

INTERNATIONAL CONFERENCE

Emerging Trends, Challenges &
Opportunities in Global Business,
Management & Technology

Tracks All Areas of International Business,
Accounting & Finance, Management, Economics,
HR, Marketing Management Information
communication and Technology

Organised by,



Visvesvaraya Technological University



Department of Management Studies (MBA)

Machhe, Belagavi, Karnataka, India

In collaboration with

AIMS

ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

Association of Indian Management
Schools (AIMS)

ON

(IC-MBA@VTU)

June 8th & 9th 2023

Belagavi, Karnataka INDIA.

(Hybrid Mode)



Visvesvaraya Technological University (VTU)-Department of Management Studies in collaboration with Association of Indian Management Schools (AIMS) is organising an International Conference on '**Emerging Trends, Challenges & Opportunities in Global Business, Management & Technology**' on the June 8th & 9th 2023.

The conference shall be in hybrid mode (**online and offline**)

VTU is a state university catering to technical and management education in Karnataka. It was established in 1994 and currently has more than 212 affiliated colleges, over 3 lakh students under it and four regional centres in the state of Karnataka, India. The Department of Management studies has a history of over two decades and is established in all the regions of VTU. It is ranked 49th place in Engineering category, 72th place in University category, 76th place (NIRF) in Management category & 100th place in overall category.

ABOUT THE CONFERENCE

This International Conference is being organised in commemoration of the silver Jubilee celebration of VTU. The main goal of the conference is to provide a common platform to the Academicians, Research scholars, Professionals, Industrialists and Practitioners for the exchange of ideas on the latest Business innovation and developments. Technological and managerial innovations have become a crucial tool of excellence for both academicians and practitioners. The conference is an opportunity to bridge the gap between the industry and the academy as the learning inputs would be of immense value in understanding the emerging areas of Global Business Management and Technology. Participants shall benefit from deliberations by gaining competitive advantages and other break through ideas presented by various researchers. The conference will provide the much-needed impetus on vital issues of corporate and academic life. Prominent scholars and practitioners from all over India and other countries are requested to attend the conference.

TECHNICAL SESSIONS / KEY NOTE SPEAKERS SESSION -I ON 8th JUNE 2023



Dr. Thomas Russack
Professor from FOM University, Germany

He is academic member of the Engineering Department Member of the IPO institute for Personnel and organisation Research , Director of the IAIM of Automation & Industrial Mangement , Academic Memeber of the IFID Institute for IT Mangement & Digitization



Dr. Antonio Ragusa
Entrepreneur, Dean, Professor, Author, Founder & Dean of the Rome Business School

Graduated cum laude in law and qualified as a lawyer, Antonio Ragusa has a Master of Business Administration from London's Imperial College Business School, further specializing in marketing and communications at the London School of Economics. He has founded several companies including the Rome Business School. He has been teaching managerial disciplines at many Universities and Research Centres, such as the Roma Tre-University, Luiss Guido Carli and Salamanca University. He has many years of managerial experience in large international companies such as Enel and Trenitalia. He is the author of numerous publications on subjects relating to organizational communication, marketing and human resources management. Winner of international awards for his entrepreneurial activities and commitment in education on a global scale.



Dr. Bhimaraya Metri
Director, IIM Nagpur

Bhimaraya Metri, Director, IIM Nagpur is a distinguished academician, renowned teacher, researcher and an astute administrator.. Dr. Metri is the former Director of IIM Tiruchirappalli. He is the former Dean at L& T Institute of Project Management Vadodara, IMI New Delhi, MDI Gurgaon and leading research programmes at BITS Pilani. His area includes Project Management & infrastructure, Quality Management and Supply Chain Management, Currently, Dr. Metri is the member of Indian National Commission for Cooperation with UNESCO (INCCU), He is also serving on the panel of experts for mentoring the Institutes of Eminence (IoE) and also as the Chairman of – All India Board of Management Studies, AICTE, New Delhi; Management and Systems Division Council (MSDC); Human resources management and innovation sectional committee of Bureau of Indian Standards (BIS), New Delhi and AIMA Board of Studies, New Delhi.



Nanjunda Pratap Palecanda
Founder & CEO : Nija Venture Impacts Pvt Ltd. Host of Future Fast Podcast

Nanju is an entrepreneur, a Distributed economy Coach and a Startup ecosystem influencer. He is an alumnus of Bangalore University and IIM, Bangalore. He has been an Entrepreneur across the Internet (Media)/ E-Com, Retail tech, Analytics, HR and Health Tech. He has had an early success of Positive Exits and a few BIG falls. He has a decent experience in raising funding for ventures where he has collaborated and has been instrumental in getting funding for Ventures He believes Web 3.0 is a great tool for adoption of Distributed economy across every sector and industry.

