



JAIN
DEEMED-TO-BE UNIVERSITY

CENTER FOR
MANAGEMENT
STUDIES

TWO DAY INTERNATIONAL CONFERENCE

on

**INNOVATIVE PRACTICES FOR SUSTAINABLE DEVELOPMENT:
BUSINESS MANAGEMENT AND ANALYTICS**

In collaboration with
Institute of Analytics, UK and Erasmus+



2nd & 3rd September 2022

Center for Management Studies, JAIN (Deemed-to-be University)
Lalbagh Main Road, Bengaluru - 560027



JAIN (Deemed-to-be University)

Established in 1990, JAIN (Deemed-to-be University) was declared Deemed-to-be University u/s of the UGC Act 1956 by the Ministry of Human Resource Development, Union Government in July 2009. The university has reached unprecedented heights in the field of education. Based in Bangalore - The Silicon Valley of India, the university is ranked among the top universities in India. It is a cerebral destination for students worldwide for its illustrious history of developing talent. JAIN (Deemed-to-be University) is accredited A++ with a CGPA of 3.71 by India's National Assessment and Accreditation Council. It is ranked between 76-100 band by the National Institute of Ranking Framework, Ministry of HRD, Government of India and ranked 5th among the top private universities in India by the India Today Magazine. The university is also an ISO: 9001: 2015 Certified for Quality Management by TUV Nord. It is a hub of learning in the very sense of the word that encourages ambitious students and professionals who strive to excel in their areas of interest. The university is instrumental in producing thinking individuals for the nation.

Center for Management Studies (CMS)

Center for Management Studies is an integral part of JAIN (Deemed-to-be University). It is an institute that harnesses an international outlook with the commitment to create top-notch business leaders in the corporate world. CMS is an ultimate destination for students where they will find new routes to fulfil their dreams. It is one of the top management centres with the best facilities in Bengaluru. The programs offered for bachelor's and postgraduate degrees are designed to introduce students to the basics of business and communication. The entrepreneurship program has been designed to ignite creativity in students and encourage their resolving skills to pursue their ideas. Our academic practices empower our students to redefine conventional wisdom and business perspectives. Students are prepared for successful careers in management, finance and communication and can pursue extracurricular activities simultaneously. In CMS, we provide students with essential facilities to fulfil their academic goals and transform them into extraordinary personalities. CMS is a proud member of United Nations Academic Impact. It is ranked 14th among the Best Colleges in India and ranked 5th for Academic Excellence by the Times of India. It is also I3RC Survey Rated 'A+' at the State level & 'A' at National Level by CRISIL for 2019.

Institute of Analytics (IoA)

The Institute of Analytics (IoA) is the UK-based professional body for analytics and data science professionals across the world. It is a not-for-profit organization that is committed to advancing the study, application and standing of analytics and data science in society and aims to promote greater awareness, understanding and innovation in analytics.

Erasmus+

Erasmus stands for European Community Action Scheme for the Mobility of University Students, established in 1987. Erasmus+ is a programme run by the European Union and is managed by agencies in each EU member country, as well as by the Education, Audiovisual and Culture Executive Agency (EACEA) of the EU. The focus of this programme is on four different fields – education, training, youth and sport to improve skills and increase employability.



Conference Theme

Create a Unified Platform for Sustainable Development in Research, Practice and Education

In today's world, data is used as leverage to solve business problems: personalising customer experiences, optimising value chains and supply networks, forecasting demand, and detecting fraud, just to name a few. The same principles can be applied to solve existential problems. The business analytics landscape has improved significantly over the past few years, providing the business with better and clear insights, especially from operational data.

Organisations have started employing business analytics to make data-driven, informed decisions. Business analytics provides excellent insight and overview into how companies can become more efficient and the insights to improve the operations by optimising and automating their processes. Academics and practitioners are paying much attention because of the increasing importance of automation and big data. Understanding the business and market can provide both business and market with better leverage on the opportunities provided already by the abundance of data. Organisations that employ rigorous business analytics and use big data tend to perform at a double rate of those performing without, as the organisations are performing with the guide to perform for future and day to day operations. Here, we discuss the technology and enterprise adoption trends associated with business analytics.

Objectives:

- + Identify the amendments in existing policy and suggest the adoption to the policymakers
- + Secure renewed progress and growth in innovation and sustainability
- + Assess the progress and implementation gaps in meeting commitments
- + Identify the emerging challenges in business management and analytics
- + Provide an interactive platform for stakeholders to present their research works and experiences
- + Identify the needs and demands of the stakeholders in the business analytics landscape



Call for Papers

Prospective authors are invited to submit original research papers and case studies for presentation at the conference. The two day conference brings together master class experts, keynote speakers, country chair, delegates from academia and industry, panel members, doctoral students, and organising faculty members to shape the conversation on technology, sustainability, business management, and analytics in highly dynamic economies and markets.

Research paper and article submissions are invited (but not limited) to the following topics:

Entrepreneurship

- Entrepreneurship and Regional Development
- Entrepreneurship, Growth and Competitiveness
- Innovation and Technological Entrepreneurship
- Entrepreneurship and Governmental Support
- Social and Community Entrepreneurship
- Green Entrepreneurship and Entrepreneurial Culture
- Studies of New Business and Business Survival
- Opportunities to deepen interdisciplinary ties in the context of globalisation
- Expansion of international trade and export opportunities between countries
- Entrepreneurship/ Venture Capital/Start-up/Financing
- Rural market emerging as the next big target for business growth
- The balance between short-term activation and long-term brand building
- Gratification Marketing
- Building a cognitive enterprise through AI-powered transformation
- Change Management and Managing Human Capital
- Employee Experience & Engagement
- Ethics, Values, Trust and Conflict Resolution
- Leadership and New Normal
- Boundaryless Organization – Challenges and Opportunities
- HRM Policies and Practices for responding to Disruptive Innovations

