



Dr. Ambedkar Institute of Technology

An Autonomous Institution, Aided by Government of Karnataka,
Accredited by NAAC with 'A+' Grade and Affiliated to VTU, Belagavi
BDA Outer Ring Road, Mallathalli, Bengaluru-56

4th National Conference

On

"Business Management Practices – NCBMP 2024"

Department Of MBA

6th April 2024

About the Institution:

Dr. Ambedkar Institute of Technology (Dr AIT) was established in the year 1980 by Panchajanya Vidyapeeta Welfare Trust (PVPWT) Bangalore. PVPWT is founded by Late Sri. M. H. Jayaprakash Narayan. The college was granted with Autonomous Status by UGC during AY 2010-11. It has a serene campus of 23 acres that encompasses various disciplines of engineering and management which offer programmes UG, PG and Doctor of Philosophy. In addition, the institution currently holds research centers recognized by Visvesvaraya Technological University (VTU), Belagavi and approved by AICTE.

The Institution is aided by Government of Karnataka, approved by All India Council for Technical Education (AICTE), New Delhi and is affiliated to VTU, Belagavi. The Institute was selected for receiving the World Bank Assistances under Technical Education Quality Improvement Programme (TEQIP) through Government of India. Most of the courses are accredited by National Board of Accreditation (NBA) and institution is accredited by National Assessment and Accreditation Council (NAAC) with 'A+' Grade.

About the Department:

The Department of MBA was established in the year 2001 and has a two year full time PG programme, offering specializations in Finance, Marketing, Human Resources Management and Business Analytics. The department is having autonomous status from the academic year 2016-17 and also has an approved Research Centre by VTU. The department has 5 doctorates and 2 faculty members who are pursuing doctoral programme. The department has offered one certificate programme "Management Savvy Engineers".

Vision of the Department:

To be a premier business school recognized globally for excellence in the creation of intellectuals, dynamic management professionals, entrepreneurs and responsible corporate and societal citizens.

Mission of the Department:

To offer curriculum to match national and international standards suiting the needs of the industry and society in combination with core domain knowledge in business, industry and research leading to business innovation to ensure high quality professionals.

To build domestic and globally competent personality through regular monitoring of the academic pursuits, continuous monitoring and periodic assessments.

To equip upcoming business leaders with cutting edge management skills rooted in industry practices, providing them hands-on business experiences and cultivating research focused abilities for practical applications.

About the National Conference:

This conference aims to create a platform at the national level to all the researchers, academicians, professional practitioners, educators and students to discuss & present the research papers on: National Conference on Business Management Practices – NCBMP 2024 - A holistic approach towards a Circular economy on the sub themes of General Management, Finance, Marketing Management & Human resource management.

Objectives of the Conference:

- To search the most appropriate solutions to all the business problems which are more relevant in the era of digitization.
- To create and update the research interest among the researchers learners to pursue their research goals.
- To provide a platform for knowledge enrichment and exchange of thoughts to face the dynamic environment.

For whom:

Academicians, Research Scholars, Industry delegates, Management Professionals and Students.

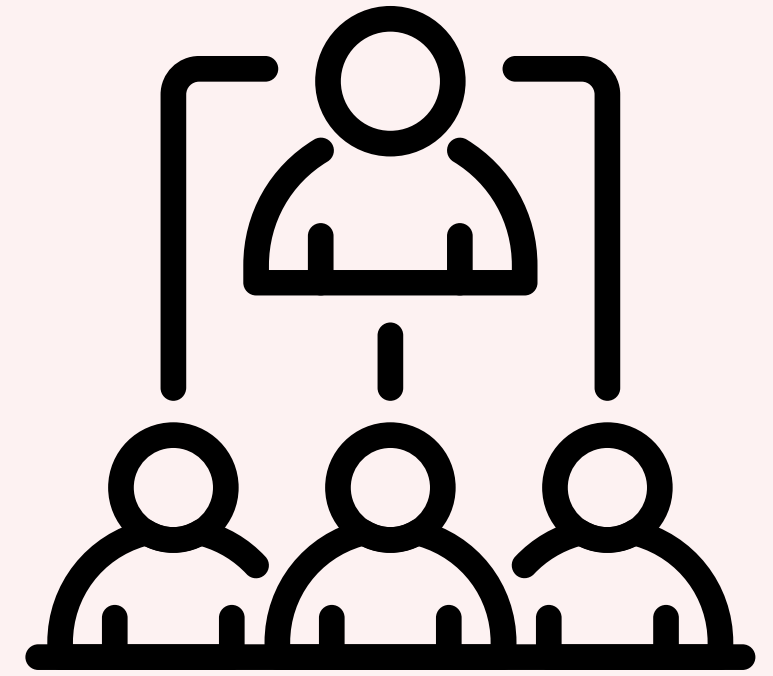
Outcome of the Conference:

- The participants' gain a holistic knowledge about best management practices at the organizations.
- The researchers gain an insight about the gaps in the area of Circular economy for the furtherance of their research.

Conference Sub Themes:

General Management

- Design thinking
- Migration Crisis during pandemic
- Impact of digitalisation on economy
- Multi company Ecosystem
- Geo political groupings & their impact on business
- Sustainable Business Strategies



Financial Management

- Transformation of banking, insurance & Financial markets
- Tech innovations in financial services
- Crypto Currencies
- Sustainability issues in finance
- Micro finance & Financial inclusion



Human Resource Management

- Work from home & its impact on efficiency
- HR analytics
- Labour & Industrial relations
- Job Skill developments
- Talent Management



Marketing Management

- Transforming Consumer Behaviour
- Digital Marketing
- Reverse marketing
- Technology applications – IOT, AI & Block chain
- Sustainable marketing



Any other papers with related themes will be accepted.

Guidelines for Paper Submission:

The soft copy of abstract and full length paper in MS word format along with duly filled in registration forms and Copyright form should be submitted /emailed to ncbmpmba@gmail.com Abstract of the paper should not exceed more than 300 words. The paper should not exceed 4,500 words including abstract. The full paper must carry Author/s, name/s, institute's complete address, e-mail id., contact number along with title of the paper on front page. At least one of the authors must preregister for the conference in case of multiple authors.

Abstract Submission (ncbmpmba@gmail.com)	18th March 2024
Communication of Abstract Acceptance	20th March 2024
Submission of Full Paper	26th March 2024
Last date for Registration	29th March 2024
Payment of Publication fee	2nd April 2024

- **Registration & Fees:** The interested participants can register to conference by sending soft copy of the registration form along with fees paid details by email or hard copy to the conference coordinator at Dr. Ambedkar Institute of Technology, Mallathahalli, Bengaluru-560056.
- **Link for Registration to the conference:** <https://forms.gle/HXBqZekLDdy9iTsB8>

Sl.No.	Participant/Category	Fees
1.	Academician/Faculty , Research Scholar, Industry Expert	Rs.500
2.	Students	Rs.200
3.	Publication fees (additional)	Rs.1000

- All the eligible papers will be published in UGC care Journals. Additional publication charges will be charged.

- **Bank Details**

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Account Number	04862010000050
Name of the Bank & Branch	Canara, Dr AIT Extn
IFSC	CNRB0010486

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