

Important Dates

Submission of Abstract	Monday 6th February 2023
Last date of full Paper Submission	Monday, 20th February 2023
Initiation of Paper Acceptance	Tuesday 28th February 2023
Conference Date	Saturday, 25th March 2023

Registration Fees (Including GST)

Management/Technology Students: Rs. 500/-
 Research Scholars: Rs. 1000/-
 Academicians: Rs. 1,200/-
 Industry Delegates: Rs. 1400/-

Conference Attendance

On campus: Rs. 500/- per Person

Registration Link

<http://bit.ly/3pVyC6x>
 Authors are requested to e-mail their research papers/review articles at ptvaimresearchcell@gmail.com
 All accepted papers will be published in journal with ISSN number & those papers meeting the norms of UGC CARE / SCOPUS / ABDC / Web of Science will be published in UGC CARE / SCOPUS / ABDC / Web of Science Journals.

Important Note:

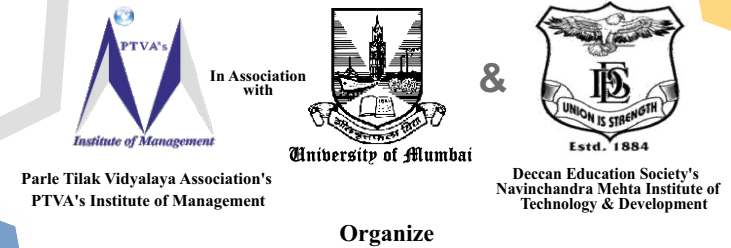
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Payment Details

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 Type of Account : Current Account
 Bank Name : Union Bank of India, Vile Parle East
 MICR No : 400026037
 IFSC Code : UBIN0531979

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- Dr. D. V. Pawar
Principal, Kirti College
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- Conference Convener**
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- Conference Co-convener**
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- Organizing Committee Members**
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Mr. Ajinkya Kumawat - 9765166313
Ms. Avanti Sathe - 9920706074
Ms. Swapnali Mahadik - 8898243116
Dr. Rasika Mallya - 9819682436
Mr. Rahul Wadekar - 9004092271



National Conference on Management & Technology (NCMAT 2023)

Transcending Business Paradigms: A Way Forward (Hybrid Platform)



Date: March 25th, 2023

Timing: 10:00 am onwards



About PTVA's Institute of Management

Established under the aegis of Parle Tilak Vidyalaya Association which is a 100 year old reputed Educational Trust in Mumbai well known for imparting value based, high quality, yet affordable education, PTVA's Institute of Management (PTVAIM) was founded in 2009 with an objective of offering quality Management Education to students interested in pursuing Post-graduate Degree in Management. It runs famous colleges such as Sathaye College, M. L. Dahanukar College of Commerce and Mulund College of Commerce, besides PTVAIM, in Mumbai. PTVA has been an alma mater to many famous personalities including:

Former Union Minister of Commerce & Industry and Civil Aviation, CA Shri. Suresh Prabhu

Air Chief Marshal Mr. Pradeep Naik

Former President of Institute of Chartered Accountants of India (ICAI). CA Mr. Mukund Chitale

Former CMD of Bank of India. Mrs. Vijayalakshmi Iyer

About DES's NMITD

It is our proud privilege to introduce Navinchandra Mehta Institute of Technology and Development, which has MCA and MMS programme of University of Mumbai. NMITD belongs to Deccan Education Society, Pune, which is in the field of academics since last 135 years. Some of the famous institutions run by DES are Fergusson College (Pune). Willingdon College (Sangli), IMDR (Pune), Kirti College (Mumbai) Some famous alumni of our Society include:

Ex-Prime Minister Mr. Narsimha Rao

Ex-Prime Minister Mr. V.P.Singh.

Cricket Legend Mr. Sachin Tendulkar

The Ace Rifle shooter Ms. Anjali Bhagwat

Introduction

National Conference on Management and Technology (NCMAT) is an annual management conference organized by PTVA's Institute of Management (PTVAIM) & Navinchandra Mehta Institute of

Technology and Development (NMITD). NCMAT 2023 aims at bringing together academicians, researchers and practicing managers to deliberate on business paradigm & practices: management, technology & transformation to businesses in modern era.

