pharmacy Council of India (PCI).

Following PG Research Centre is merged under GTU School of Pharmacy.

1. Centre for Pharmaceutical Studies and Drug Delivery Technologies (CPSDDT)

## ABOUT GRADUATE SCHOOL OF MANAGEMENT STUDIES (GSMS)

<http://gsms.gtu.ac.in/>

GTU has established three Post Graduate Schools in the Academic Year 2017-18 and launched various courses. Graduate School of Management Studies (GSMS) has started with M. Phil in Business Management and different E-courses like Post Graduate diploma in Digital Marketing, Post Graduate Diploma in Asian business and Gandhian Philosophy and Certificate course in E-commerce in the Academic Year 2017-18.

To promote Internationalization in the Higher Education, three study centres viz. Indo-Canadian, Indo-German and Indo-East Asian Study centres were established. With a view to provide quality education in the field of Global Business, GSMS has started AICTE (All India Council for Technical Education, New Delhi) approved MBA (International Business) from the Academic Year 2018-19. GSMS promotes the research work in field of business management and facilitate Joint research projects and foreign study programs in Business Management.

Following PG Research Centres are merged under Graduate School of Management Studies.

1. Centre for Global Business Studies (CGBS)
2. Centre for Business Ethics and CSR (CBE)
3. Centre for Financial Services (CFS)
4. Centre for Marketing Excellence (CME)
5. Centre for Governance Systems (CGS)

## ABOUT CONFERENCE

Emerging issues in Engineering, Pharmacy and Management studies aims to bring together the faculties, researchers, scientists, engineers, stakeholders and practitioners of the industry, community and university professionals and students from all above disciplines to exchange and share their experiences, new ideas and research results.

## ABOUT THEMES

### *1. Theme of Engineering: Scientific Revolution through Engineering and Technical Research*

Engineering is a continuing process to develop new technologies or update existing technologies by applying basic principles of science. In day-to-day life, people expect the technological products for comfort and industry also put efforts to develop such technological products after research during engineering processes. The research may be either in any of the basic engineering disciplines (e.g. Mechanical, Civil, and Electrical) or in derived

engineering disciplines (e.g. Chemical, Computer, Electronics, Mechatronics, Instrumentation & Control, Biotechnology etc.).

The basic purpose of GTU-ICON2019 particularly engineering is to provide a platform for (i) researchers to share their continuing research work in form of research paper with academicians, students and respective work domain experts (ii) academicians to share their conceptualized knowledge and its application by experiments in form of research paper and (ii) students to take advantage of knowledge and expertise of both research and academic communities so that they can contribute in engineering and technological development further..

### *Sub-Themes*

#### **1. Computer and IT Engineering**

- Computational and Artificial Intelligence
- Knowledge Management
- Parallel and Distributed Computing
- Cyber Security
- Digital Forensics and Incident Response
- Internet of Things
- Data Science and Computational Analytics
- Image Processing
- Mobile Computing

#### **2. Civil and Environment Engineering**

- Advanced Concrete Technology
- Earthquake engineering and Seismic Analysis
- Soil Dynamics
- Water Resource Engineering
- GIS and Remote Sensing
- Ground Water and Surface Hydrology
- Environmental Geo-informatics

#### **3. Chemical Engineering**

- Bio-Materials Chemistry
- Energy Materials
- Nanomaterials Chemistry
- Porous Material
- Analytic Chemistry
- Medical & Pharmaceutical Chemistry

#### **4. Electronic and Communication Engineering**

- DSP Processor design for AUDIO/VIDEO Applications
- Embedded System for Electronic Design Automation
- VLSI and Embedded System Design for Telecommunication Applications
- Analog and Digital Signal Processing
- Millimeter-Wave Integrated Circuits
- UWB Technology
- Mobile Cellular TV
- 4G Wireless Networks and Systems

## 5. Mechanical And Mechatronics Engineering

- Advances in Thermal Sciences & Engineering
- Advances in Materials Science & Engineering
- Advances in Mechanical Engineering Design & Development
- Refrigeration and Air Conditioning
- Robotics and Mechatronics
- Automobile pollution and control management

## 6. Electrical Engineering

- Renewable Energy Sources And Storages
- Energy Efficient Systems
- Soft Computing Techniques in Power Systems
- Renewable Power Conversion Technologies
- Advanced VLSI Systems
- Power Quality Improvement Techniques

## 7. Instrumentation and Control Engineering

- Recent Trends in automation and control system
- Optimization & optimal Control
- Computer vision and artificial intelligence
- Recent developments in biomedical and instrumentation application
- Signals and image processing
- Control system design and analysis
- Intelligent and guided control system
- Agriculture, environment, military and space application

## II. Theme of Pharmacy: Quality Medicine for Patient Care

Health care is the second-fastest growing sector worldwide and it has largest occupation within the industry. Many view quality health care as the overarching umbrella under which patient safety resides. The way to improve patient safety is to learn about causes of error and use this knowledge to design systems to provide Quality Medicine. The quality medicine system has emerged as central to the development of good healthcare, and require acquisition of substantive knowledge and skills. The goal of this conference is to provide a platform for exchange of ideas related to different facts of quality medicine. The fundamental aspects to improve the quality of health care through patient safety interventions and strategies.

