



National Education Society®

JNN COLLEGE OF ENGINEERING

Navule, Shivamogga, Karnataka-577204



DEPARTMENT OF MANAGEMENT STUDIES



Internal Quality Assurance Cell

*In Association with*



Management Teachers Consortium–Global (R) (MTC-Global)



SHIMOGA DISTRICT CHAMBER OF COMMERCE & INDUSTRY (R)

*Organizing*

Two Day International Conference on

**Disruptive Trends in Industries-Role of Banks,  
Technology and Operations-A Way Forward**

10<sup>th</sup> and 11<sup>th</sup>, January 2025

DEPARTMENT OF  
MANAGEMENT STUDIES

Website: [www.jnnce.ac.in](http://www.jnnce.ac.in)

JNNCE, Navule, Shivamogga-577204, Karnataka

(Approved by AICTE, New Delhi, Recognized by Govt. of Karnataka and Affiliated to VTU Belagavi,  
Certified by UGC 2f&12B, Accredited by NAAC-"A", Accredited by NBA (01.07.2022 to 30.06.2025))

Conference Director : Dr. C. Srikant  
Mob : 9886748944

Conference Convener : Dr. G.P Nagesh  
Mob: 9481780427

## About National Education Society ®

Established in 1946 by freedom fighters and philanthropist of high repute, presently runs 36 educational institutions from primary to PG, in a wide range of disciplines such as Engineering, Science, Pharmacy, Commerce, Humanities, Education, Law, Business Administration, Physical Education and Applied Sciences.

## About JNNCE

The history of JNN College of Engineering is marked by events that have made it synonymous with quality education. Established in 1980 by NES, the College is approved by the All-India Council for Technical Education (AICTE), New Delhi, Certified by UGC 2f and 12B, Accredited by NBA and NAAC-A, Recognized by Government of Karnataka and Affiliated to VTU, Belagavi, Karnataka. JNNCE is a flagship Institute of the National Education Society® (NES), established by freedom fighters and philanthropists. The institution offers B.E degree in 10 branches, 2 PG Courses, Viz, MBA and MCA, and Ph. D. in 10 disciplines. Spread over a sprawling campus of 39.4 acres, the institution is reputed for its high caliber faculty, excellent infrastructure, congenial academic environment and rewarding placement.

## About Department of Management Studies

Department of Management Studies started in the year 1996, is one of the reputed Management Institutes in the Malnad region in the state of Karnataka, India. The department offers AICTE approved two year full-time MBA program, with specialization in Finance, Marketing, HRM and Business analytics, Accredited by NBA and Affiliated to Visvesvaraya Technological University, Belagavi, Karnataka. Besides, it is recognized by VTU as a research centre to offer Ph.D. in Business Administration. The MBA curriculum is as per the syllabus designed by VTU. The program is the blend of theory as well as practical exposure given through Guest Lectures, Case Studies, Mini Projects, Market Surveys, Seminars, GD, Management Games & Contests, Business Quizzes, Publications, Add-on courses, B-School Social Responsibility (BSR) activities etc. The department has been ranked 14<sup>th</sup> in return on investment, 86<sup>th</sup> in Selection process Category in India -2024 by the magazine 'Business Today', 75<sup>th</sup> in South India by the magazine 'The Week' and 65<sup>th</sup> in South India by "Fortune India"-2024.

## About the Conference

An international conference on "Disruptive Trends in Industries-Role of Banks, Technology and Operations-A Way Forward" intends to create platform for various stakeholders to have an interactions and exchange of views and thoughts for better tomorrow. An application of Artificial Intelligence into various operational domains is creating opportunities and challenges. The proposed conference aims to have deliberations on these issues and to find new avenues of thoughts and strategies.

## Conference Sub-Themes:

### Banking and Insurance

Artificial Intelligence and Financial Services  
Regulatory implications on NBFCs  
Technology in finance and banking and insurance sector  
Block chain technology and Crypto currencies  
GST Amendments and Implications  
Mergers and Acquisitions, Consolidations  
Stock Market-Recent trends  
Micro Finance and Financial inclusion  
NPAs and Recovery Mechanisms  
Reforms in Insurance sector and Mutual funds

### Marketing Management

Marketing in Digital era  
Artificial Intelligence in Marketing  
Social Media Marketing  
Market Segmentation  
Event Marketing  
Value driven Marketing  
International Marketing  
Green Marketing  
Services Marketing  
Rural Marketing  
Integrated Marketing Communication  
Post pandemic Marketing Strategies

### Human Resource Management

HR Analytics  
International HRM  
Work life challenges  
Work force Retention  
Work from Home-Possibilities and Productivity  
Predictive Analysis & Attribution  
Post pandemic HR Strategies  
Local and Global HR practices

### Technology, Operations, Entrepreneurship and Cooperative Management

Artificial Intelligence and its Applications  
Cyber security  
Startups-Technical and Funding issues  
Business Analytics  
Big data Management  
Entrepreneurship  
Cooperative sector Performance and Reforms  
Make in India  
(These are just indicative but not limited to)

