

NAV-PRABANDHAN

Online Management Conference

on

**Reimagining Business Education and
Industry in 2030**

November 26, 2022



Organized by

SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA
Indore Sanwer Road, Village -Baroli, Indore-453111

Website: www.svvv.edu.in

ABOUT INDORE

Indore is an important centre of Madhya Pradesh. It boasts of well developed industrial areas like Dewasand Pithampur where major industrial houses have production facilities. Indore is the only city in India to house both, Indian Institute of Technology and Indian Institute of Management. Major IT giants such as TCS and Infosys have setup their new ventures at Super Corridor. Super Corridor is new industrial area, developed by M.P. Government as IT and Medical Hub. Indore has been recognized as the cleanest city of India third in a row and is also in the first 20 cities to be developed as smart city. Two of the twelve JYOTIRLINGAS of our country, the Mahakaleshwar Jyotirlinga and the Omkareshwar Jyotirlinga are situated 50 and 85 Kilo meters respectively from Indore. Indore is well-connected by road, rail and air routes.

ABOUT SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA

Shri Vaishnav Vidyapeeth Vishwavidyalaya is a private university established under Madhya Pradesh Niji Vishwavidyalaya (Sthapana Avam Sinhala) Adhiniyam in 2015 at Indore (India). The University has been established with a vision to be leader in shaping better future for mankind through quality education, training and research. It shall pursue the mission to make a difference in sustaining the growth of global societies by developing socially responsible citizens. Value based education being at the helm, the University shall promote endurance, excellence, fairness, honesty and transparency as its core values. Some of the objectives of the University are as under:

- 1.To provide teaching and training in higher education and make provision for research as well as advancement and dissemination of knowledge.
- 2.To ensure worldclass quality in its offerings and create higherlevels of intellectual abilities.
- 3.To create centres of excellence for research and development for sharing knowledgeand its applications.

Shri Vaishnav Vidyapeeth Vishwavidyalaya at Indore is a multi-faculty University focusing on the needs of various segments of the society.The university has following constituent institutions:

- Shri Vaishnav Institute of Technology and Science
- Shri Vaishnav Institute of Information Technology
- Shri Vaishnav Institute of TextileTechnology
- Shri Vaishnav Institute of Forensic Science
- Shri Vaishnav Institute of Architecture
- Shri Vaishnav School of Management
- Shri Vaishnav School of Professional Studies
- Shri Vaishnav Institute of Journalism & Mass Communication
- Shri VaishnavInstitute of Science
- Shri VaishnavInstitute of SocialScience, Humanities & Arts
- Shri Vaishnav Institute of Computer Applications
- Shri Vaishnav Institute of Fine Arts
- Shri Vaishnav Institute of Commerce
- Shri Vaishnav Institute of Agriculture
- Shri Vaishnav School of Law
- Shri Vaishnav Institute of Home Science
- Faculty of Doctoral Studies& Research

ABOUT SHRI VAISHNAV SCHOOL OF MANAGEMENT

Shri Vaishnav School of Management was established with a view to promote excellence in management education and to prepare future managers to meet the challenges of the corporate world. Shri Vaishnav School of Management is committed to quality education as first priority, thus, ensuring the academic rigor. Along with academic endeavor institute- industry interface is also promoted, guest lecturers is the regular feature and overall personality development of the students is the foremost priority of SVSM. Consistent efforts are made for bringing in refinement in everything that concerns the Institution. Research is one of the top-most priorities, because it is believed that generation of knowledge enriches us with freshness and empowers each individual to overcome obsolescence. Faculty has a mix of academics and industrial experience for providing practical exposure to the students. SVSM programs courses at UG, PG and Doctoral levels.

PROGRAM OFFERED ARE:

- BBA+MBA
- BBA (Hons.)
- BBA (Rural Management) - MGNCRE
- MBA + Ph.D.
- MBA (Agribusiness)
- MBA (Business Analytics)
- MBA (Advertising and Public Relations)
- MBA (Engineering Management)
- MBA (Tourism Management)
- MBA (Family Business & Entrepreneurship)
- MBA (International Business)
- MBA (Media Management)
- MBA (Rural Management) - MGNCRE
- Executive MBA
- MBA (HR / Marketing / Finance)
- MBA (Hospital and Health Care Management)

ABOUT NAV-PRABANDHAN

Education and business collaboration are required to support evolving workforce needs and create stable employment for all. The future workforce needs to be agile, flexible, communicative, collaborative, problem-solvers, and above all lifelong learners. The future business education system has to be focused on lifelong learning advancements from collaboratively designed apprenticeships leading to the accomplishment of learner's knowledge, skills and competencies. Proper grooming of appropriate competencies, skills, and learning have to be pivotal in the journey of the workforce of 2030. The business education has been evolving slowly over time but now it requires transformation and Higher Education Institutions have to play a key role in this transformation. The 2030 business education system will have to prepare learners for multiple workforce pathways throughout their careers. This online conference aims at focusing on future of business education and industry from different perspectives. The conference invites participation from members of academia and industry to submit unpublished theoretical, empirical and scientific papers focusing on the theme and subthemes of the conference.