In the midst of this turbulent transformation of work, workplace, and workforce, NCMAT 2023 offers a forum for the exchange of knowledge, ideas, strategies, and information. The conference aims to promote research and theory development, thereby strengthening the scientific foundations of the management discipline. Plenary sessions will be delivered by eminent academicians, industry leaders as well as paper presentations by research scholars, academicians and corporate executives.

SUB-THEMES

Marketing –

1. Technology Integration in Sustainable Marketing
2. Marketing to Generational Groups
3. Self Service Technologies
4. AI Enabled Services
5. Relationship Marketing
6. Rural Market Transformation
7. Viral Marketing
8. Marketing and Salesforce Automation
9. Marketing of Technological Product
10. Neuro-marketing

Finance –

1. Trading, Pricing, Volatility and Efficiency
2. Banking and Risk Management
3. Financial inclusion and Payment systems
4. Fintech, AI & ML
5. Corporate Funding and Capital Structure
6. Corporate dividends
7. Corporate Governance, Mergers and Acquisitions
8. Cloud & Data Transformation in Banking.
9. Financial services automation
10. Cyber security: Data theft & Financial frauds.

Human Resource & Organizational Behavior –

1. Moonlighting
2. Quite-Quitting
3. Digital Leadership
4. Digitalization in HR
5. Talent Acquisition and Data Analytics
6. Management of Gig Employees
7. Compassionate Leadership
8. Employee Wellbeing
9. The influence of agility: Shaping the organization to compete.
10. Digital business agility and workforce transformation.

General Management and Operations –

1. Supply Chain Analytics
2. Industry 4.0
3. Quality 4.0
4. Manufacturing Process Automation
5. Smart Manufacturing with AI
6. Smart Logistics and Transformation
7. Sustainability and Green Systems
8. Technological Innovation and Entrepreneurial Management
9. Kaizen
10. Simulations and Decision Making

Information Technology –

1. Cyber safety and security in new era
2. Green Technologies, Energy Efficient Systems and Sustainable Computing
3. Computing E-Commerce, E-Governance, ERP, CRM & Knowledge Mining.
4. Wireless Networking and Next Generation Networks
Blockchain Technologies
5. Cyber Physical Systems
6. IoT /Artificial Intelligence / Neural Networks / deep learning
7. Big Data, Data Analytics and Cloud Computing
8. IT for Education, Health & Environmental Sustainability
9. Distributed and Cloud Computing, Parallel, Multi-core and Grid Computing, Data Mining and Business Intelligence



B. S. Mehta
Director
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Behind M. L. Dahanukar College,
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Deccan Education Society



University of Mumbai



Parle Tilak Vidyalaya Association's
PTVA'S Institute of Management

Navinchandra Mehta Institute of Technology & Development,
Parle Tilak Vidyalaya Association's PTVA's Institute of
Management, Kirti M. Doongursee College &
Smt. Jayshree Sharadchandra Kothari Business School

In Association with
University of Mumbai
Organizes

*Virtual National Conference on
Management & Technology
2022*

Management and Technology Applications in a
Hybrid Organization - NCMAT 2022

***Registration Fees (Including GST)**

Management/Technology Students	500
Research Scholars	1000
Academics	1000
Industry Delegates	2000
In-absentia	2000



B. Chmubh
Director
PTVA's Institute of Management
Chhatra Kothari Marg,
Smt. M. L. Dhanurkar College,
Vile Parle (E), Mumbai-400 057.

**Virtual
Platform**

Registration QR Code



Registration Link

<https://forms.gle/KYPZfWgCpYnDTPm49>

 **MAR 12** |  **10 AM**

JOIN US

ABOUT DES's NAVINCHANDRA MEHTA INSTITUTE OF TECHNOLOGY AND DEVELOPMENT

It is our proud privilege to introduce Navinchandra Mehta Institute of Technology and Development, which has an MCA and MMS programme of University of Mumbai. NMITD belongs to Deccan Education Society, Pune, which has been in the field of academics for the last 130 years. Some of the famous institutions run by DES are Fergusson College, Pune, Willingdon College (Sangli), IMDR (Pune). Some famous alumni of our Society include:

- Ex Prime Minister **Mr. Narsimha Rao**
- Ex Prime Minister **Mr. V.P.Singh**
- Cricket Legend **Mr. Sachin Tendulkar**
- The Ace Rifle shooter **MS. Anjali Bhagwat**



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Behind M. L. Dahanukar College,
Vile Parle (E), Mumbai-400 057.

