SCHOOL OF MANAGEMENT STUDIES
GIET UNIVERSITY, GUNUPUR

ORGANIZES

AICTE Sponsored Two Days **National Conference**

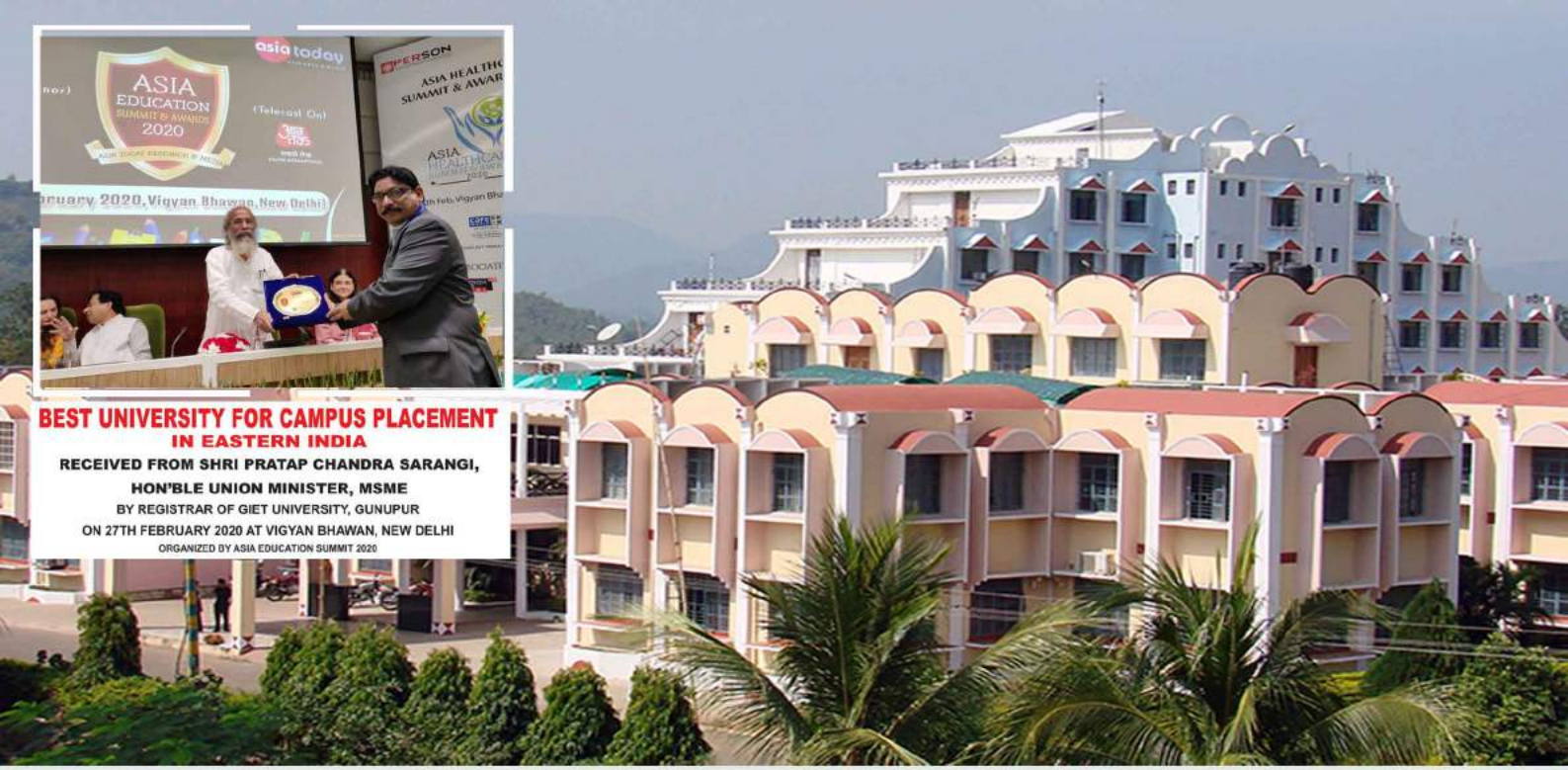
on

Call of the Secondary Sectors - A Futuristic Approach

www.giet.edu

CSS FA - 2020

November 7 & 8, 2020



About the University

GIET University, Gunupur (formerly known as Gandhi Institute of Engineering and Technology) was established by "Vidya Bharati Educational Trust," Gunupur, Odisha, India in the year 1997.

Since inception, the Trust promotes Technical Education in India with a motto of providing Quality Education in a highly disciplined and conducive environment with International Standards.

VISION

To be a renowned and Globally Recognized University giving importance to academic excellence with latest technology, Research, Innovation and Entrepreneurial Attitude.

