

NKE SOCIETY'S



Organises

**A Multi Disciplinary
International Conference**

P R A T I S A N D H I

on

***Digital Transformation &
Governance for an Inclusive &
Sustainable Growth***

(Ideas, Achievement, Resolve)

APRIL 5th & 6th 2024

ORGANISING PARTNERS:



Sewri-Wadala Estate Scheme No-57, Indulal-D.Bhuva Marg,
Road No 7A, Wadala (West), Mumbai- 400 031



+91 022 - 2418 0560



www.svims.com, www.svimsbschool.com,
www.nkescollege.com

About the Conference

Theme of the Conference

The benefits from digitisation holds enormous promises for nations, enterprises to build digital economy given the Digital Ecosystem Framework. The digital strategy comprises of Digital economy, Digital society, rights and governance and Digital infrastructure & adoption. Building a Digital India Ecosystem has brought together the marginalised and inclusive elements such as gender and ethnicity. The start-up firms in the Indian ecosystem have grown and doing economically well nationally and globally. Smart and new cities have been on rise in this ecosystem such as Delhi NCR, Bengaluru and Hyderabad. This ecosystem is now ready to be spread by technology enabled authoritarianism.

Sub-Themes

- Technology, Innovation and Digital Transformation
- Environment, Social and Governance (ESG) and Non-Market Strategy
- Business and Corporate Strategy
- Artificial Intelligence and Human resources
- Internationalization and Global Strategy
- Family Business and Entrepreneurship
- Leadership and Human Capital Finance, Accounting and Control Economics
- Marketing Management Organizational Behavior & Human Resources
- Quantitative Methods and Operations Management
- Management Information Systems & Digital Strategy
- Humanities & Liberal Arts in Management
- Digital Governance
- Diversity & Inclusion Sustainability
- Entrepreneurship and Startups
- Grassroot Entrepreneurship and SME
- Women Entrepreneurship
- Public Policy, Public Health and Governance
- New Education Policy and its impact on higher education in India
- Legal, Taxation, Ethical and Cultural Aspects
- Skill Development

Call for Papers ,Teaching cases & Publication Opportunities in reputed journals

We invite original unpublished papers/cases, research papers, proposals, working papers, policy papers, field research from all the disciplines cantered around, but not limited to the conference theme.

The accepted research papers will be published in International Peer Reviewed Open Access Multidisciplinary Journal (Author will get 30 marks for CAS API through Peer Reviewed Journal Publication) Authors wishing to get their papers published in UGC CARE LISTED JOURNAL having DR.Smita Shukla Director ICSSA, Western Region number or SCOPUS INDEXED JOURNAL can request to do so and their papers will be forwarded to the concerned publishers and the papers will be published subject to compliance with all the requirements of the journal publishers and their acceptance of the same. The decision regarding acceptance or rejection of papers for publication in UGC CARE LISTED JOURNAL/SCOPUS INDEXED JOURNALS will be entirely of the respective publishers and the conference organizers in no way shall be responsible for the acceptance or rejection of the papers.

As stated above the researchers are requested to submit their original, unpublished, research papers related to the main theme of the conference or the various sub- themes given above. It may be noted that the sub-themes are illustrative and researchers are free to submit their original work on any other related themes. Papers are called for from Academicians, Research Scholars, Foreign Delegates, Corporates and Students.

About Us

National Kannada Education Society (NKES)

The National Kannada Education Society (NKES) has a long and proven record in the field of Education. It was founded in 1939, at the behest of Bharat Ratna, Sir. M. Visvesvaraya, the then Dewan of Princely State Mysore and one of the founders of modern India. NKE Society runs the NKES group of institutions in its campus at Wadala (west) Mumbai which comprises of Pre-Primary, Primary, Secondary, Junior College Degree College, and Management Institute. The aim of NKE society is to create and develop a kind of infrastructure, facilities and environment in all its educational institutions, which gives the students an opportunity to compete with the best in the world.

