

IASMS

IA School of Management Studies
(formerly known as INDIAN ACADEMY SCHOOL OF MANAGEMENT STUDIES)

Hennur Main Road,
Kalyan Nagar Post, Bengaluru - 560043



CONVERGENCE - 2023

VIRTUAL INTERNATIONAL CONFERENCE

on

***“Emerging Trends & New Perspectives
Disrupting the Business Landscape”***

12TH | JANUARY | 2023

ABOUT THE INSTITUTION

Indian Academy Education Trust (IAET)

IAET was established by **Dr. T. Somasekhar**, who is a visionary academician and a dynamic leader. The Trust's vision of offering top quality higher education solutions is ably nurtured by dedicated and accomplished trustees. Systematic execution of long cherished plans resulted in the establishment of many educational institutions in the last two decades. These institutions aim to impart formal, full-time education, are duly recognized by the State and Central Governments, and have been established and approved as per the guidelines of Statutory Bodies. The institutions listed below in the order of their establishment, comprise "**Indian Academy Group of Institutions**".

- **Indian Academy Degree College Autonomous - IADC-A**
- **Indian Academy Pre-University College - IAPUC**
- **Indian Academy College of Nursing - IACN**
- **Indian Academy School of Nursing - IASN**
- **IA School of Management Studies - IASMS**
- **Indian Academy Evening College - IAEC**

About IA School of Management Studies (IASMS)

IA School of Management Studies (IASMS) formerly known as Indian Academy School of Management Studies was established in the year 2004. It is affiliated Bengaluru North University (BNU), approved by AICTE and ISO 9001:2015 certified organisation by internationally reputed TUV Rheinland. It is committed to producing highly disciplined and talented graduates tailored to meet the challenges of the competitive corporate world. The institution educates and trains business graduates not only for career, but for life. The faculty members and students are encouraged to actively participate in all events that are academic as well as extra-curricular in nature. The institution constantly strives to organize many programs to enrich the intellectual capital of faculty and students in the areas of management and the International Conference of IASMS christened Convergence is an endeavour by the IASMS Team to bridge the gap between Academia, Industry and Public. We also take pride in the fact that IASMS has been consistently ranked among the Top Business Schools in India by magazines like The Week, Business India, Careers360 and Dalal Street Investment Journal.



ABOUT THE **THEME**

“Emerging Trends and New Perspectives Disrupting the Business Landscape”

Every business must be considered a global industry and every business is also a power house of deeply embedded knowledge. Ideological changes and technological revolutions are making the management and business imperative. It is no longer an option in the global market but a strategic imperative for all, in all the functional areas of the management and business. The changes emerging in the market requires a holistic development in the economy. In many emerging markets, despite a boost to output from stronger exports, domestic demand has been weaker than expected, reflecting in part tighter financial conditions, market conditions. For every cloud there is a silver lining, the global challenges faced by the business leaders either aids to lead, or to follow, or to get away. Every businessman does not try to get away but looks for new perspectives through social forces (values, needs and standards of behavior), political forces (influence of political, legal on people and organizations), economic forces (on availability of resources, production and distribution of resources among competing users) and environment forces (energy, health, power).

EMINENT SPEAKERS



***Mr. Shuvadip
Banerjee***

Chief Digital Officer (CDO)
ITC Limited
Chief Guest &
Key Note Speaker.



Dr. Pavan Soni

Innovation Evangelist
& Founder, Inflexion
Point Consulting.
Author of Design
Your Thinking
(Penguin, 2020).



Prof. G K Suresh

Director-Consulting &
Executive Programs,
People's Education
Society University.



***Mr. Shashank
Vagale***

Co-Founder of
Insourcelndia

OBJECTIVES OF THE CONFERENCE

This conference provides a platform for scholars, academicians, entrepreneurs, corporates and other stake holders to present and share their valuable ideas and knowledge on the emerging trends that are redefining the business landscape. The aim of the conference is to:

- To provide a platform for discussion, exchange of knowledge and ideas for researchers, academicians and professionals on the emerging trends that have led to disruption of the business landscape.
- To highlight the challenges and opportunities that emerges as a result of volatility in the business environment and looking forward to new perspectives, to lead in the market.
- To share knowledge on the response of organisations to changing trends in business in the form of new initiatives and strategies that may be vital for their sustainable growth.

TOPICS OF INTEREST

The conference covers a broad range of topics related to “Emerging Trends and New Perspectives Disrupting the Business Landscape”. Research paper and article submissions are invited (but not limited) to the following topics.

