



**CSIBER Trust's**

**V.P. Institute of Management  
Studies & Research, Sangli**

**Organizes**

# **International Conference**

**On**

**“Technology and Innovation  
in Business”**

**Day & Date**

**Saturday,**

**13<sup>th</sup> Jan, 2024**



# About VPIMSR



VPIMSR, Sangli named after the then Chief-Minister of Maharashtra State Shri. Vasantodada Patil was established in 1984 by the well-known versatile Visionary, Consultant and a leading Chartered Accountant Late Prof. Dr. A.D. Shinde Sir, whose Vision and Mission was to impart knowledge of professional programs and I.T. education to the student community at large.

The Institute is situated at the border of South Maharashtra and North Karnataka that has an influx of students who need improvement in their communication & professional development skills. In compliance with its Vision and Mission the Institute has strived to meet these needs in its dedicated and disciplined journey of 39 years. VPIMSR caters to the specific needs of the students coming from country side and from the less privileged classes who cannot afford to join the ostentatious B-Schools in the cities for pursuing their academic goals. The Institute enables such students to venture into the ever expanding dynamic world of business and develop multi-skills in their lives. The Institute has excellent infrastructural facilities viz. several imposing buildings, well equipped computer labs connected by networks and Wi-Fi, Audio Visual Hall, Language Lab, Management Lab, E-Library and a good learning resource center that includes E- learning facility with Online Examination Centre. The Institute is accredited by NAAC Bengaluru with 'A' grade.

# ABOUT CONFERENCE



Dear Sir/Madam,

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 13<sup>th</sup> Jan. 2024.

Technology and Innovation in business management could give full of vitality to the development of enterprises and it has become the trend today. This conference expounds the current development status of enterprise business management, and analyzes the role of technological innovation in business management. The strategies of the application of scientific and technological innovation is increasing the emphasis on the strengthening the cultivation of talents, and improving business with the help of scientific and technological innovation.

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.

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

# Sub Themes



## Business & Management

- Change Management
- Communications Management
- Environment Management
- Hospitality & Tourism Management
- Managing Innovation
- Disaster Management
- Operation Management
- Project Management
- Public Sector Management
- Risk Management
- Supply Chain Management
- Multinational Financial Management
- Emotional Intelligence
- Time Management
- Business Administration
- Business Fluctuations
- Organization Development & Change Management
- Business Leadership
- Business Models
- Law & Regulations in Business
- Emerging Markets
- Statistics in Business
- Culture & Ethics in Business
- E-Business
- Global Business
- Business Ethics

## Human Resource Management & Leadership

- Strategic HRM
- Employee Engagement
- HR Retention Strategy
- Global HRM
- Latest developments in Performance Management
- Managing Talent
- Creating Human Capital
- Organizational Development and Change Management
- HR shared services and outsourcing.

## Digital Technologies

- IoT
- AI
- Robotics
- Genetic Algorithms
- Machine learning
- Big data analysis
- Edge computing
- 5G Network
- Block chain
- Metaverse
- Computer graphics
- Soft Computing
- Fuzzy Logic
- Mining
- Cloud computing
- Clean energy
- Digital money
- Quantum computing
- Cyber security etc.
- Business Intelligence
- Green Computing
- Digital Marketing.

## Economics

- Applied Economics
- Comparative Economics
- Corporate Finance & Governance
- Corporate Social Responsibilities
- Economic Modeling
- Economics in households
- Global Economy
- Inflation
- Macroeconomics
- Microeconomics

## Marketing

- Brand Equity
- International Marketing
- Internet Marketing
- Telemarketing
- Social Media Marketing
- Marketing Analytics
- Customer Relationship Management (CRM).

## Banking & Finance

- Business Intelligence & Financial Intelligence
- Bankruptcy
- Budget Deficit
- Credit Risk
- Crypto Currencies
- SME Finance
- Development Banks
- European Currency Unit
- Federal Reserve System
- Forensics Accounting
- Financial Markets
- Global Financial Crisis
- Government subsidies
- Income Tax
- GST
- Microfinance
- Fiscal policy
- Mutual Funds
- Personal Finance
- Securities and Exchange
- Venture Capital etc.

## Library Science

- Best practices for services in Academic, Public and Special Libraries in digital area
- Outreach E-Services of Libraries
- Sustainable library building design
- Transition from print to non-print
- Libraries as community centers
- Green Libraries
- Innovation Services for Divyang
- Promotion and marketing of Library products and Services
- E-resources in academic library
- Digital library: Opportunities & challenges.

# International Conference



## PAPER SUBMISSION GUIDELINES

Research Papers should be based on listed topics in the sub themes or relevant of the conference. The abstract should be limited to 300 words and the research paper should be of 3000 words maximum typed in English, 12 point font size in Times New Roman. The paper should contain title, name of author/ authors, contact number, mailing address, brief profile of authors and under which sub theme the paper is to be considered. Paper should be sent through e-mail only at: [vpic2024@vpimsr.edu.in](mailto:vpic2024@vpimsr.edu.in) Selected Papers will be published as per author's choice either in peer reviewed journal with high impact factor with DOI number for each paper or in ISBN proceedings. The papers received after last date of registration will not be published.

## TIME LINE

**Last date for submitting full paper - 15<sup>th</sup> Dec, 2023**

**Intimation of paper acceptance - 20<sup>th</sup> Dec, 2023**

**Last date of Registration - 27<sup>th</sup> Dec, 2023**

## BEST PAPER AWARD

Two separate Paper presentation awards in the category of Research Scholars /Academician / Industry Experts and Students in Fond Memory of our Hon. Founder Director Late Prof. Dr. A. D. Shinde Sir.

# International Conference



## REGISTRATION FEES

### Registration Fee (Per Individual) - Rs. 500/-

Registration fee includes- high tea, breakfast, lunch and conference kit.  
There will not be provision for registration-in-absentia.

### Publication Opportunities (Maximum three Authors per paper) -

- 1. In an Edited Book with ISBN.**(Publication fees:-ISBN Book Rs. 350/-,Soft copy of ISBN Book Rs. 100/-,Rs. 350/- only for students includes lunch & Publication fees)  
Authors need to submit standard plagiarism checker report which is less than 20%.
- 2. In an ISSN Research Journal.**

Research Scholar	Academicians/ Industrialists/ Foreign Delegates	Only for Students Academic year 2023-24 with ID
Rs. 700/-	Rs. 1000/-	Rs. 350/- (Includes lunch & Publication fees)

**Note: Please mention publication details (ISSN or ISBN)**

## ACCOUNT DETAILS

**A/C Holder Name: V.P. Institute of Management Studies and Research, Sangli.**

**Name of the bank: Karnataka Bank Ltd, Sangli**

**A/C No : 7292000100051701**

**IFSC Code: KARB0000729**

**MICR Code: 416052151**

**Registration fee once paid will not be refunded. (Send Receipt of Payment on  
What Sapp – 9011984123)**



# International Conference



## OUR PATRONS

Dr. R. A. Shinde, Secretary & Managing Trustee, CSIBER, Kolhapur

Shri. R. A. Patil, Trustee, CSIBER, Kolhapur

CA Shri. Hrishikesh R. Shinde, Trustee, CSIBER, Kolhapur

Dr. B.P. Sabale, Ex. Vice Chancellor YCMOU, Nashik

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