Towards that, he's been driving Tokenization of Businesses and primarily building Securitisation of instruments to ensure dependable adoption of Crypto currency. He has invested in Media and Entertainment Startup, Block Chain Technologies venture, F&B in social impact, Vernacular Media and a Fashion Venture with Social impact. He continues to engage with Entrepreneurs across various Products and Services space in multiple capacities, as Mentor, Collaborator, Coach, Advisor and Consultant. He has been very actively involved in organizing Hackathons (with IISC) to develop new Technology Solutions in the Medical device space, which are further lead to wards becoming sustainable Ventures.

There are four broad tracks in this international conference which are conceptually interrelated, discursive and highly interactive.

Topics of interest for submission include but are not limited to:

Track 1: Emerging issues in Accounting and Finance

- a. Global e-banking benefits and hazards
- b. Financial risk management in banks and insurance, financial risk modelling
- c. FII, FDI, DII issues and challenges
- d. Financial engineering, financial inclusion, financial reporting, financial forecasting, financial disclosures, International financial Management.
- e. XBRL reporting, creative accounting, segment accounting and reporting forensic accounting, accounting frauds.
- f. Carbon credit accounting social accounting and reporting environment accounting and reporting, Human resources accounting and reporting, GST and DTC.

- g. Banking and accounting challenges and opportunities.
- h. Behaviour finance and investment psychology Derivative markets interest currency and commodity
Ethical accounting and financial trading practices derivative markets (interest currency and commodity)
- i. Emerging scenario of business combinations including M&A.
- j. Portfolio management and special reference to HINI.
- k. Changing role and responsibilities of internal audit.
- l. All other topics related to emerging issues in accounting and finance

Track 2 Emerging issues in Global Economy

- a. Business and financial globalisation
- b. Global financial crisis, growth story and World Economy
- c. Startups, unicorns- hazards and challenges
- d. Global Business law and ethics of economic systems
- e. International trade inequality and mobility, monetary economics
- f. Fiscal policy and challenges to world economies, housing market etc.
- g. All other topics related to Emerging Issues in Global Economy

Track -3 Emerging issues in Business Management

- a. Ecosystem management, Environmental management system, environmental Research, Business Energy Management and policy in business corporate sustainability
- b. Corporate governance and corporate social responsibility, corporate performance and business Ethics
- c. Strategic partnerships alliances collaborations M&A
- d. Management of public enterprises, e-governance and social audit, small business management
- e. Human resource management, talent management, employee engagement and cross cultural management, compensation Management challenges, Work life balance, Change management, HR issues in service organisations like KBOS, IT, ITES.
- f. Innovative organisational development practices Digital, social media marketing, IOT, AI -the new tool of promotion
- g. CRM retail marketing, bottom of Pyramid marketing Challenges
- h. Green marketing, rural marketing, international marketing - challenges and opportunities
- i. Sales and Distribution management, knowledge management, productions operation and quality Management, logistic and supply chain management
- j. All other topics related to emerging issues in Business Management

Track 4 Emerging issues in Technology

- a. Business information system and Business statistics, Business intelligence
- b. E-Commerce, e banking, e business M-Business, e-security, e-governance challenges and opportunities
- c. Software project management practices, Green computing, artificial intelligence (AI), cloud computing, Grid computing bio informatics and multimedia and its application
- d. Digitalisation, digital media and its impact on the society
- e. Networking technologies, fuzzy technologies, computer programs.
- f. Social networking - a tool for market expansion
- g. Cyber-crime challenges in distributing services through electronic channels
- h. Internet and web services, advances and wireless networks and security future trends in computing and communication technology
- i. ICT - Global contemporary issues- innovation and challenges
- j. ICT - Initiatives in agriculture in India
- k. Role of ICT in communication entertainment and social connectivity
- l. Event Management and capacity building
- m. The effects of crime terrorism safety and security

GUIDELINES TO CONTRIBUTORS FOR CONFERENCE PAPERS/ CASE STUDIES

All papers will be evaluated through a double-blind review process by experts duly constituted from reputed universities / organisation / institutions in and outside India. Each contributor is required to submit double spaced copy of the full paper hard copy and soft copy and abstract of 300 words in MS word format in English in Times new Roman using 12 type font for consistency in A4 size setup with one inch margin all around and an abstract of not more than 300 words should be sent by 05th May 2023. Notification of acceptance of the paper will be done within one week from the date of submission and the full length paper should not exceed 3000 words and must be sent within a fortnight from the date of receipt of acceptance of the intimation from the organisers. The participants are requested to forward the abstracts and full paper mentioning the relevant track via soft copy at the following email ids : Only

icvtumba@gmail.com

icvtumba@vtu.ac.in

Final paper submission must accompany a certificate by the authors that the paper is an original piece of their work and has neither been published nor submitted for publication elsewhere. Selected papers shall be published in leading journals of the country.