MISSION

1. To create innovative and committed work force to cater to the societal, environmental and economic needs of the Nation.
2. To promote Education and Research Globally at par with the international standards
3. To prepare the future leaders with latest skills befitting to become Entrepreneurs or Employable.
4. To support and uplift the meritorious students of this Tribal Area to

Accreditions

WE HAVE HIGHEST QUALITY ACCREDITATION FROM GOVT. OF INDIA ETC. FOR ALROUND EXCELLENCE

Accredited by NAAC (UGC, Govt. of India) "A" GRADE COLLEGE

Accredited by NBA NATIONAL BOARD OF ACCREDITATION (AICTE) (Seven Branches)

DSIR RECOGNIZED

ISTE Best Engineering College Award

AICTE

MSME Ministry of MSME, Govt. of India MSME Innovation - Incubation Centres

competition success review Ranked 1st among Top Private Engg. College of Eminence in Odisha by "COMPETITION SUCCESS REVIEW", 2017.

SESI SOLAR ENERGY SOCIETY OF INDIA

ASSOCHAM INDIA

COMPUTER SOCIETY OF INDIA ESTD. 1965

INDIA TODAY The best Engineering College of Odisha Award

CII Confederation of Indian Industry

NPTEL

School of Management Studies

GIET University's School of Management Studies (SMS) is an International Level B-School approved by AICTE, New Delhi. Since inception, SMS has been known for its flagging zeal for excellence & industry oriented education. Its MBA program has helped the students to build on modern concepts in management, & thinking in practical settings at the work place.

School of Management Studies was started in 2001 (Then known as Gandhi Institute of Management Science) & has an excellent track record of producing world class managers for various MNCs from India & abroad, who are the regular recruiters for the students. SMS is proud to have its alumni in various big brands like Coca cola, Tech Mahindra, Burger paints, Jindal steels, AXIS Bank IDBI, SBI & so on. Various foreign MNCs recruit students from SMS at a very handsome package.

Situated in Southern Odisha, SMS is placed within a vast & well planned most beautiful Campus in the lap of Eastern Ghats, stretching up to 62 acres. The serene & tranquil atmosphere away from the hustle and bustles of city life provides a perfect ambience for scholarly pursuits. The 24x7 Wi-Fi enabled campus air -conditioned class room, well stocked library & state of art computer lab facilitate the students' pursuit of higher learning, with an added advantage of residential facility for all the students.

SMS believes that true Management Education (MBA) is not just in providing the student with better academic inputs but in developing competence and refining individuals into better leaders, who can aspire to be successful both on their professional as well as their personal fronts. SMS does not limit itself to the traditional theories & books. Students here are regularly provided with the opportunity to learn the latest technologies & developments in the industries by interacting with the corporate experts through seminars & guest lectures.. SMS encourage students to acquire experiential learning by practically implementing the knowledge they gain. This is why SMS has attracted students from not only all over the country but from neighboring countries like, Nepal, Bhutan etc as well.

The Institute offers MBA in Marketing, Human Resource, Supply Chain Management, Finance, IT & Systems, Agribusiness & Rural Management, Digital Marketing & Entrepreneurship.

About E - Seminar

India is standing on an isthmus of becoming a developed country. Coming all the way from one of the poorest countries with a mere 0.27 percent global GDP contribution to 7.7 percent today. It has been possible due the growth in all economic sectors i.e. primary, secondary and tertiary. But the growth among sectors is not equiproportional. Specifically the growth in secondary sector is far lesser as compared to other sectors of Indian economy. Thus there is an urgent need of coordinated, short and long term action to boost the manufacturing competitiveness to stimulate Indian economy. The growth in secondary sector will not only add up to both the other sectors but also will solve unemployment problem. That is the call of the day and hence is the theme.

TRACKS & SUB-THEMES

Financial Management

- Digital Financing practices
- Merger & Acquisition practices
- Digital Accounting practices
- Financial Management
- Sectoral Growth trends

Human Resources Management

- Multi Cultural Dynamics
- Labour laws in India
- Global HRM practices
- Virtual HRM practices
- CSR practices

Marketing Strategy

- Integrated Marketing practices
- Cross Functional Marketing practices
- Marketing Information System
- Core Competencies of Manufacturing
- Green Marketing practices

Poduction & Operations Management

- Lean Manufacturing practices
- Six Sigma practices
- Kaizen & TQM practices
- Supply Chain Management
- Digital Manufacturing practices

Entrepreneurship

- Business Models for Manufacturing Sectors
- Entrepreneurship and gender in relation
- Rural Entrepreneurship
- Entrepreneurship Growth &Competitiveness
- Entrepreneurship & governmental support

Economics

- Trade war in Manufacturing Sectors
- Economic slowdown and its impact
- Geo-political impacts on practices
- Government and Economic Reforms
- Corporate Governance practices

The CSS-FA tracks and sub-themes have been designed to identify different managerial and socio-economic issues and challenges in order to find the innovative solutions for the betterment and development of the secondary sectors.

The seminar aims to offer the best solutions that provides an efficient, sustainable and positive socio-economic and managerial change or solution for the business/ social problems.

Original research papers related to the seminar themes and sub themes are invited for presentation at the seminar are under the given tracks

Important Dates

30th Oct. 2020: Last Date to Submit Abstracts
1st Nov. 2020: Last Date to Submit Full Paper
6th Nov. 2020: Pre Seminar Workshop
7th Nov. 2020: Inauguration & Presentation
8th Nov. 2020: Presentation & Validation

Esteemed Chief Guest

Prof. K.K. AGGARWAL

Chairman,
National Board of Accreditation

Former Founder, Vice Chancellor, GGS Indraprastha University, Delhi
Former Chairman, Board of Governors, MNIT, Jaipur.

