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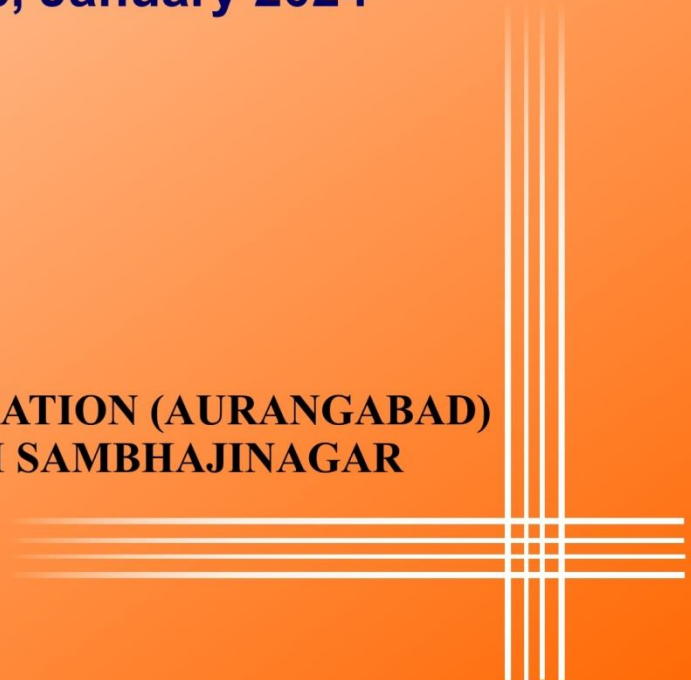
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V. P. Institute of Management Studies & Research,
Sangli (Maharashtra, India) on 13th January 2024

Special Issue, January 2024



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International Conference on “Technology and Innovation in Business”

On 13th January 2024

Special Issue, January 2024

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Phone: (0233) 2211467, 2212427

Website: www.vpimsr.edu.in E-mail: admin@vpimsr.edu.in



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Message from Principal's Desk

It gives us immense pleasure to inform you that, we are organizing an International Conference on **“Technology and Innovation in Business”** at V.P. Institute of Management Studies & Research, Sangli on 13th January 2024.

In order to seize the initiative in the fierce market competition, businesses must pay attention to the application of technological innovation, enhance the level of scientific and technological innovation of enterprises comprehensively through the application of diversified measures and improve the innovation mechanism. In the process of using technological innovation, some problems will inevitably arise. It is necessary for enterprises to take corresponding measures to give full play to the advantages of technological innovation in business management. In addition, businesses can not only achieve self-development but also can promote the development and progress of society by using innovative technology and combining results with actual process. Innovation is often necessary for companies to adapt and overcome the challenges of change. Achieving organizational and economic growth through innovation is key to staying afloat in today's highly competitive world. Innovation can distinguish business from others.

The emergence technologies like cloud and 5G, exponentially increased computing power and network speeds that can enable greater innovation. Developments in the metaverse of augmented and virtual reality open the doors to virtual research and development via digital twins, and immersive learning. Advances in AI, machine learning, and software 2.0 (machine-written code-ChatGPT) bring a range of new services and products, from autonomous vehicles to connected homes. AI driven speech, 5G, Augmented reality, Data analytics, Machine learning, Robotics, Industrial Internet of Things (IIoT) etc. are technologies that promise access to virtually unlimited computing power and massive data sets, as well as a huge leap in bandwidth at low cost, making it cheaper and easier to test, launch, and scale innovations quickly. The resulting acceleration in innovation will mean that companies can expect more disruptions from more sources. Centralized strategic and innovation functions cannot hope to keep pace on their own. Companies will need to be much more involved in networks outside their organizations to spot, invest in, and even acquire promising opportunities.

Thus the technology and innovation in business increases productivity of individuals, processes, and business models by giving new ideas to business leaders to increase efficiency with minimum resources by reducing business and other risks. Your active participation in the conference is highly solicited and appreciated.

Thank You !!!

Dr. R. A. Shinde
Principal,
VPIMSR, Sangli, Maharashtra - 416 414



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