Registration Form

Two Days
National Seminar
on
The New Paradigms of Indian Management: The Road Ahead
On 18th & 19th June 2022

In Virtual Mode

Name of the Participant: _____

_____

Institution/University: _____

_____

Address: _____

_____

_____

Mobile: _____

Email: _____

Signature of the Candidate

SCHOOL OF MANAGEMENT STUDIES (SMS)
GIET UNIVERSITY, GUNUPUR, 765022

Committee Members

Chief Patrons:
Prof (Dr.) S. P. Panda, President
Prof (Dr.) C. D. Panda, Vice President
Prof (Dr.) J. Panda, Director General

Patrons:
Dr. Goutam Ghosh, Vice Chancellor
Dr. N.V.J. Rao, Registrar, GIETU

Convener:
Dr. Subhasish Das, HOD I/C, SMS

Co-Convener:
Dr. T Lokeswar Rao
Dr. I..J. Raghavendra
Dr. Rinky Mishra
Dr. Smrutirekha Sahu

Programme Cordinators
Dr. Y.S.S. Patro
Mr. T Dilleswar Rao
Mr. Narendra Panda
Mr. Debasish Mohapatro
Mr. M. Karteek
Mr. D. Venugopal
Mr. Asish Ranjan Mohapatro

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About the University:

GIET University, Gunupur, Odisha (formerly known as Gandhi Institute of Engineering and Technology) was established by "Vidya Bharati Educational Trust", Gunupur, Odisha, India in the year 1997. Science 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. Over 22 years, we have grown by leaps and bounds and today our name is identified with quality engineering education in Eastern India. GIET was declared as a state University on 28th Dec 2018 by Govt. of Odisha as the 4th Private University of the state. GIET University is approved by Govt. of Odisha and AICTE, New Delhi. Most of the programs offered under the University are accredited by NBA and also by NAAC with an "A" grade and CGPA 3.28 / 4.0.

About The Department

School of Management Studies (SMS), Gunupur was established in 2001 under the name of Gandhi Institute of Management Studies (GIMS) and is renamed SMS in the year 2018. It is a professionally managed National level B-school, approved by AICTE, New Delhi & Accredited by NAAC, with an annual intake of 120 students. SMS believes that true Management education 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 fronts.

About The Seminar

The seminar aims to highlight the various aspects and issues related to Indian management practices or newly established theories. We are hoping that the outcome of the seminar will give the new dimensions of management for managing. This will promote links between researchers and practitioners from different areas of management science, to enhance an interdisciplinary perspective of the field. This seminar will try to strengthen the relationship between academia and industry with its outcome discussion. Keynote addresses by eminent experts from academia and industry will expose participants to real-time challenges and opportunities offered by the industry for further development in the extant management practices.

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Objectives of the Seminar

The main objective of the seminar is to provide a platform for academicians, researchers, industry experts, and practitioners to engage in meaningful dialogue in the context of the emerging trends that are influencing business and management today. The seminar is an opportunity to identify and understand the trends and chart out a steady direction for organizations to excel in the prevailing environment. It will provide an opportunity for the research community to present their ideas and explore new ones through engaging discussion and feedback. The following are the subthemes but are not limited to,

Sub Themes

Marketing

- Customer Centricity
- AI in Marketing
- Marketing 4.0
- Marketing Automation
- Affiliate Marketing

HR

- Digitalization in HR
- Talent Management
- Work Life Balance
- Employee Engagement
- Organizational Citizenship

Finance

- Venture Capital Investment
- Crypto Currency
- Financial Inclusion
- Digital Finance
- Fin Tech

General Management / Entrepreneurship

- Entrepreneurship
- Entrepreneurial Finance
- Digitalisation/ Block chain. ..
- Big Data Analytics
- Automation./Cyber Security

Important Dates

Last Date of Abstract Submission: 31st May 2022
Decision on Abstract acceptance: 01st June 2022
Last date of full paper Submission: 10th June 2022
All abstracts and full papers should follow Times New Roman 12 Font & APA 7th edition format .
All papers and abstracts should be sent to events.sms@giet.edu

Registration Fee: No Fee (Free to register and Participate)

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