The Gujarat Technological University International Conference - 2019 (GTU ICON-2019) will focus on thought provoking discussion and knowledge sharing on different aspects of "Quality medicine for patient care". The Annual GTU ICON conference is the gathering of pharma and healthcare professionals in India and across

the globe for three days. The conference is the ideal venue for to learn about the latest trends shaping the pharma industry & Pharmacy practice from pharma experts and researchers.

By sharing global expertise and collating information the GTU ICON 2019 offers research opportunities and strengthens knowledge of the scale of the problem of poor quality medicines and the most affected areas, and raises vital awareness among key stakeholders. Be on the cutting edge of new and often yet-unreleased information and discover an area that piques your interest.

### Sub-Themes

- Development of safety and Efficacious Drug delivery system
- Design and Development of safe and efficacious drugs
- Herbal medicines and Formulation in health care
- Advances in Analytical Techniques
- Rational use of drug combinations
- Manufacturing of quality medicine and role of Drug regulation

## III. Theme of Management : Managing Global Enterprises

It is expected that the economy of Asia will be larger than USA and European Union by 2030. Larger population in Asia provides a larger market for any enterprise operating in any part of the world. Organizations will have to focus on global issues instead of just restricting them for local markets. Because of this changing scenario of the world economy, scholars of Management will have to study the managerial skills with global approach. Hence, this conference theme of 'Managing Global Enterprises' aims to provide opportunity for the researches who are working on the managerial issues with international aspects in various areas of management like Finance, Marketing, Human Resource, Operations, Economics etc. Sub-themes of the conference are suggestive and not restrictive as listed below.

### Sub-Themes

#### 1. Finance and Economics

- International Financial Practices
- International Economics Environment
- Financial Management of Enterprises in Emerging Economies
- Global Financial Crisis and World Economy
- Macroeconomic Practices for Global Market
- Green Accounting Practices in Global Environment
- International Banking Operations
- Digital Currency

## 2. Marketing

- Strategizing Global Marketing Practices
- Cross Continent Business Challenges
- Customization Vs. Standardization
- Green Marketing
- Brand Management
- Emerging Trends of Global Marketing
- E-Commerce and Marketing in the digital era
- Digital platform for international marketing

## 3. HR and Governance Policy

- Managing Multicultural Organizational Behaviour
- Ensuring Diversity in Multilateral Organizations
- Governance and CSR Practices in Multinational Organizations
- Leadership and Global Strategy
- Talent Management and Mobility
- Challenges of Ethical Issues in Digital Era

## 4. IT and Operations

- Digital Infrastructure and Global Business
- Offshore Logistics Management
- Supply Chain Management
- Managing Global Business through IT systems
- Challenges of Digital Media Platform
- Big Data Analytics for Global Business
- International Competitiveness
- Digital and Social Media Marketing
- Optimizing Services on Global Platform

## 5. International Business, Strategy and Entrepreneurship

- International Business Structures and Strategies
- Innovative Practices to Manage Global Businesses
- Business Models for Entries
- Role of Entrepreneurship in Global Environment
- Entrepreneurial Skills to compete in Global Market
- Social Entrepreneurship
- Entrepreneurial growth, innovation and strategies
- Business Strategies from Start Up to Global market
- Global strategies for Entrepreneurs
- Strategic Alliance and Technology Transfer in Global Village
- Design Thinking
- Innovation Management
- New challenges to marketing operations and strategies in diverse economies

## AUTHOR GUIDELINES – GTU-ICON-2019

### Step 1: Author Registration

- Every author has to register him/herself on website.
- After Registration, **author will be allotted unique author code (e.g. AC1001)** which will be author's identification number for entire conference.
- All fields in the registration are compulsory, and **no changes in the details will be allowed once the author has registered.**
- If, there are multiple authors for a single paper then **every author has to register separately.** Every author will be given a unique author code which he/she has to use for various purposes throughout the conference.
- This unique Author Id will be communicated to authors by their registered e-mail only. Hence it is mandatory to give correct mail id

### Step 2: Paper Registration

- After author registration, Paper Title will be required to be registered.
- **Every paper will be allocated unique number (e.g.PUN2001), identification code for the Research paper throughout the conference.**
- **If a person is going to submit more than one paper, then he/she will have to register all the papers** and for every paper he/she will be given unique number.
- **Every paper should be registered only once even if there are multiple authors.**
- While registering the Paper, **unique author code of all the authors will be required.** Once the data is submitted by the author, **no change in the details will be entertained.** So it is advisable to keep all the author's unique codes ready at the time of title registration.

### Step 3: Abstract Upload

- Only **corresponding author will have to login with unique paper number/ paper Id and upload abstract in word** document format and declaration form in pdf format.
- Your abstract will be **verified by the review committee. You have to upload your full paper only after its approval.**
- Authors will be communicated by e-mail about the status
- If the review committee rejects the paper on the basis of abstract, then authors will not be allowed to submit the full paper.

