



Acharya Institute of Technology

Acharya Dr. Sarvepalli Radhakrishnan Road, Soladevanahalli, Bengaluru-560107

DEPARTMENT OF MBA ORGANIZES NATIONAL LEVEL CONFERENCE ON "MANAGEMENT & ENTREPRENEURIAL CHALLENGES IN DYNAMIC BUSINESS ENVIRONMENT – POST COVID ERA"

DATE: 4TH & 5TH OF MARCH 2022
VENUE: ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

ABOUT US



THE SANSKRIT WORD "ACHARYA", WHICH MEANS "TEACHER", EPITOMIZES THE QUINTESSENTIAL VALUES OF OUR INSTITUTION. ESTABLISHED UNDER J.M.J EDUCATIONAL SOCIETY 30 YEARS AGO, WE AT ACHARYA INSTITUTES, BENGALURU ARE PROUD TO BE THE CHOICE OF STUDENTS FROM AROUND THE WORLD. WE ARE BANGALORE'S LARGEST COMPOSITE ACADEMIC FACILITY, WITH OVER 12000+ STUDENTS, SPREAD ACROSS 120 ACRES OF PRISTINE LAND IN BENGALURU INDIA'S 'TECHNOLOGY HUB'.

ACHARYA EMPHASIS IS ON EXPERIENTIAL AND COLLABORATIVE LEARNING AND OUR STUDENTS LEARN THE WAYS OF THE WORLD DIRECTLY FROM EACH OTHER, WITH THE CAMPUS BEING HOME TO STUDENTS FROM NO LESS THAN 75 COUNTRIES AND ADDING TO THE CAMPUS LIFE ARE THE SPORTS FACILITIES THAT INCLUDE A 10,000+ SEATING STADIUM ENABLING TRACK AND FIELD EVENTS, FOOTBALL, CRICKET, CULTURAL EVENTS, AND MEGA MUSIC SHOWS, ALONG WITH AN AMPHITHEATER AND OTHER FACILITIES FOR INDOOR GAMES.

COME, JOIN ACHARYA, WE ARE ONE OF THE TOP COLLEGES IN BANGALORE.



ABOUT ACHARYA INSTITUTE OF TECHNOLOGY:

Acharya Institute of Technology is affiliated to Visvesvaraya Technological University (VTU), Belagavi, is approved by the All India Council for Technical Education (AICTE), New Delhi, Government of India and Accredited by the National Board of Accreditation (NBA) and National Assessment and Accreditation Council (NAAC).

Acharya Institute of Technology is one of the best engineering colleges in Bangalore. We are committed to excellence in teaching, learning, research and developing professionals in numerous disciplines, who are capable of making a difference worldwide. Our faculty members aren't just involved in teaching, but being one of the top engineering college in Bangalore makes them pursue rigorous research to push the boundaries of human knowledge. To all the students who are looking forward to pursuing their academic research and are ready for the biggest challenge, you are welcome to one of the best engineering college in Bangalore at Acharya, the ultimate destination for all your dreams! Located in the south of India, in Bangalore.

VISION AND MISSION OF THE COLLEGE:

VISION OF THE COLLEGE: Acharya Institute of Technology, committed to the cause of sustainable value-based education in all disciplines, envisions itself as a global fountainhead of innovative human enterprise, with inspirational initiatives for Academic Excellence.

MISSION OF THE COLLEGE: Acharya Institute of Technology strives to provide excellent academic ambience to the students for achieving global standards of technical education, foster intellectual and personal development, meaningful research, ethical, and sustainable service to societal needs.

ABOUT THE DEPARTMENT:

The Master of Business Administration (MBA) Programme, started in the year 2002, is a two-year full time Programme affiliated to Visvesvaraya Technological University, Belagavi and recognized by All India Council of Technical Education (AICTE), New Delhi. Department of MBA at Acharya Institutes aim to nurture Business Management post graduates in professional development by providing an academic rigor, professional training and personal development into the program. MBA focus on ethical awareness, encourage creative thinking and holistic development. The department of MBA has a well-qualified, experienced faculty and skilled staff members. Through academics, MBA department has published multiple research papers in quality journals. In addition to providing theoretical knowledge and live corporate example to the students, the department aims to develop leaders and entrepreneurs who would be equipped with the capabilities and attitudes that are most relevant to the needs of the new global world. We are committed to our vision and values and intend to make a positive impact on business and society.