SUB THEMES

Track I: General Management

- Cross-Cultural Management and Innovation
- Social Entrepreneurship for Inclusive growth
- Business Ethics & Corporate Disclosure
- Core Competence and Strategic Innovations
- Transparency in Business Practice
- Green Innovation and Sustainability
- Innovations in Business Intelligence
- Innovations in Environment Management
- Intellectual Property and Knowledge Management
- Corporate Entrepreneurship and Innovation

Track II: Human Resource Management

- Innovations in HRM functions
- Employee Engagement perspectives
- Quality of Work Life
- Managing Workforce Diversity in Global Era
- Use of Artificial Intelligence in HRM
- HR Analytics
- Organizational Communication and Information Management
- Building High Performance Organizations
- Organization Change and Innovative Strategies
- Innovation in Creating High-Performance Workplaces

Track III: Finance

- Innovative Practices in Finance and Accounting
- Private-Public-Partnership and Project Financing
- Global Finance & Accounting Practices
- Financial Analytics
- Equity Research and Financial Modelling
- Innovative Financial Modeling and Analytics
- Rethinking Banking and Finance
- Emerging Trends in Corporate Finance

- Sustainability and Resilience in Volatile Markets
- Innovations in Financial Reporting and Corporate Governance
- Emerging Trends in Accounting Standards

Track IV: Marketing

- Innovations in Segmentation, Targeting, Positioning
- Innovative Practices in Rural Marketing
- Marketing Analytics
- Innovative Approaches for Market to the Bottom of Pyramid
- Niche Marketing in Uncovered Areas
- New Dimensions of Advertising
- Social Media Driven Innovations
- Innovation in Retail Industry
- Green Marketing: A Tool for Sustainable Development
- New Approaches to Consumer Psychology

Track V: Technology and Operations

- New perspectives in Technology Development
- Paradigms in Supply Chain Management
- E-governance: New Mantra for Success
- Cyber Crime and cyber laws
- Block Chain Technology
- IOT Technologies and Cloud Computing
- Innovations in Agriculture Supply Chain
- Paradigm Shifts in Economics for Sustainable Logistics
- Supply Chain Resilience and Sustainability
- Healthcare Logistics and Innovations

GUIDELINES FOR PAPER SUBMISSION

- **Abstract** must be typed clearly in Times New Roman font of size 12; clearly Mentioning Name of Author(s), Title of Paper, minimum 150 to 200 words.
- **Full Paper** must be typed clearly in Times New Roman font of size 12; clearly mentioning Name of Author(s), Title of Paper (typed in Times New Roman font of size 14 uppercase) Affiliated Organization, Contact Number and E-mail ID of Author(s) A4 size paper in double space; it should be well structured with proper indexing.
- **References** should include in case of paper/article - Name of Author(s), Year of Publication, Title of Paper/Article, Name of Journal, Volume (Number) and Page Number(s). In case of book it should include - Name of Author(s), Year of Publication, Title of book, Place of Publication, Name of Publisher and Page Number(s).
- **Tables/Annexure** should be given after references. Figures can appear within the text.

All communication should be done on the email id – pragyajaroliya@svvv.edu.in

IMPORTANT DATES

Last date for abstract submission	August 25, 2022
Information about accepted abstracts	August 30, 2022
Last date for submission of full paper	Sep 25, 2022
Last date for Registration	Oct 07, 2022

REGISTRATION FEE

Students: Rs. 200

Academicians: Rs. 800

Research Scholars: Rs. 500

Industry/Professionals: Rs. 1000

PAYMENT DETAILS

Registration fee may be sent as DD in favor of Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore or by bank transfer [NEFT/RTGS/GPay: Name of Bank-HDFC Bank Ltd., Branch-Cloth Market, Indore (M.P.), CMS Code: SH97VSHVVD, A/c No. 50100256398597, IFSC Code: HDFC0000281, MICR: 452240003, SWIFT Code: HDFCINBBXXX]

REGISTRATION LINK

Kindly find below the link for registration – <https://forms.gle/obPiAqZ8QWA1Zgup7>

UNIQUE HIGHLIGHTS OF THE CONFERENCE

- Best Research Paper will get opportunity to be published in **AIMS JOURNAL OF MANAGEMENT (Listed in UGC-CARE Journals Under Group I, Indexed in J-Gate also)**
- Selected papers will be published in Conference Proceedings/Book with ISBN Number after blind review.
- Presentations will be done through Online mode

PATRONS

Shri Purushottamdas Parsari

Chancellor

Shri Vaishnav Vidyapeeth Vishwavidyalaya

Prof. (Dr.) Upinder Dhar

Vice Chancellor

Shri Vaishnav Vidyapeeth Vishwavidyalaya

CONFERENCE CONVENOR

Dr. Santosh Dhar

Dean, Faculty of Doctoral Studies & Research

Shri Vaishnav Vidyapeeth Vishwavidyalaya

COORDINATOR

Dr. Pragya Jaroliya

Professor, Shri Vaishnav School of Management

Shri Vaishnav Vidyapeeth Vishwavidyalaya

Mobile: 91-6264052232

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