



DEPARTMENT OF MANAGEMENT STUDIES

Report on

NATIONAL CONFERENCE 2019

**THEME: Management Technology & Innovation in the
VUCA World**

“Role in value creation”

23rd March-2019

The aim of National Conference organized by department of management studies, New Horizon College of Engineering was to bring together the best of minds to share their knowledge and provide a platform to promote the exchange of opinions on the issue pertaining to the theme.

The papers received and accepted for this conference would be published in UGC approved journal viz. International Journal of Research and Analytical Reviews (IJRAR) as part of the MoU signed between the journal and NHCE.

Welcome and Opening Addresses

The event started with devotional invocation song followed by lighting the lamp by guests as a symbol of knowledge and wisdom. In the opening address, **Prof. Dr. Sheelan Misra**, the conference chair, welcomed the gathering and emphasized on the valuable insight of the conference.

Dr. Prashanth, Dean-Academics, New Horizon College of Engineering and **Dr. Manjunatha**, Principal, New Horizon College of Engineering, spoke on “VUCA World”(Volatility, Uncertainty, Complexity, and Ambiguity). They shared that VUCA sets the stage for managing and leading and it often relates to how people view the conditions under which they make decisions, plan forward, manage risks, foster change and solve problems.

In her address, chief guest of conference **Smt. Annappurna A**, Director, Resources, Inspirage India, enlightened the audience about VUCA world. She mentioned that a prepared and resolved enterprise is engaged with a strategic agenda that is aware of and empowered by VUCA forces. Further she shared that the capacity for VUCA leadership in strategic and operating terms depends on well-developed mindset for technical, social, political, market, economic realities of the environment in which people work.

In his address, the guest of honour **Shri. Ranjith**, Recruitment Director, APAC Volvo group explained about technology disruptions, self-driven cars, information overload and environmental changes linking them to the VUCA world.

The vote of thanks was delivered by conference convener **Dr. R. Srikanth**, Professor, Department of Management Studies, NHCE.

Panel Discussion on Conference Theme

The overviews of panel discussion on VUCA world was moderated by **Dr.A.R.Sainath**, Professor, MBA, NHCE. **Mr.Ganesh Mahadevan**, Practice Head, SAP, ATOS; **Smt.Annappurna A**, Director, Resources, Inspirage India; **Mr. Bholanath Dutta**, President, MTC Global; **Dr. Padmakshi Lokesh**, motivational speaker and entrepreneur; **Dr.Kuldeep Malik**, Founder, Director, Venturo Consulting; were the panel speakers.

Mr. Ganesh Mahadevan, Practice Head, SAP, ATOS, shared thought provoking ideas on digital marketing, innovation, technology advancement.

Dr.Kuldeep Malik, Founder Director, Venturo Consulting, spoke on database buffers and its uses.

Dr. Padmakshi Lokesh, motivational speaker and entrepreneur, motivated audience on stress management, usage of important app present in human body i.e BRAIN.

Mr. Bholanath Dutta, President, MTC Global, spoke on significance of value, unity, comprehension and adaptability to strengthen the cooperation in companies with modern solutions.

Smt.Annappurna A, Director, Resources, Inspirage India spoke about the importance of turnaround in a VUCA world.

Paper presentations

- The National Conference received 70+ research papers from different states of India such as Jharkand, West Bengal, Karnataka, Tamil Nadu, Kerala etc.
- 65 papers were selected for presentation.
- 28 participants presented their research work in person and remaining 37 of them as inabsentia.
- The judges for paper presentation were Dr. Deblina Vashishta, academician and a researcher. She has more than 10 years of experience in teaching the students of Post Graduate Program in Management and Dr. Deblina has

published about 17 research papers in the journals of national and international repute in India and abroad. The second judge Dr. Sheeja Krishnakumar also an academician with two decades of experience and 15 research papers to her credit did a wonderful job.

Valedictory and awards presentation

- The Concluding remarks was delivered by Dr. Vijay Rao, Conference coordinator.
- Conference Convener Dr. R. Srikanth, Professor, MBA, and conference chair Dr. Sheelan Misra, HOD/MBA, New Horizon college of Engineering gave away the best paper award and momentos to the winners under three categories namely student, academics and research scholar.
- Recipients are
 - **An analysis of the efficiency, factors and investment patterns impacting the Indian primary equity market.**
Presented by **Tarini Sarah Bakshi**
MBA Student
Christ University
Department of management studies
Hosur Road, Bangalore
 - **Sustainable supply chain management in VUCA world**
Presented by **Subhash Nayak**
Research scholar
 - **Pay for performance: A predictor for good governance in Indian public sector in a VUCA world.**
Presented by **Dr. Philcy Antony**
Professor, MBA
Jyothi Nivas College, Autonomous
Bangalore
and
 - **Dr. Vincent Varghese**
Marian International Institute of management
Kuttikkanam, Kerala

- Mrs. Pavithra, conference coordinator delivered vote of thanks for making the conference a grand success.