## Research Paper Submission Guidelines :

The participants should adhere to the following while submitting papers:

1. The manuscript should not exceed 10 pages or 4000 words. Should have an Abstract and Abstract should not be more than 300 words, keywords should not be less than 3 words.
2. Abstract heading shall be in Times New Roman, 12 font size bold and italic. The contents of the abstract shall be in Times New Roman 10 font size, Italic and should be 1.15 inch line spaced. The body of the paper must be in two columns each of width 3.16" and spacing between the columns shall be 0.17". Use Times New Roman of 12 font size for the text and should be 1 inch line spaced.
3. Maximum three authors per paper are permitted and each author should register separately to get separate certificate and any one authors can present the paper.
4. The first page of the manuscript should have the title of the paper, name of the author(s), organization affiliation, mailing address, phone numbers and e-mail address.
5. The article should start from the second page. Text will include all tables, charts and graphs.
6. Follow the APA latest reference style of citation for all references and bibliographies.
7. The paper will go plagiarism check, only selected papers which will satisfy the journal standards will be published in the special edition of college journal – JNNCE Journal of Engineering and Management (Peer Reviewed journal, Indexed in International Scientific Indexing, ISSN: 2582-0079). The publication decision solely depends on the journal's editorial, review board and will be considered as final. No additional charge for the publication of selected papers in the journal.
8. The participants need to register by paying applicable fee and attaching the payment proof.
9. For accepted papers one of the authors has to present the paper on the dates of conference.
10. Authors are requested to prepare their soft copy version of paper in Word format (.docx, .doc) and not in PDF version. JJEM journal paper template can be downloaded from this link:

[https://docs.google.com/document/d/10Ke\\_FZxWlnZuEpJ\\_nX-](https://docs.google.com/document/d/10Ke_FZxWlnZuEpJ_nX-)

[WA9WVS0eyjZwz/edit?usp=drive\\_link&oid=108350994717444650703&rtpof=true&sd=true](https://docs.google.com/document/d/10Ke_FZxWlnZuEpJ_nX-WA9WVS0eyjZwz/edit?usp=drive_link&oid=108350994717444650703&rtpof=true&sd=true)

11. The research paper should be sent to the e-mail id : [mbaicdt2025@jnnce.ac.in](mailto:mbaicdt2025@jnnce.ac.in)

12. Best research paper cash award will be there for three categories, namely, a. Students (both PG and UG), b. Research Scholar (Full time scholars) and c. Faculty. Only those papers presented on the days of conference will be considered for the selection of best papers. Decision of the judges is final and binding.

## Notes:

1. Blended mode of presentation opportunity is available only for out of Karnataka and International participants upon prior intimation.
2. Registration fee includes registration kit, working lunch, breakfast and certificate.
3. Participants have to make their own arrangement for travel and accommodation.

## Important Dates

Submission of Full Paper	December 25, 2024
Paper Acceptance Notification	January 01, 2025
Last Date for Author and Delegates Registration	January 05, 2025
Date of the Conference	January 10 and 11, 2025

## Registration Details

Particulars	Fee (Rs)
Industry Delegates	1,000
Academicians	700
Research Scholars (Full time)	500
Only Participants	300
Students	300
Foreign Delegates	2,000

Scan the QR Code for  
Payment of registration fee:



## Conference Organizing Committee

**Chief Patron**

The Management-NES, Shivamogga, Karnataka

**Chairman**

**Dr. Y. Vijaya Kumar**  
Principal

**Conference Advisors**

**Dr. Manjunatha. P**  
Dean-Academics

**Dr. S.V Sathyanarayana**  
Dean-R&D

**Conference Director**

**Dr. C. Srikant**  
Director-MBA

**Conference Convener**

**Dr.G.P Nagesh**  
Mob: 9481780427

**Conference Co-Conveners**

**Dr. Harsha C.Mathad**  
Mob: 9964255232

**Dr. Sharma K R S**  
Mob: 9980062108

## Conference Advisory Committee:

**Dr. Anand S.Upadhyaya**

Director of Postgraduate Studies,  
Research and Innovation Department,  
College of Banking and Financial Studies, Muscat. Oman.

**Dr. Mahabaleshwara Bhat M.S**

Former MD & CEO  
Karnataka Bank Ltd, Mangaluru, Karnataka.

**Mr. Manjunatha Samaga**

Formerly with Axis Bank, Hong Kong  
International Banking,  
Global Trade & Institutional Relations

**Dr. Ghousia Khatoon**

Professor  
Department of Accounting, Banking & Finance  
Tishk International University, Erbil, Kurdistan Region, Iraq

**Dr. Lucy J Gudino**

Professor  
Department of Computer Sciences  
and Information Systems,  
Birla Institute of Technology & Sciences, Pilani

**Dr. Swarnalatha**

Professor  
Anna University Regional Campus,  
Madurai, Tamilnadu

Director, Staff and Students

Department of Management Studies, Jawaharlal Nehru New College of  
Engineering (JNCE) Navule, Shivamogga-577204, Karnataka. India