Prof. Aggarwal obtained his Engineering Degree from Punjab University and Masters degree from Kurukshetra University securing First position in both. Later, he did his Ph.D in Reliability Evaluation and Optimization also from Kurukshetra University. In 1975, he rose to the level of Professor at an age of 27½ years, probably the youngest person in the world to have achieved this level. After a distinguished service of 27 years at NIT, Kurukshetra, Prof. Aggarwal was appointed pro Vice-Chancellor, Guru Jambheshwar University (Technical University of Haryana), Hisar for a period of three years, and then in 1998 appointed as Founder Vice Chancellor of GGS Indraprastha University, Delhi. He continued on this position upto November, 2008.

He has been President of the Institution of Electronics and Telecommunication Engineers (IETE) for the period 2002-2004. During this period, this Institution witnessed an unprecedented growth and made a remarkable impact on the society in general & IT professionals in particular.

He also served as Sectional President (IT & CS Section) in the Indian Science Congress Association, President, Computer Society of India for the period 2007-2009 and President of South East Asia Regional Computer Confederation (SEARCC) for the years 2008-10.

Prof. Aggarwal has extensively worked in various fields of Electronics and Computer Engineering. Has published about 400 papers in the reputed journals - about 50% of these in international journals. He has been invited to deliver lectures in several Universities in India and abroad, such as University of Berkley, USA; University of Cincinatti, USA; Florida State University, USA; University of Birmingham, UK; Technical University of Germany, etc.

Prof. Aggarwal was honoured by the Reliability Society of IEEE, USA for his services as Guest Editor for the special issue on “State of Reliability Effort of the Indian Sub-Continent”. He was declared as the Man of Decade, Man of the Century and finally Man of the Millennium by American Bibliographical Institute, USA. He was also awarded Delhi Ratan by the All India Conference of Intellectuals. International Biographical Centre, England has published his biography in “The First Five Hundred – at the new millennium” in July 2000. The Broadcast Engineering Society of India honoured him by conferring Honorary Fellowship on him in February, 2001 and the Computer Society of India Conferred the Fellowship on him in 2003. Prof. Aggarwal was conferred Distinguished Fellowship in 2010 and the very First Life Time Achievement Award in 2011 by the Institute of Electronics and Tele-Communication Engineers, India. Computer Society of India also conferred the Life Time Achievement Award on Prof. Aggarwal during 2016.

SPECIAL GUESTS

Prof. (Dr.) Atanu Ghosh
Former Dean
Alumni & External Relation
IIM, Ahmedabad

Prof. (Dr.) K.S. Rana
Vice Chancellor
Kumaun University

Prof. (Dr.) Lallan Prasad
Former Vice Chancellor
Jaipuria University

Professor (Dr.) A.K. Sinha
Vice Chancellor -
Chhatrapati Shivaji Maharaj University

Mr. Atul Behari Bhatnagar
Board Member
Pan India IIT Foundation

Prof. (Dr.) Shridhar Iyenger
Vice Chancellor
Kalinga University

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New York Life Insurance

Dr. Subrata K. Biswal
Regional Incharge
EDII, Bhubaneswar

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Dean
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GIET University, Gunupur

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Head
School of Management Studies
GIET University, Gunupur

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Dr. Manav
Assistant Professor,
School of Management Studies

Organising Committee

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Mail: drcsms@giet.edu

Programme Schedule

07 Nov. 2020 — Day One

08.30 - 09.15 am	Online Registration
09.15 - 09.20 am	Invocation / Lighting the Lamp
09.20 - 09.30 am	Welcome Address by Dean, SMS-GIET University
09.30 - 09.40 am	Inaugural Address by Vice Chancellor, GIET University
09.40 - 09.50 am	Address by President, GIET University
09.50 - 10.00 am	Address by Vice President, GIET University
10.00 - 10.10 am	Address by Director General, GIET University
10.10 - 10.20 am	Address by Chief Guest, Chairman -NBA
10.20 - 10.25 am	Vote of thanks by HoD, SMS- GIET University
10.25 - 10.30 am	Tea Break
10.30 - 10.45 am	Introducing Special Guests
10.45 - 12.00 noon	Colloquium with Invited Speakers
12.00 - 12.05 pm	Keynote Address
12.05 - 12.10 pm	Vote of Thanks
12.10 - 02.00 pm	Lunch Break
02.00 - 04.00 PM	Technical Session (Parallel Tracks I & II) Marketing & Finance

08 Nov. 2020 — Day Two

09.30 - 11.00 am	Technical Session (Parallel Tracks III & IV) Human Resources & Operations
11.00 - 12.30 pm	Technical Session (Parallel Tracks V & VI) Economics & Entrepreneurship
12.30 - 12.45 pm	Awards to best Papers
12.45 - 01.00 pm	Valedictory