

**ICICC-2020**  
**International Conference on Innovative Computing and  
Communication**  
Organized by Shaheed Sukhdev College of Business Studies, New Delhi, India  
On 21-23<sup>rd</sup> Feb 2020.

\*\*\*\*\* **CALL FOR PAPERS** \*\*\*\*\*

**SPECIAL SESSION ON**

**Technology Oriented Multi-Business Model Approach for Green and Sustainable Ecosystem (TBMB)**

**SESSION ORGANIZERS:**

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**EDITORIAL BOARD: (Optional)**

TBA

**SESSION DESCRIPTION:**

Business is not just about selling a product, but the values that a firm creates for the society. Currently, businesses are functioning in their individual silos with the core objective of pushing their product across the market leading to chaotic, unsustainable, and unsympathetic situation. In this way, better technologies and novel ideas are often losing their path. Besides selling products, it is now imperative for businesses to consider the sustainability and environment friendliness. All these challenges can be catered, if we create an ecosystem where various business dimensions and technological competences can collaborate with each other that adheres to over title of Technology Oriented Multi-Business Model. Through this special session, we desire to welcome thoughts and ideas that can add values to sustainability and environment for our better future.

**RECOMMENDED TOPICS:**

Topics to be discussed in this special session include (but are not limited to) the following:

- **Multi Business Model for better Sustainability**
- **Case studies of adapting Multi Business Modelling Approach in a business challenge**
- **Technology Oriented Business and Business Oriented Technology**
- **Persuasive and Disruptive Multi Business Model Approaches**
- **Businesses for better Environment**
- **E-Business**
- **Business Analytics**
- **Business Modeling of emerging technologies**
- **Intelligent Businesses**

**SUBMISSION PROCEDURE:**

Researchers and practitioners are invited to submit papers for this special theme session on **'Technology Oriented Multi-Business Model Approach for Green and Sustainable Ecosystem (TBMB)'** on or before 1<sup>st</sup> December 2019. All submissions must be original and may not be under review by another publication. INTERESTED AUTHORS SHOULD CONSULT THE CONFERENCE'S GUIDELINES FOR MANUSCRIPT SUBMISSIONS at [http://icicc-conf.com/paper\\_submission.html](http://icicc-conf.com/paper_submission.html). All submitted papers will be reviewed on a double-blind, peer review basis.

**NOTE:** While submitting paper in this special session, please specify **'Technology Oriented Multi-Business Model Approach for Green and Sustainable Ecosystem (TBMB)'** at the top (above paper title) of the first page of your paper.

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