#### Step 4: Declaration Form Upload

- Authors have to download the Declaration Form available on the Website.
- All the required details are to be filled by authors and every author has to put signature on it.
- Declaration is a must for participating in the conference.
- Scan Copy of the Declaration Form must be uploaded in PDF format through the paper id login.

#### Step 5: Full Paper Submission

- Author can upload full paper based on the instructions received from the conference committee.
- The Paper should be in Microsoft Word format.
- The paper must be in the desired format as available on the website.
- Recommendations of Review Committee should be followed by the author and they have to make necessary changes in their manuscript.
- Excellent and outstanding papers will be published and the decision of the review committee will be final in this regard.
- **Only foreign authors can submit their papers in Absentia.**

#### Step 6: Fees Payment

- Authors have to submit fees within the specified dates on the website only **after intimation of the fees payment via e-mail.**
- Fees will be accepted only through online payment mode. Check the website for more details. In case of non-payment of fees, paper will be treated as rejected and author(s) will not be allowed to participate in the conference.
- The amount of fees payable will be displayed under paper id login.
- **Amount mentioned under paper id must be paid by single transaction only.**
- **The Fees is non-refundable in any case.**
- Required fee amount will be displayed under login Id for every paper.
- For every author fee is charged separately considering the category of the authors.

- Amount mentioned under login id must be paid by single transaction separately by each author.
- Fee includes breakfast, lunch and snacks for three days. Fee **does not include accommodation facility.**
- Only Foreign nationals can pay fees by Demand Draft, in favour of “Gujarat Technological University” payable at Ahmedabad, India. They can pay fees either in US Dollar or in Indian Currency.
- Please visit website to know the steps of fees payment.

#### FEE STRUCTURE – GTU-ICON2019<sup>&</sup>

Category	Fees Amount <sup>#</sup> (Indian Authors / Delegates)	Fees Amount (Foreign Authors / Delegates)
Industry Delegates & Experts	Rs.3000/-	\$200
Faculty / Research Scholar /Academician/ others	Rs.2000/-	\$150
GTU Student <sup>#</sup> (current Bachelor and Master Degree students)	Rs.1000/-	\$100
Delegates (Only for Attending Conference)	Rs.1000/-*	\$100*
<p>@ Submit your full paper on or before dead line and avail <b>50% early bird discount.</b> Discount is not applicable for Delegates. For Details visit website</p> <p># GTU Student will have to bring ID card of the institute where he is pursuing full time Degree.</p> <p>&amp; Fees shown in above table is charged <b>per author.</b> Every author has to pay fees even if he/she is submitting paper jointly with other author.</p> <p>* Early Bird Discount is not applicable for Delegates.</p>		

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For Pharmacy	<a href="mailto:pharmacy.conference@gtu.edu.in">pharmacy.conference@gtu.edu.in</a>

## PUBLICATION AND CERTIFICATE:

- Selected peer reviewed papers will be published in conference proceeding with ISBN, subject to the approval of the review committee.
- The decision of the conference committee will be final in case of any dispute/discrepancy.
- The certificate will be issued to the authors who will attend the conference.
- Certificates will be distributed after valedictory session.

## IMPORTANT DATES TO REMEMBER:

Particulars	Important Dates
Registration	10-08-2018 onwards
Last Date of Abstract Submission	10-11-2018
Intimation of Abstract Acceptance	20-11-2018
Last Date of Full Paper Submission	31-12-2018
Confirmation of Final Paper Acceptance	31-01-2019
Registration Fees Payment (After intimation email)	01-02-2019 to 05-02-2019
Conference Dates (GTU ICON 2019)	14 <sup>th</sup> -15 <sup>th</sup> -16 <sup>th</sup> March 2019
<b>Note: To avail early bird discount of 50%, submit the full paper before 15<sup>th</sup> December 2018</b>	

## CONFERENCE COMMITTEE GTU ICON-2019

### Chief Patron:

**Prof. (Dr.) Navin Sheth**  
Hon'ble Vice Chancellor, GTU

### Patron:

**Prof. (Dr.) S. D. Panchal**  
Registrar, GTU

### Convener:

**Mr. Keyur Darji**  
Deputy Director, GTU

**Dr. Sarika Srivastava**  
Assistant Professor, GTU

**Mr. Hitesh Gujarati**  
Research Associate, GTU

## ADVISORY COMMITTEES

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Coordinator - Advisory Committee & Director, School of Engineering and Technology, GTU

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#### Dr. S. O. Junare

Professor, Gujarat Forensic Science University, Gandhinagar

#### Dr. Hemant Kothari,

Dean, PG, Pacific University, Udaipur

## ORGANISING COMMITTEES

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## Conference Conveners

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**Dr. Sarika Srivastava**  
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**Mr. Hitesh Gujarati**  
Research Associate, GTU



# Gujarat Technological University

(Established Under Gujarat Act. No. 20 of 2007)

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