VISION AND MISSION OF THE DEPARTMENT:

VISION OF THE DEPARTMENT: To be an Internationally Acclaimed leader of Entrepreneurial Management education with highest ethical Values.

MISSION OF THE DEPARTMENT: To foster business acumen and opportunities amongst future leaders through experiential learning for positive transformation in society.

ABOUT THE CONFERENCE OBJECTIVES

- To create space for presentation of current results of scientific work in the field of Management & Entrepreneurship.
- To create collaborative links between academics and professional practitioners and their workplaces, aiming at long-term sharing of knowledge and discussions of highly current issues.

EXPECTED OUTCOME OF THE PROGRAM:

Participants will have gain knowledge on contemporary practices in the field of Management, Entrepreneurship and Business Analytics.

TRACK 1 BUSINESS ENVIRONMENT

Macro Environment
PEST
Corporate Social Responsibility
Micro Environment
Multi culture Research
Business Ethics and Values
IPR, Patents and Acquisitions
Urban and Regional Planning
Digital Transformation
Covid-19 Disruption
Globalization and Governance Human Values
Organizational Value Business for Social Responsibility
Global Warming and Health Implications

TRACK 3 BUSINESS ANALYTICS AND DATA ANALYTICS

Business Analytics
Human Resource Analytics
Financial Analytics
Operations Analytics
Marketing Analytics
Supply Chain Analytics
Text Analytics
Image Analytics
Web Analytics
Social Media Analytics
Fraud Analytics

TRACK 5 ORGANIZATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT

Rethinking HR: Home as Office
HR Role in Work from Home Culture
Virtual Employee Engagement
Reimaging Onboard post pandemic
WFH – Challenges for Team HR
Diversity and Inclusion
Building Resilience Post Covid
Changing Role of HR Post Pandemic
Strategic Human Resource Management
Impact of Technology on HR
Ethics in Human Resource Management
Recent HR Practices / HR Innovative Practices
Practices to build healthy workplaces
Talent Acquisition
Technology in HR

TRACK 2 ENTREPRENEURSHIP

Small and Medium-Sized Enterprises (SME)
Entrepreneurship, FinTech and Investing in future business
Microfinance and self-help groups
Role of AI in Entrepreneurship
Disruptive business models
Internationalization and cross-country trade management
Global market segmentation, targeting and positioning
Knowledge management, innovation, and customer advocacy
Globalization and business diversity.

TRACK 4 FINANCIAL MANAGEMENT

Digital Banking
Personal Finance
Behavioural Finance
Portfolio Management
Public Finance
Venture Capital
Micro Finance
Mergers Post Covid
Capital Market
Corporate Governance
Financial Inclusion
Post Pandemic Financial Planning
Risk Management

TRACK 6 MARKETING MANAGEMENT

Digital Marketing
e-Marketing
Brand Management
Consumer Psychology
Nero Marketing
Consumer Behaviour Analysis
Advanced Marketing Communication
Green Marketing
Corporate Sales Dynamics
Innovations in services Marketing
Innovations in Retail Business
Rural Marketing

CALL FOR PAPERS

ABSTRACT AND PAPER SUBMISSION-GENERAL GUIDELINES

Abstracts must include a clear indication of the purpose of paper, major results implications, and key references. The authors(s) should clearly mention under what track the paper should be included. They should adhere to the following while typing in MS-Word:

Length : 150-200 words excluding title/cover page
Keywords : 3-5
Font : Times New Roman
Font Size : 12 points
Spacing : 1.5

SUBMISSION DATE

Abstract Submission : Feb 2, 2022

Abstract Acceptance : Feb 5, 2022

Full Paper Submission : Feb 17, 2022

Full Paper Acceptance : Feb 20, 2022

Submit your abstract to <https://forms.gle/SpAeJVRxXwbFtCFL7>

After submission you will be acknowledged of the receipt of the abstract via an email within three working days.

