



**PRESIDENCY  
UNIVERSITY**

Private University Estd. in Karnataka State by Act No. 41 of 2013



School of Management  
Presents International Conference on

**APPLIED MANAGEMENT TRENDS  
AND PERSPECTIVE IN  
BUSINESS GROWTH TRAJECTORY  
08-May-2021**



### **About the University**

**Presidency Group of Institutions (PGI), along with the University, constitutes 7 Schools and a College. Within a short span of three decades, PGI has created a niche for itself as one of the topnotch institutions in Bengaluru. Recently, Presidency Group of Institutions (PGI) was bestowed with the “Most Promising Institute in South India” award at the British South India Council of Commerce and Business Meet 2014. The latest venture of the group is Presidency University, started in the year 2013. In a very short span of time, it is recognized by the University Grants Commission (UGC), All India Council for Technical Education (AICTE) and also becomes a member of the Association of Indian Universities (AIU).**

**The University offers Programs to students at both the undergraduate and postgraduate levels in information technology, commerce, management and journalism, the schools offer National and International Boards of Studies.**



### **About School of Management (SOM)**

**The objective of the School of management is to prepare students for the future. It is a challenge that has been taken to equip the students today with the right knowledge, skills and attitude that will help them to be effective in any venture they choose. The**

**school is successful in nurturing and developing students to become good individuals who are sensitive to the society around them. Learning and teaching in the management school covers all aspect of management required to make students Industry 4.0 ready. All the specializations are taught and facilitated by experienced faculty and pedagogy followed is**

**interactive, innovative, and based on experiential learning. The department offers undergraduate courses and Master’s**

**Program in Management (MBA). The modules offered under these courses are challenging and specifically designed to develop and enhance career opportunities and to contribute in the dissemination of academic and applied knowledge in business management.**

## **ABOUT THE CONFERENCE**

The business environment never rests. Regulations are always changing, global competition continues to increase, and technology provides continual disruption. As a result there has been quantitative and qualitative shift in business opportunities and challenges across nations.

Furthermore, with the advent of liberalization and focus on innovations in information technology, there has been a significant increase in international mobility of human capital, knowledge, technology and materials. India has also initiated various reforms and policies to facilitate ease of doing business both for domestic and foreign investors. Various initiatives such as, Goods and Services Tax (GST), Demonetization, Digital India, Skill India etc. are being viewed as economic game changers. In the above scenario there is requirement for critical thinking and a desire to question and seek creative answers and outcomes in order to create a healthy socio-economic system. Moreover, in spite of long history of introducing various initiatives, there is a challenge to sustain these initiatives over time.

Thus, we need to focus not only on timely implementing change but also on managing it. In this context the conference provides opportunities to present and discuss issues dealing with changing economic and competitive environment from the perspective of managers, businesses, academicians, sociologists and economists.

The primary objective of the conference is to provide opportunity for academicians, industry experts, practitioners, professionals, researchers and policy makers from different fields to engage in discussion based on issues related to dynamic and challenging economic environment.

## **OBJECTIVES OF THE CONFERENCE:**

The primary objective of the conference is to provide opportunity for academicians, industry experts, practitioners, professionals, researchers and policy makers from different fields to engage in discussion based on issues related to dynamic and challenging economic environment. .

- To facilitate discussions on business and economic environment that will expedite nation's growth and stability.
- To bridge the gap between academic wisdom and practical knowledge.
- To develop a series of focused research topics that will benefit the academic world.
- To present their insights and perspectives that can be applied in the management arena
- To provide researchers and professionals with a networking platform

## **KEY AREAS OF DISCUSSIONS:**

- Changing Government Policies and Impact
- Challenges for Business Leaders in dealing with Uncertainty
- Leveraging Diversity at Work
- Changing Applications of Management Perspectives

## **Call for papers and suggested themes:**

**Original papers on the following indicative topics, but not limited to, are welcome to be submitted for the conference:**

- Ø Applied perspectives in Macroeconomics, Monetary Economics & Growth.**
- Ø Impact of Economic Environment of SMEs Management.**
- Ø Emerging issues in applied finance.**
- Ø Catalyzing Innovation in Organizations.**
- Ø Changing Organizational and HR practices.**
- Ø Automation in Warehouse and Distribution Management.**
- Ø Elastic Logistics in SCM.**
- Ø Digital Marketing.**
- Ø Service Marketing.**
- Ø Neuro Marketing.**
- Ø Applied Marketing Practices.**