Sir M Visvesvaraya Institute of Management Studies and Research (SVIMS)

National Kannada Education Society (NKES), a 80 year old educational Institution started the Sir M Visvesvaraya Institute of Management Studies and Research (SVIMS) which offers a 2 year full time AICTE approved/ UGC recognized, MMS program affiliated to Mumbai University. The SVIMS campus at Wadala west, in the heart of Mumbai city, has a state of art, corporate styled infrastructure.

SVIMS Business School:

The SVIMS Business School offers 2 year full time post graduate diploma program in management. This program combines management education and corporate experience by offering “Earn while you Learn” incentive to students. The students receive their management diploma in 2 years while gaining valuable corporate experience along with a decent stipend. This program is recognized by AICTE. In the month of October 2021, SVIMS Business School was awarded the “Most Innovative B-School” by the Zee- Business Channel.

NKES Degree College:

NKES College of Arts, Commerce & Science is an Under-graduate college established in the year 2018, under the umbrella of NKES Educational Institutions which is known for its contribution in the field of education since 1939. It provides both contemporary as well as Professional programs such as B.Com, BAMMC, BAF & BMS offered by the University of Mumbai. The institution focuses on providing the most effective teaching-learning environment which ensures all round student development while creating a sensitized human resource for the community and nation.

CASI Global, New York :

CASI known as the Global Certification body is from New York and present over 50 countries. CASI promotes the cause and knowledge of CSR, Sustainability, Volunteering and ESG through certifications, student chapters, corporate chapters, events, workshops and research. The flagship certification at CASI aimed at senior management professionals is the Global Fellow Program. CASI India also offers various certifications to school and college students. CASI India promotes volunteering through large behavioural change events like mahawalkathon where over 7 lac people participated and is a world record event. CASI events are aimed at Road Safety, Women Empowerment and Financial Literacy. CASI has the distinction of conducting financial literacy sessions for over 50,000 participants in one financial year.

Important Dates and Registration Details

Abstract to be sent on email:
conference@svims.com

Abstract Submission –
27th March, 2024

Full Paper Submission -
30th March, 2024

Payment Details



Bank Name :- NKE Society's Sir. M.
Visvesvaraya Institute of Management
Studies & Research

Bank Account No. :- 76020100000379

Bank Name :- Bank of Baroda

Branch Name :- Wadala

IFSC Code :- BARB0VJWADA

(In IFSC fifth is Zero)

Registration Details:

QR CODE FOR REGISTRATION:



Registration Fees

Academicians: Rs. 750/-

Corporate/Industry

Delegates: Rs.1000/-

Students/ Research Scholar:

Rs. 350/- Foreign Delegates:
\$50

Patrons :

Shri.Parthasarathi Naik
President, NKES

Shri.Ananth Banwasi
Trustee, NKES

Smt.Padmaja Banwasi
Hon.Secretary, NKES

Shri.Shashikant Joshi
Hon.Secretary, NKES

Chief Guest :

Prof (Dr) Ravi Dissanayake
University of Kelaniya, Sri Lanka
Department of Marketing Management

Course Patrons :

Dr.Purshottam Patil
Director, SVIMS

Dr.Veena Prasad
I/C Principal, NKES College

Advisory Committee:

Prof (Dr) R.K. Srivastava
Emeritus Professor and HOD
Marketing and Research, NL
Dalmia Institute of
Management Studies.

Dr. Paresh Sheth
Director CASI Global
New York

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Dr. Pratiksha Patil

Assistant Professor, SVIMS

Prof. Ganapati Kattige

Assistant Professor, SVIMS

Prof. Ruchika Goel

Assistant Professor,
SVIMS Business School

Prof. Diana Rayen

Assistant Professor,
NKES College

Prof. Malai Regan

Assistant Professor,
NKES College

Prof. Shoaib Shaikh

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Student Coordination)
SVIMS

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