ABOUT PTVA's INSTITUTE OF MANAGEMENT

PTVA's Institute of Management is run by Parle Tilak Vidyalaya Association (PTVA), an Educational Trust which was established in the year 1921 as a rich tribute to iconic freedom fighter, Lokamanya Bal Gangadhar Tilak. PTVA is a trusted name and is known for its value-based quality education. It runs famous colleges such as Sathaye College, M. L. Dahanukar College of Commerce and Mulund College of Commerce, besides PTVAIM, in Mumbai. PTVA has been an alma mater to many famous personalities including:

- **CA Shri. Suresh Prabhu**, Former Union Minister of Commerce & Industry and Civil Aviation, CA
- Air Chief Marshal, **Mr. Pradeep Naik**
- **CA Mr. Mukund Chitale**, Former President of Institute of Chartered Accountants of India (ICAI),
- Former CMD of Bank of India, **Mrs. Vijayalakshmi Iyer**

ABOUT KIRTI M. DOONGURSEE COLLEGE

The Deccan Education Society was established in 1884 by patriotic visionaries with the aim to facilitate education at a low cost to the masses through the setting up of new schools and colleges. Kirti M. Doongursee College, which forms a part of this rich legacy founded in 1954, shares the same vision and mission – empowerment through education by imparting students with knowledge and life skills by, as Albert Einstein rightly quoted, “training of the mind to think”. Our aim at the Kirti M. Doongursee College is to make every student self-reliant, resilient and adaptable – qualities that will make not only our students' industry ready and employable but also “life” ready and a “people of integrity”.

ABOUT SMT. JAYSHREE SHARADCHANDRA KOTHARI BUSINESS SCHOOL

Dedicated to late Shri. Sharadchandra S. Kothari's wife Smt. Jayshree Sharadchandra Kothari, the foundation stone was laid in the Mumbai Campus of the Deccan Education Society. Smt. Jayshree Sharadchandra Kothari Business School, is an AICTE Institute, with PGDM as its flagship programme. The atmosphere at JSKBS is innovative, modern, and technology driven. And at the core of it, the focus is on knowledge and a holistic approach to education is followed.

The PGDM programme of Smt. Jayshree Sharadchandra Kothari Business School is designed to prepare its students to stand out on the frontiers of the sunrise sectors and career profiles. The programme offers the cutting-edge curriculum, inter-disciplinary focus and complete freedom through the Choice Based Credit System. The programme focuses heavily on experiential learning by integrating comprehensive industry internships under the guidance of industry mentors.

INTRODUCTION

The 6th National Conference on Management and Technological Applications in a Hybrid Organization– NCMAT 2022, which will take place in Mumbai on the 12th March 2022 virtually, will focus on the challenges of effectively disseminating all of the latest information generated in the fields of management and technology. With the rapid advancement of technology, young academicians, students, researchers, corporate professionals are finding it more challenging than ever to stay updated. This conference strives to keep them abreast on all of the current developments.

Management and Technology Applications in a Hybrid Organization – NCMAT 2022

“A hybrid organizational structure can bring greater awareness of intricacies and systemic value of organizational systems, processes, people dynamics, technology, and resource allocation, etc.”

- Pearl Zhu, Digital Hybridity

Preamble



The right hybrid workplace technologies can support all the stakeholder's experience, lower retention, support and help maintain organizations a competitive edge. The pandemic sparked exponential changes about remote work and demonstrated how productive it can be. Now, as some companies choose to move away from remote work toward hybrid models, technology issues become more complicated. The hybrid workplace model is a blend of in-person and remote workers, where in any given week, employees may split their time between coming into work on-site and working from home.

Improving sustainability through the transition to hybrid work provides benefits for employers, employees, and the environment, all at the same time. That's because many of the systems, measures, and technologies that create a better hybrid work experience also enable more-efficient management of physical office resources, from smarter use of space to conservation of energy and water. Creating that more sustainable and flexible workspace is a win-win situation. more sustainable and flexible workspace is a win-win situation.