## **Target Audience**

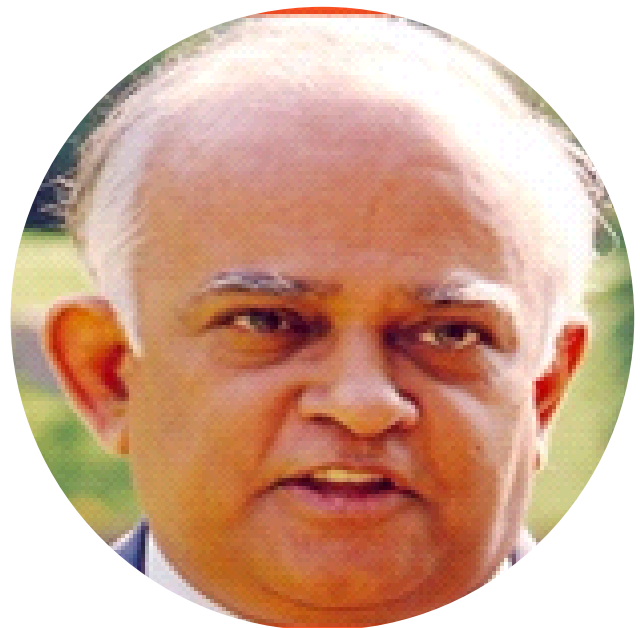
- Ø Academicians**
- Ø Industry Experts**
- Ø Professionals in all domains**



### **CHIEF GUEST**

**Dr. Kalpana Gopalan**  
**Addl. Chief Secretary**

**Labour, Animal Husbandry & Fisheries**  
**Janaspandana- Public Grievances,**  
**Karnataka, India**



### **GUEST OF HONOR**

**Dr. Dhananjay Keskar**  
**Former Vice-Chancellor M**  
**Amity Group of Institutions,**  
**Mauritius**



# **INDUSTRY SPEAKERS**



**Mr. Gopal Mondal**  
**Director- Financial Control,**  
**Tax & Regulatory**  
**IDFC Bank, India**



**Major (Retd.) Pola Bhaskar**  
**Head (CSL)**  
**Tata Power - DDL, India**

## **Paper submission Guidelines**

The manuscript should be prepared in the following format:

- Title of the Paper, Name, Position, Affiliation, Contact no. and Email address
- Name of the author should be in Times New Roman, font size 12 and affiliation in font size 11
- Title of the paper should be in font size 16 and should be centrally aligned
- Abstract of approximately 500 words with 3-4 key-words at the end of the abstract
- Abstract should be in font size 12 (Times New Roman, 1.5 Line Spacing)
- The subheadings and the body of the text should be in font size 12
- The final paper word limit is 4000-5000 words, along with the abstract
- Paper should be submitted in MS-Word format
- All the tables and diagrams should be appropriately numbered and provided at the end of paper
- All references should follow APA style -[www.apastyle.org](http://www.apastyle.org)

Papers can be sent to: [Internationalconference2021@presidencyuniversity.in](mailto:Internationalconference2021@presidencyuniversity.in)

### **Criteria for Evaluation**

The paper (in English) should be original and unpublished offering new insights, new approach or new knowledge to the body of literature. Papers will go through blind review process.

An electronic copy of the abstract in MS Office Word 2007 version should be mailed to the conference email Id not later than 25th April 2021.

Few outstanding papers selected by the committee will be considered for publication in our University Journal Applied Management Perspectives.

# Registration Fees Details:

## INDIAN PARTICIPANTS

₹700 for faculty  
₹1000 for Industry participant

## FOREIGN PARTICIPANTS

\$ 70 for faculty  
\$100 for Industry participants

### Payment Details

Account holder name: Presidency University

Bank : Federal Bank

Account number: 11890100132860

IFSC : FDRL0001189

Branch : Gandhinagar Branch, Bangalore

### Important Dates:

**Last date for submission of abstract: 15th April 2021**

**Last date for registration and full paper submission: 25th April 2021**

### Venue of the conference:

**The conference will be held in Virtual mode (Zoom platform). Id of the conference will be provided to the registered delegates before the conference.**

### For Further Information, Please Contact:

**Conference Chair**

**Dr. Gunjeet Kaur**

**Dean, School of Management**

**Presidency University, Bangalore**

**Conference Co-Chair**

**Dr. Krishna Kumar K**

**Associate Dean, School of Management**

**Presidency University, Bangalore**

### Conference Conveners:

**Dr. Samiran Jana-9818616293**

**Dr. Pratika Mishra-96431 03117**

**Dr. Amrita M A- 9448027515**

**Dr.Prachi Beriwal-9972400434**

### Organizing Secretary:

**Dr. Arabinda Bhandari-9334869936**

**Prof. Vrinda Viswanathan -9886396473**

**Dr.Deepika K-9074029152**