SUB THEMES

Banking and Finance

- Cloud Computing in Financial Services
- Big Data analytics for Financial Services
- Disruptive Financial Technological Innovations
- Innovations in Financial Models and Methods
- Virtual and Augmented Reality in Banking
- Transformation in Banking
- Digital India and FinTech - Payments & settlement systems
- Mobile Banking Services

Human Resource Management

- Working Remotely - A Predicted Future Trend
- Higher degrees of remote and flexible work
- (De-)Humanization of employees
- Investment in Re-skilling the Employees



- Performance Appraisal during Pandemic
- Thought Leadership
- Analytics and Artificial Intelligence in HR
- Digital rewards and recognition
- Managing the millennial generation

Marketing

- Interactive Content
- Shoppable posts
- Marketing Automation Software
- Native Advertising
- Augmented Reality in Marketing
- Inbound Marketing
- Virtual Reality
- Chabot's
- Artificial Intelligence
- Micro Influencers

General Management

- CRM
- Data Analytics
- Advertisement and Brand Promotion
- CSR / ISR
- E-Tailing
- Ethics and Corporate Governance
- Services Marketing
- Entrepreneurship and New Perspectives
- B2B, B2C, C2C, C2B
- International Business and Strategies
- E-Commerce and New Perspectives

GUIDELINES FOR PAPER SUBMISSION

- Research paper **should be in the form of Microsoft Word doc only** and has to be sent to the conference **e-mail id:** convergence@iasms.edu.in
- The manuscripts should not exceed more than 10 pages (A4 size), margin 1 inch on all sides, including figures, tables, in 1.5 line spacing, font style - Times New Roman and the font size 12.
- **First Page:** Title, Author(s) Name(s) and Affiliation(s) with contact number and email id.
- **Second Page:** Title, Abstract (between 200 - 300 words), Keywords (5) followed by the main text.
- Table title and the figure title (charts, diagrams and graphical presentations) with captions should be clearly mentioned and should be included in the text. They should be of clear quality, preferably in black and white and numbered consecutively. Source of the table and figures must be mentioned.
- Mathematical expressions, figures, charts should be presented in a way that will be easily printable.

- All manuscripts and papers submitted have to be original and not be copied from any other cited works.
- **For accepted papers, at least one of the authors is expected to present the paper in the conference and all the authors have to register for the conference to receive separate Certificate.**

IMPORTANT DATES

Abstract Submission Deadline - December 20th, 2022.

Acceptance Results - December 22nd, 2022.

Last Date for Online Registration - January 02nd, 2023.

Last Date for Submission of Full Paper - January 05th, 2023.

Conference Date - January 12th, 2023.

AWARDS FOR BEST PAPERS

Individual E-certificate will be provided to all paper presenters and registered authors. The paper with the highest score in 3 Categories will be declared “Best Paper” in the respective category by our independent judges. The decision of the Judges will be final. Internal Papers from IASMS are not considered for the Best Paper Title.

Prize Money for Best Paper

(Academicians and Corporate Category) - INR 3000/-

Prize Money for Best Paper

(Research Scholar Category) - INR 3000/-

Prize Money for Best Paper

(Student Category) - INR 2000/-

All the papers selected for presentation in the conference, will be published in the IASMS Journal of Business Spectrum bearing ISSN Number - 0974-8016.

PARTICIPATION

Empirical papers / Case Studies / Conceptual Papers can be contributed by Graduate and Post Graduate Students, Researchers, Academicians, Professionals and Industry representatives.

REGISTRATION FEES

- Academicians, Industry, Research Scholars - INR 250
- Student Category - INR 150 per head
- Scan the Barcode below to make the payment

To complete the registration process fill the Registration Form and send the scanned copy of the duly filled registration form along with the payment transcript after completing the payment to convergence@iasms.edu.in



CONFERENCE COMMITTEE

COMMITTEE CHAIRPERSON

Dr. Reena Shyam, Director, IASMS

CONFERENCE CONVENOR

Dr. Dhanya J S, Associate Professor, IASMS

ORGANIZING COMMITTEE MEMEBERS

Dr. Puja Archana Sahu, Professor

Prof. Shivashankarachar, Assistant Professor

Prof. Akshay, Assistant Professor

Prof. Afzal Basha, Assistant Professor

Prof. Brinda M, Assistant Professor

STUDENT CO-ORDINATORS

Ms Keerthana - 91081 83282

Mr. Vishnuvardhan - 70227 68027

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