

# NKE Society's



Organises

**A Multi Disciplinary  
National Research Conference**

**Tejomay Bharat**

**on**


**Emerging Management Practices  
in the era of Artificial Intelligence  
for achieving ESG objectives**

**November 29th & 30th, 2024**

**ORGANISING PARTNER**



 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](http://www.svims.com)  
[www.svimsbschool.com](http://www.svimsbschool.com) / [www.nkescollege.com](http://www.nkescollege.com)

# About the Conference

## Theme of the Conference

At present every business in manufacturing and service industries trying to adopt Artificial Intelligence Technology for improving productivity and to have a competitive advantage. Due to globalization even local companies will have to compete with big multinational companies. To keep pace with this, businesses are trying to adopt AI Technology. This is opening up opportunities for new skill demands and educational qualifications. At the same time countries like India who have labor intensive orientation will face major challenges in implementing AI Technology in the various kinds of industrial sectors. Proper ecosystem needs to be prepared for implementation of AI Technology so that we can reap the benefits of it. Enhanced management practices with AI Technology in Finance, Marketing, HR, IT and Operations will improve domestic companies' competitiveness with multinational companies. We can utilize AI Technology for Agricultural sector also which is having low productivity as compared to developed nations.

## Sub-Themes

- Technology, Innovation and Digital Transformation
- Environmental, 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, 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, working papers, policy papers, field research from all the disciplines. The accepted research papers will be published in peer reviewed journal, UGC Care Listed Journals & Scopus Indexed Journals. The decision regarding acceptance or rejection of papers publication in UGC Care Listed Journals/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. Papers are called from Academicians, research scholars, 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 Mokshagundam Visvesvaraya, 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 Institutes. 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)**

The National Kannada Education Society (NKES), a 80 year old educational organization started Sir M Visvesvaraya Institute of Management Studies and Research (SVIMS) which offers a 2 year full time AICTE approved, MMS Program affiliated to University of Mumbai. The SVIMS campus at Wadala West, in the heart of Mumbai City, has a state of art infrastructure.

## **SVIMS Business School:**

The SVIMS Business School offers 2-year full time Post Graduate Diploma in Management (PGDM). The PGDM program combines management education and corporate experience by offering “Earn while you learn” advantage to students. The PGDM (General) Program provides several complimentary certificates to enhance employability of students. This program is recognized by AICTE. SVIMS Business School was awarded the “Most Innovative B-School” by the ZEE Business Channel.

## **NKES Degree College :**

NKES College of Arts, Commerce and Science is an undergraduate college established in the year 2018, under the umbrella of NKES Educational Institutions which is known for its contributions 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 & Registration

## Abstract and full papers submission

- conference2024@svims.com
- Last date of abstract submission: 07/10/2024
- Last date of full paper submission: 05/11/2024

## Registration Details

- Last date of Registration: 05/10/2024
- Screenshot of registration to be sent to email conference2024@svims.com

- Paper writing workshop will be conducted on 5, 11 and 19 October, 2024 (Important Note: Author and Coauthor, will have to register for conference. Publication charges will be extra. All the authors and coauthors who have registered for conference are encouraged to attend 3-day paper writing workshop)

QR code for Registration



## Payment Details & QR code for Payment

- Beneficiary 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 Fees

Author	Only Conference	For Conference with 3 Day Paper writing workshop
Academicians	₹ 750/-	₹ 1250/-
Corporate/Industry Delegate	₹ 1000/-	₹ 1500/-
Research Scholar	₹ 500/-	₹ 1000/-
Students	₹ 350/-	₹ 600/-

For any queries contact

Whatsapp No :- Dr.Vishwanath Malji :- 9820812181 /  
Dr.Dhanashree Potey :- 9619243318

### Patrons

**Shri.Parthasarathi Naik**  
President, NKES

**Shri.Ananth Banwasi**  
Trustee, NKES

**Smt.Padmaja Banwasi**  
Hon.Secretary, NKES

**Shri.Shashikant Joshi**  
Hon.Secretary, NKES

### Co-Convenors

**Dr. Ruchika Goel**  
Assistant Professor, SVIMS

**Dr. Kavita Chakravarty**  
Assistant Professor, SVIMS

**Dr. Vaishali Singh**  
Assistant Professor, SVIMS

**Prof. Ganapati Kattige**  
Assistant Professor, SVIMS

### Course Patrons

**Dr.Purshottam Patil**  
Director, SVIMS

**Dr.Veena Prasad**  
Principal, NKES College

### Convenors

**Dr. Vishwanath Malji**  
Associate Professor, SVIMS

**Dr. Dhanashree Potey**  
Associate Professor, SVIMS

### Organising Committee

**Prof. Ayan Thakur**  
Assistant Professor, SVIMS

**Prof. Atul Mandale**  
Assistant Professor, SVIMS

**Prof. Rahul Kapoor**  
Assistant Professor, SVIMS

**Prof. Gangadhraran Mani**  
Assistant Professor, SVIMS

**Prof. Murli Iyer**  
Assistant Professor, SVIMS

**Mr. Manoj Mohite**  
Training & Placement  
Officer, SVIMS

**Prof. Preety Kshirsagar**  
Assistant Professor,  
NKES Degree College

**Dr. Punit Doshi**  
Lecturer, NKES Jr. College