Business Management

- Crisis Leadership and Organisational Resilience
- Adapting to Contactless Manufacturing, Storage, Handling and Delivery
- Adapting to Contactless Services- Education, Healthcare, Hospitality, Travel and Tourism
- Business Continuity, its Planning and Professional Practices
- Major Disruptions in Agriculture and Supply Chain of Farm Produce, Aerospace and Satellite Communication Industry
- Risk Management
- Focusing on a new consumer segment or building business with the strength of millennials
- Role of social media in building connections and changing consumer preferences in the world
- Significance of 'S-Commerce' or social commerce in the world

Finance

- Accounting, Auditing and Taxation Issues
- Alternative Asset Classes and Asset Pricing
- Banking and Regulations
- Behavioural and Experimental Finance
- Big Data and Artificial Intelligence in Finance
- Blockchain and Cryptocurrency
- Corporate Finance / Corporate Governance
- Financial Inclusion
- Financial Literacy
- Financial Markets and its Linkages
- Fintech
- Sustainable Finance
- Financial Literacy
- Indian Financial System in New Economic Scenario
- Financial Markets - Challenges and Opportunities



- COVID 19 Impact on Economic Activities
- Digital Innovations in Business and Economy
- Mutual Funds, Insurance, and other Financial Services

Business Analytics

- Internet of Things & Industry 4.0
- Applying new ICT Tools for Business
- Data-Driven Analytics and Business Management
- Big Data Applications, Challenges and Opportunities
- Business Intelligence and Technological Advancements in Social Media
- Cloud Computing and Algorithms
- Artificial Intelligence, Data Science and Machine Learning
- Big Data Analytics and Algorithms
- Education Technologies and E-Learning
- Flexibility Inclusive and Sustainable Industrialization
- Innovations in Product and Service Design
- Foster Innovations in Operations Management
- Big Data Analytics to identify changes in customer preferences for products and services
- Addressing bias and strategies for avoiding ethical quagmires and A.I.
- Examining A.I. use across industries and the lessons they hold for all
- The emergence of “new markets” under the changed global scenario
- Digitalization in HR
- HR Analytics
- Technology and Innovations in HR
- Impact of AI on HR

Applied Statistics

- Actuarial Science
- Biometrics / Applied Statistics
- Biostatistics and Bioinformatics
- Data Mining
- Design of experiments
- Econometrics
- Financial Mathematics
- Geostatistics
- Industrial Engineering

- Innovative Consulting and Big Data
- Mathematics / Applied Mathematics
- Modelling and Simulation
- Optimization
- Sampling Techniques
- Smoothing and statistical graphics
- Social Science Methodology
- Statistical Applications
- Statistical Genetics
- Statistics / Mathematics Education
- Statistics for Engineering
- Statistics for Environments
- Statistics in Fisheries and Ecology

Education

- E-Learning Initiatives
- E-Content
- Adaptation to New Technologies
- Social Networks
- Smart Phones and Mobile Applications
- Didactic Games
- Online Classroom
- Interactive Whiteboard
- E-Management of Schools
- Simulation & Animation
- Interactive Whiteboard
- Internet
- Blended Learning
- Advanced Classroom Technologies
- Online/Virtual Laboratories
- Open Universities & Distance Education
- Online Assessment
- E-Tutoring
- Virtual Learning
- Technology Integration
- Creative Teaching Methods
- Alternative Ways of Teaching
- Team Teaching & Interdisciplinary Integration
- Multilingualism
- Innovations in Education Raising Scientific Literacy



Paper Submission Guidelines

- Paper / Article must be in the scope of the journal
- Submitted in Microsoft® Word
- Typewritten in English
- Written in an objective third-person point of view throughout (Use "the authors" or "the researchers" NOT "I" or "we")

Note: Check the attachment for more details. All manuscripts MUST be submitted through the registration link only.

Important Dates

Abstract and Full Paper Submission:
15th August 2022

Intimation of Acceptance:
20th August 2022

Last Date of Registration:
23rd August 2022

Dates of the Conference:
2nd & 3rd September 2022

Best Paper Awards

Cash Prize will be given to the Best Three Research Papers, along with the Certificate of Merit



Fee Details

Participant Type	Indian Participants	Foreign Participants
Industry Delegates	₹ 2,500.00	\$75
Academic Delegates	₹ 2,000.00	\$50
Research Scholars	₹ 1,000.00	\$30
PG/UG Students	₹ 800.00	\$20
Academic Attendees	₹ 500.00	\$20

Note: Fee structure mentioned above is restricted to 2 authors, and for every additional author Rs.1000 will be payable.

Delegates can remit the registration fee by Bank Transfer to the given bank details:

Bank Account Details:

Name : Center for Management Studies Branch : Maharani Arts College Branch
 Bank Name : Canara Bank Address : Sheshadri Road, Bengaluru
 Account No. : 04952200001287 MICR Code : 560015339
 IFSC Code : CNRB0010495

Note: After remittance, kindly email the acknowledgement to internationalconference@cms.ac.in

Publication Opportunities

The paper submitted would be peer-reviewed and published in an ABDC, Web of Science, Scopus-Indexed, and UGC CARE listed journal with a maximum of three authors. The publication charges for the research papers selected for ABDC, Scopus-Indexed and UGC CARE listed Journal will be communicated to the authors.

Registration Link

<https://forms.gle/JD8jEianDaJHp8gH9>

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WORKSHOP RESEARCH PAPER WRITING

1st July 2022 | Platform : Zoom

Registration Fee : ₹ 200/-

For further details, please contact :

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Registration Link

<https://forms.gle/JD8jEianDaJHp8gH9>

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