Important Dates

Last date of Full-Length Paper Submission	Friday, 25 th February 2022
Intimation of Paper acceptance	Tuesday, 1 st March 2022
Last Date of Registration	Wednesday, 2 nd March 2022
Conference Date	Saturday, 12 th March 2022



EVENT HIGHLIGHTS

Research papers will be published in UGC/SCOPUS/Web of Science indexed journals

Eminent personalities from industry as well as academia shall share their thoughts on the theme of the conference

Networking with industry leaders, senior academicians & research scholars

PLEASE NOTE

If the paper is to be published in a UGC CARE/recognized high impact factor journal it will involve additional charges.

Authors are requested to e-mail their research papers /review articles at ncmat@nmitd.edu.in

All accepted papers will be published in a journal with ISSN number & those papers meeting the norms of UGC CARE / recognized high impact factor journal, will be published accordingly in UGC CARE / Scopus/ Web of Science indexed journal.

Research papers will be reviewed by Single-blind peer review process



Beshmukh
Director
PTVA's Institute of Management
Chitrakar Kelkar Marg,
Behind M. L. Dahanukar College,
Vile Parle (E), Mumbai-400 057.

SUB - THEMES FOR CONFERENCE

▶ MARKETING

- › New Trends in Marketing
- › Role of social media in building connects and changing consumer preferences globally
- › The emergence of “new markets” under the changed global scenario
- › Social Media Analytics
- › Digital disruption in the field of marketing

▶ FINANCE & ECONOMICS

- › New Age Financial Services
- › Cryptocurrency and Blockchain Technology
- › COVID 19 Impact on Financial activities
- › New trends in Investment and Investors behavior
- › Use of AI in decision making for investment
- › Data driven investment

▶ HUMAN RESOURCES & GENERAL MANAGEMENT

- › New trends in HR practices
- › HRM Policies and Practices for responding Disruptive Innovations
- › People analytics and future workforce
- › Organizational Resilience
- › Importance of employee retention during pandemic
- › Impact of pandemic on CTC



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Director
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Chitrakar Kulkar Marg,
Behind M. L. Dahanukar College,
Vile Parle (E), Mumbai-400 057.

▶ OPERATIONS

- › Going Phygital
- › New trends in Operations
- › New Age Supply Chain/ Block Chain Technology
- › Digital Business Models
- › AI in operations
- › Data driven decision making



SUB - THEMES FOR CONFERENCE

INFORMATION TECHNOLOGY

- ▶ Cyber safety and security in new era
- ▶ IT for Education, Health & Environmental Sustainability
- ▶ Artificial Intelligence, Neural Networks, deep learning
- ▶ Green Technologies, Energy Efficient Systems and Sustainable Computing
- ▶ E-Commerce, ERP, CRM & Knowledge Mining
- ▶ E-Governance
- ▶ Distributed and Cloud Computing, Parallel, Multi-core and Grid Computing
- ▶ Data Mining and Business Intelligence
- ▶ Big Data Analytics
- ▶ Education Informatics
- ▶ Software Engineering & emerging technologies, Agile Technologies,
- ▶ Data Communication, Computer Networks and Information Security
- ▶ Fuzzy, Soft Computing and Nature Inspired Computing
- ▶ Wireless Networking and Next Generation Networks
- ▶ Blockchain Technologies
- ▶ Data Privacy and Data Protection in the Age of Data Science
- ▶ Computer Vision, Computer Graphics and Image Processing
- ▶ Virtual & Augmented Reality, Metaverse and Gaming
- ▶ IoT, Pervasive Computing and Cyber Physical Sy

***The list is indicative but not exhaustive.**

All accepted papers will be published in a journal with ISSN number & those papers meeting the norms of UGC CARE / recognized high impact factor journal, will be published accordingly in UGC CARE / Scopus/ Web of Science indexed journal.