The cover page of the paper should contain the

- i) Title of the paper
- ii) Track in which the paper is to be included
- iii) Name of the authors with their designation and professional affiliation
- iv) Complete postal address with their email and contact numbers

Paper presentation will take place in concurrent sessions and the abstract of each accepted paper will be published in the conference proceedings.

BEST PAPER AWARD (S)

In each session/track three papers will be selected for the best paper award. Such authors and delegates whose papers are shortlisted for the best paper award will be given a certificate and an award and these selected papers shall be published in reputed journals of the country.

PRESENTATION OF PAPERS

Though the conference is to be held in hybrid mode participants shall be encouraged to physically present the papers however in exceptional cases participants may choose to present the paper online. An additional processing fee of Rs.500 /10 \$ shall be levied on people choosing to present their papers online.

REGISTRATION RULES

An attendance certificate will be issued only if one registers for the conference by paying the full registration fee. In case of multiple authors all authors will have to separately register A single author presenting more than one paper should register for each paper separately No TA /DA will be paid to any delegate coming to participate in the conference however the organisers shall arrange for their accommodation on request and on payment of the requisite fee.

Registration Details :

1. Foreign Participant : INR 2500
2. Corporate Participant : INR 2000
3. Faculty Members : INR 1500
4. Research Scholar : INR 1000
5. Students : INR 500

Note: Assistance for accommodation is available at a cost range anywhere from Rs. 3000 to Rs. 4000/- per day.

For any assistance please feel free to contact:

Dr. Arun A. Rotti : 7019952557

Online Fee Payment Details :

Bank Details for Payment :

Name : Finance Officer, VTU, Belagavi.

Bank : State Bank of India.

Branch : VTU Campus, Belagavi.Account

Number: 54003362309.

IFSC : SBIN0040649.

Registration Link :

<https://forms.gle/TbUvn1gsY55vj5Wz7>

About Belagavi

Belagavi district [Formerly Belgaum) is in Karnataka, India. The district is known for foundry clusters and is Sugar Bowl of Karnataka, Belagavi is also known for its greenery, calm, and clear weather.

In the foothill of Western Ghats and with a rich history, it is an ideal place for travelers and explorers.

Kali Tiger Reserve (100 Km) & Goa (120Km) are other nearby attractions. The city is connected to all major towns by Air, Road and Rail network.

Connectivity Airports:

- Hubli : Distance between Hubli to Belagavi by road is, **106 Kms** ; Travel Time from Hubli to Belagavi by road is 1:30 hrs.
- Goa : Distance between Goa to Belagavi by road is, **122 Kms** ; Travel Time from Goa to Belagavi by road is, 2.5 to 3 hrs. Maximum.

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Vice- Chancellor



Dr. B. E. Rangaswamy
Registrar



Dr. T. N. Sreenivasa
Registrar (Evaluation)



Mrs. M. A. Sapna
Finance Officer

Mentors

1. Prof . B. Ramesh Board Member AIIMS , Professor & HOD , Synergy School of Business , Telangana (Former Dean, Goa Business School, Goa University)	3. Prof. Jita Mitra Desai Chairperson Decision Sciences & Supply Chain Management IIM, Bangalore.
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7. Dr. Nagraj S. Patil Chairperson, Department of Civil Engineering, Machhe, VTU-Belagavi-590018	8. Dr. Santosh L. Deshpande Professor and Chairperson Department of Computer Science and Engineering Machhe, VTU-Belagavi-590018

Conference Chair

Dr. M. M. Munshi

Chairperson

Department of Management Studies – VTU Belagavi.

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41	Dr. Shivakumar
42	Dr. Deepak S.
43	Mr. Vishwanath R Havalappagol

Important Dates

Submission of Abstract	15 th May 2023
Full Paper Submission	21 th May 2023
Acceptance of Paper	25 th May 2023
Last date for Registration	1 st June 2023
Conference Date	8 th & 9 th June 2023

Please note the following email ids
icvtumba@gmail.com , icvtumba@vtu.ac.in

Registration Link :
<https://forms.gle/TbUvn1gsY55vj5Wz7>