PAPER SUBMISSION

The Paper presenters should adhere to the following while submitting paper for publication:

1. Manuscript should be of 2500-4500 words approximately, excluding tables, graphs & charts.
2. All text should be in double space with 1-inch margins on all the sides on A4 size paper using Font Times New Roman of size 12.
3. The first page of the manuscript should have the title of the paper, name of the author(s), organizational affiliation, complete mailing address, phone number, fax number and E-mail address. Please do not indicate author name, affiliation, or any other such information in the manuscript elsewhere.
4. Second page of manuscript should have the abstract of 150 to 200 words - 3-5 keywords
5. All tables, charts, and graphs should be prepared on separate sheets, after the references section, and numbered continuously in Arabic numerical as referred to in the text. The sources wherever necessary, should be mentioned at the bottom,
6. References should be arranged in alphabetical order using the APA Guidelines.

Upload the full paper through the **EasyChair** platform. Once the full paper is accepted, author(s) will be requested to submit the copyright transfer form.

<https://login.easychair.org/cfp/mec-2022>

Any paper which does not follow the guidelines may not be considered for publication in the conference proceedings.

Note:

- At least one author has to register in the conference for the paper to be included in the conference proceedings. Only registered authors will be allowed to present papers and will be given the conference certificates.
- Nobody will be allowed to make more than two presentations during the conference. This is done to ensure diversity and inclusivity of more active participants in the conference

PRESENTATION OF PAPER

All the accepted papers will be presented in the conference.

The corporate/academicians/ research scholars/students can present their papers through power point presentation

PUBLICATION DETAILS

Selected Papers will be published in Scopus* Indexed Journal and Rest of the papers will be published in a reputed ISSN Journal & ISBN proceedings Books**.

*Additional Charges and Journal Review process is applicable

**Additional Charges Applicable

REGISTRATION FEE:

750 INR per paper (Maximum of 3 Authors).

If more than 3 authors additional Charges of 250 INR per Author (Maximum 5 Authors)

Last date for submission of registration fee 25th February 2022

Institute Bank details for NEFT transfer.

PAYMENT DETAILS:

Account Name : ACHARYA INST CMS A/C
Account Number : 002294600002503
IFSC Code : YESB0000022
Bank Name : YES BANK CMS

CHIEF PATRONS:

1. Shri B M Reddy, President, JMJ Education Society
2. Shri B. Premnath Reddy, Chairman, Acharya Institutes.
3. Smt. Shalini Reddy, Executive Director, Acharya Institutes.
4. Shri Krishna Basani Reddy, Director, Acharya Institutes.
5. Dr. Maneesh Paul S, Campus Director, Acharya Institutes.

PATRONS:

Dr. Prakash M R, Principal,
Acharya Institute of Technology, Bangalore.
Dr. Juin Choudhury, HOD-MBA
Acharya Institute of Technology, Bangalore.

CONVENOR:

Dr. S. Gokula Krishnan, Associate Professor, MBA
Acharya Institute of Technology, Bangalore.

ORGANIZING COMMITTEE:

Dr. G. Nijaguna, Professor
Dr. Renuka Devi, Associate Professor
Dr. Virupaksha Goud, Assistant Professor
Mrs. Mahak Balani, Assistant Professor
Mrs. Archana Vijay, Assistant Professor
Mrs. Monica M, Assistant Professor
Mr. Suhas Patel, Assistant Professor
Mr. M. Sendhil Kumar, Assistant Professor
Mrs. Keerthi HK, Assistant Professor
Mr. Rajendra JP, Assistant Professor
Mr. Ranjitha R, Assistant Professor
Mr. Channakeshava H C, Assistant Professor
Mrs. Bhavya V M, Assistant Professor
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