Registration Fees can be paid on the following saving bank account details:

Account Name	DES's NMITD
Bank Name	HDFC Bank
Account No.	50100318388817
Account Type	Current Account
IFSC CODE	HDFC0000012
Branch Add	Prabhadevi, Dadar 25

In case of payments made by DD, issue the payments in favor of "DES's NMITD" payable at Mumbai

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4. Hon. Shri. CA Anil Ganu, President, PTVA
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10. Dr. Shriram Nerlekar, CEO, DES
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Director
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Director, DES NMITD

Conference Convener

Dr. Anand Hindolia
Head Research Cell,PTVAIM

Conference Co-Convener

Dr. Kasturi R Naik
- Convener, Research Committee, NMITD

Mrs. Trupti Gupte
- Member, Research Cell, PTVAIM

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Dr. Girish Pawar – 9821580220
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Mrs. Shalini Kakkar - 9867777790
Mrs. Trupti Gupte - 8454044530
Mrs. Aparna Patil - 8097252378

Important Dates

Last date of Full Length Paper Submission	Tuesday, 2nd March 2021
Intimation of Paper acceptance	Thursday, 4th March 2021
Last Date of Registration	Thursday, 4th March 2021
Conference Date	Saturday, 6th March 2021

Registration Fees (Including GST)

Management / Technology Students : Rs. 500/-
Research Scholars : Rs. 2,750/-
Academicians : Rs. 3,000/-
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Board Member, PTVA

Adv. Shri Neel Helekar
Trustee, DES

Conference Chairman

Dr. Harish Kumar S. Purohit - Director, PTVAIM

Conference Convener

Dr. Samadhan K. Khamkar - Director, DES's NMITD

Conference Co-convener

Dr. Tejashree Deshmukh - Dean Academics, PTVAIM
Dr. Rasika Mallya - Associate Director, NMITD

Organizing Committee Members

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Mrs. Shalini Kakkar - 9867777790
Mrs. Trupti Gupte - 8454044530
Mr. Abhishek Deokule- 9967016980
Mrs. Aparna Patil - 8097252378
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Ms. Swapnali Mahadik - 8898243116



Parle Tilak Vidyalaya Association's
PTVA's Institute of Management



&



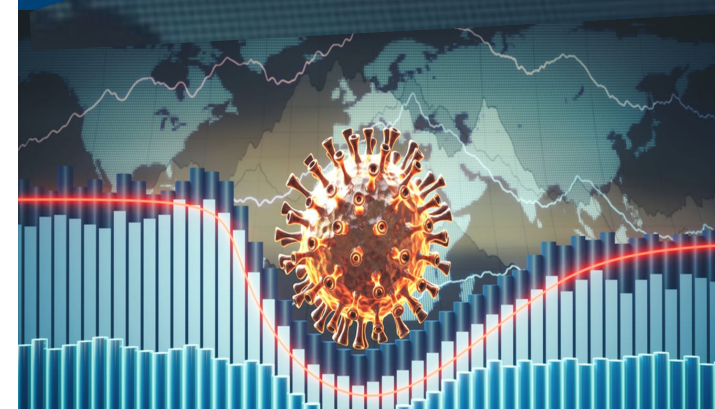
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Navinchandra Mehta Institute of
Technology & Development



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Vile Parle (E), Mumbai-400 057.

In Association With
University of Mumbai
Organize

Virtual National Conference on Management & Technology (NCMAT 2021)
Leveraging Technologies & Management Skills To Improve Economy During 'New Normal'
March 6, 2021



Virtual Platform | Time: 10:00 am onward

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- Former CMD of Bank of India, Mrs. Vijayalakshmi Iyer
- Director of Medical Education & Major Hospitals in BMC

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- Ex-Prime Minister Mr. V.P.Singh
- Cricket Legend Sachin Tendulkar
- The Ace Rifle shooter Anjali Bhagwat
- Mr.B.D.Katty, Ex-Vice President of India



Introduction

All countries across globe are striving hard to pull economies out of COVID-19 induced recession. There is a need for extensive research for understanding impact of the crisis on people and businesses and to find effective solutions to these problems. The key areas under exploration here are Human Behaviour Management skills and technologies. COVID-19 has questioned every successful management strategy and our personal and professional life. The situational questions for research that are raised here are: Will the same management principles and strategies help us to recover from the crisis? and What changes in business management may make recovery faster?

Though the world was slowly preparing itself for digital transformation. COVID 19 has forced all of us to embrace digitalization on an immediate & urgent basis and this shall accelerate several major trends that were already well underway before the pandemic. Companies will need to provide products and services that adhere to the most rigorous health and safety conditions and be able to show or explain them to clients. Pertinent questions are raised that explore answers to following points: What do we need to do to: build innovations that reduce human-to-human contact, automate processes, optimize work from home while allowing the people to maintain their psychological health, increases accessibility to e-learning and enhance productivity amidst social distancing.

Sub-Themes

Entrepreneurship

- Entrepreneurship Opportunities in the New Normal
- Social Innovation and Entrepreneurship, Sustainable Entrepreneurship
- New Technology Entrepreneurship
- Women Entrepreneurship, Rural Entrepreneurship, Green Entrepreneurship
- Entrepreneurship Education - Role of Universities and University Incubators
- Government policies to promote entrepreneurship in times of crisis

Marketing

- Marketing Challenges in the New Normal
- Marketing Communications in times of crisis
- Globalization strategies post pandemic
- Changing dynamics of new Supply Chain models
- Pricing strategies in the new normal
- Consumer behaviour post pandemic
- Demands of the new e-Marketplaces
- Creativity & Innovation in the digital economy

Finance & Economics

- Financial Management in the new normal
- Financing Innovations and Start-up ventures
- Stock Exchange Performance during and after pandemic
- Banking Challenges & NPAs
- Social Banking and Micro - finance
- Investment behaviour post pandemic
- Economic Challenges and Opportunities in the New Normal

Sub-Themes

HR & General Management

- Organizational Changes in the New Normal
- Employee Engagement in times of crises
- Work Life Balance in the new normal
- Global talent Mobility post pandemic
- Ethical Issues in Work from Home culture
- Leadership and Sustainability
- Sustainability of Organizations during and post pandemic
- Knowledge Management in the new normal
- Employee Behavioural Challenges post pandemic
- Managing Teams
- Coping with Uncertainties
- Emotional & Physical health impact on online Education

Operations

- Service Operations Management
- Logistics & Supply Chain Management during pandemic
- Operational efficiency of manufacturing and/or service sector
- Supply Chain Management of Agro based products in India
- Global business operations management
- AI and Operations Analytics

Education

- Digitalization in Education
- E-learning vs traditional learning
- Challenges of E-learning

Information Technology

- Knowledge Management, ERP, CRM, E-commerce and Knowledge mining
- IT for Environmental Sustainability
- IT for Agricultural Development
- IT for Consumer Rights
- IT for Crisis Prevention & Recovery
- E-Governance
- IT for Disaster Management and Recovery
- Distributed & Cloud Computing
- Parallel, Multi-core & Grid Computing
- Changing software architectural paradigms
- Multimedia Computing
- Information and Collaboration systems
- Education Informatics
- Green Technology & Energy Efficient systems
- Big Data Analytics
- Data Mining & Business Intelligence
- Data Science & Machine Learning
- Mobile Computing
- Evolving entertainment technologies
- AI, Neural Networks, Fuzzy & Soft Computing
- IT for Water Resource Management
- Robotics and Automations
- Latest trends in software engineering



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Important Dates

Last Date for Full Length Paper Submission	Monday, 10 th February 2020
Intimation of Paper Acceptance	Saturday, 15 th February 2020
Last Date of Registration	Thursday, 20 th February 2020
Conference Date	Saturday, 29 th February 2020

Registration Fees (Including GST):

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Research Scholars: Rs. 1,200/-

Academicians: Rs. 2500/-

Industry Delegates: Rs. 3000/-

Inabsentia: Rs.2000/-

Registration Link

<https://forms.gle/quNPGXxFFrBeB7XQA>

All accepted papers will be published online in journal with ISBN number and selected papers will be published in journal listed in UGC-CARE.

Payment Details

Registration Fees can be remitted through Demand Draft drawn in favor of "DES's NMITD" payable at Mumbai and sent to The Director, NMITD, Veer Savarkar Marg, Kirti college Road, Dadar (West), Mumbai: 400028. For joint papers, each author will have to register separately.

Even online payment can be done on the following saving bank account details:

ACC. No.: 30397197614

Bank Name: State Bank of India

Customer Name: D.E. SOC's NMITD

IFSC Code: SBIN0005355

Advisory Committee

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Chairman, DES

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Secretary, PTVA

Adv. Shri. Neel Helekar
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Dr. Snehlata Deshmukh
Board Member, PTVA

Shri. Ajit Palekar
CDC Chairman, DES's NMITD

Mr. Sunil N Mehta,
Vice-President, Alok Industries

Conference Chairman:

Dr. Samadhan K. Khamkar, Director – DES's NMITD

Conference Convenor:

Dr. Harish Kumar S.Purohit, Director –PTVAIM

Conference Co-Convenor:

Dr. Rasika Mallya, Associate Director – DES's NMITD

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National Conference on Management
and Technology (NCMAT 2020)
Leveraging Innovation, Management
and Technology for Vision 2025
February 29, 2020



Venue

DES's NMITD, DES Mumbai Campus,
Off Veer Savarkar Road,
Dadar (West), Mumbai 400028,
Phone : 022 62764580/81/61

ABOUT DES's NMITD

It is our proud privilege to introduce Navinchandra Mehta Institute of Technology and Development, which has MCA and MMS programme of University of Mumbai. NMITD belongs to Deccan Education Society, Pune, which is in the field of academics since last 135 years. Some of the famous institutions run by DES are Fergusson College (Pune), Willingdon College (Sangli), IMDR (Pune), Kirti College (Mumbai). Some famous alumni of our Society include:

- Ex Prime Minister Mr. Narsinha Rao
- Ex Prime Minister Mr. V.P.Singh
- Cricket Legend Sachin Tendulkar
- The Ace Rifle shooter Anjali Bhagwat
- Chief Information Officer in the Obama government USA, Mr. NitinPradhan

Introduction

The size of the India economy is currently around INR 190 lakh crore (GDP at current market prices, 2018-19) which comes out to be \$2.8 trillion, converting it in dollar terms taking average exchange rate of the financial year. This means the Indian economy needs to almost double its size in next five years to realize the target of reaching the \$5 trillion mark and get global recognition as the third largest economy in the world by 2025. The Government of India has also set an ambitious target of increasing the contribution of manufacturing output to 25 per cent of Gross Domestic Product (GDP) by 2025, from 16 per cent currently. India's manufacturing sector has the potential to touch US\$ 1 trillion by 2025. There is potential for the sector to account for 25-30 per cent of the country's GDP and create up to 90 million domestic jobs by 2025. Further, India is ready to take a quantum leap globally, due to service sector. Service economy is now considered the golden key to India's future. Services sector contributes more than 60% to India's economy and 28% to the total employment. Attracting highest FDI inflows, services sector is on a growth trajectory driven by digital efforts of the government and highly skilled and low cost manpower.

Current advances in technology present newer avenues for growth. It is interesting to note that in the next 5 years, global application technology market is expected to be worth US\$86 billion and the Indian application technology market is also expected to grow at 12% CAGR and touch US\$4 billion. The Indian Information Technology sector is visualizing their growth through emerging technologies like 5G, Block Chain, new developments like 4.0 and 5G technology, block chain faces global headwinds like Brexit but developments around Globalization 4.0 and 5G technology will bring growth for the industry this year. The Big Data Analytics market in India is currently valued at \$2 Billion and is expected to grow at a CAGR of 26 percent reaching approximately \$16 Billion by 2025, making India's share approximately 32 percent in the overall global market. The IoT market shows a similar growth trajectory and is fore casted to reach \$15 Billion by 2020

The objective of the National Conference on Management and Technology is to provide a platform for deliberations and constructive dialogue on strategies, policies and issues pertinent in India's growth story. This will be achieved through multi-disciplinary views presented as papers and deliberated in the proceedings from both academics and practicing executives from industry.

SUB THEMES – Management

1. Emerging and Innovative Business Models in India
2. Leveraging Technology for Finance
3. Diversity Management
4. Leveraging Innovations
5. Leveraging AI for Business
6. Leveraging Technology in the Marketing Mix
7. Digital Marketing
8. Law and Management
9. Brand Management
10. Customer Relationship Management
11. Consumer Behavior
12. Service Management
13. Logistics and SCM
14. HRM
15. Work life balance & EI

SUB THEMES – Technology

1. Data Analytics
2. Data Science
3. AI in multiple domains
4. Mining: Data, Text, Web
5. Business Intelligence
6. IoT market in India and its future
7. Cloud Computing
8. Implementation of Block Chain across sectors and evolving technologies
9. Technical Innovations and Solutions
10. Agile software development
11. AI and software engineering
12. Human-computer interaction
13. Robotics
14. e-Agriculture
15. e-Governance

