

NAV-PRABANDHAN

One Day
Management Virtual Conference
on
MANAGEMENT OF INDUSTRY 4.0:
Prospects & Challenges
November 6, 2020



Organized by

SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA

Indore Sanwer Road, Village -Baroli, Indore-453111

Website: www.svvv.edu.in

ABOUT INDORE

Indore is an important centre of Madhya Pradesh. It boasts of well developed industrial areas like Dewas and Pithampur where major industrial houses have production facilities. Indore is the only city in India to house both, Indian Institute of Technology and Indian Institute of Management. Major IT giants such as TCS and Infosys have setup their new ventures at Super Corridor. Super Corridor is new industrial area, developed by M.P. Government as IT and Medical Hub. Indore has been recognized as the cleanest city of India third in a row and is also in the first 20 cities to be developed as smart city. Two of the twelve JYOTIRLINGAS of our country, the Mahakaleshwar Jyotirlinga and the Omkareshwar Jyotirlinga are situated 50 and 85 Kilo meters respectively from Indore. Indore is well-connected by road, rail and air routes.

ABOUT SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA

Shri Vaishnav Vidyapeeth Vishwavidyalaya is a private university established under Madhya Pradesh Niji Vishwavidyalaya (Sthapana Avam Sinhala) Adhiniyam in 2015 at Indore (India). The University has been established with a vision to be leader in shaping better future for mankind through quality education, training and research. It shall pursue the mission to make a difference in sustaining the growth of global societies by developing socially responsible citizens. Value based education being at the helm, the University shall promote endurance, excellence, fairness, honesty and transparency as its core values. Some of the objectives of the University are as under:

1. To provide teaching and training in higher education and make provision for research as well as advancement and dissemination of knowledge.
2. To ensure world class quality in its offerings and create higher levels of intellectual abilities.
3. To create centres of excellence for research and development for sharing knowledge and its applications.

Shri Vaishnav Vidyapeeth Vishwavidyalaya at Indore is a multi-faculty University focusing on the needs of various segments of the society. The university has following constituent institutions:

- Shri Vaishnav Institute of Technology and Science
- Shri Vaishnav Institute of Information Technology
- Shri Vaishnav Institute of Textile Technology
- Shri Vaishnav Institute of Forensic Science
- Shri Vaishnav Institute of Architecture
- Shri Vaishnav School of Management
- Shri Vaishnav Institute of Journalism & Mass Communication
- Shri Vaishnav Institute of Science
- Shri Vaishnav Institute of Social Science , Humanities & Arts
- Shri Vaishnav Institute of Computer Applications
- Shri Vaishnav Institute of Fine Arts
- Shri Vaishnav Institute of Commerce
- Shri Vaishnav Institute of Agriculture
- Shri Vaishnav School of Law
- Shri Vaishnav Institute of Home Science
- Faculty of Doctoral Studies & Research

ABOUT SHRI VAISHNAV SCHOOL OF MANAGEMENT

Shri Vaishnav School of Management was established with a view to promote excellence in management education and to prepare future managers to meet the challenges of the corporate world. Shri Vaishnav School of Management is committed to quality education as first priority, thus, ensuring the academic rigor. Along with academic endeavor institute-industry interface is also promoted, guest lecturers is the regular feature and overall personality development of the students is the foremost priority of SVSM. Consistent efforts are made for bringing in refinement in everything that concerns the Institution. Research is one of the top-most priorities, because it is believed that generation of knowledge enriches us with freshness and empowers each individual to overcome obsolescence. Faculty has a mix of academics and industrial experience for providing practical exposure to the students. SVSM programs courses at UG, PG and Doctoral levels.

PROGRAMS OFFERED ARE:

- BBA+MBA
- BBA (Rural Management) - MGNCRE
- MBA+PhD
- MBA(Engineering Management)
- MBA (Family Business)
- MBA(Media Management)
- MBA(Agribusiness)
- MBA (Business Analytics)
- MBA (Advertising and Public Relations)
- MBA (Tourism Management)
- MBA(International Business)
- MBA(Rural Management) - MGNCRE
- Executive MBA

ABOUT NAV-PRABANDHAN

The fourth Industrial Revolution is emerging and advancing at an exponential rather than a linear pace and disrupting almost every industry in every country. Industry 4.0 is about innovative technologies whose application to the industry will be developed day by day. Industry 4.0 also characterized by digital transformation of the industry, highly differentiated customized products, value added services and efficient supply chain. It creates several changes and preparing the organization for future where innovative machines heightening the business. These changes transform the entire framework of production, management and administration. Enterprises are now confronting the challenges and the opportunities provided by new technologies within the Industry 4.0 paradigm, to evolve towards the new industrial concept of intelligent factory. These challenges require constant innovation and learning, which depends on individuals and enterprise's capabilities. Appropriate management approaches can play a vital role in the development of dynamic capabilities, effective learning and innovative climate in the organization. This conference aims at offering a viewpoint on best suitable management practices which can promote the climate of innovation and learning in the organization, and hence facilitate the business to match the pace of industry 4.0.

The conference invites participation from members of academia and industry to submit unpublished theoretical, empirical and scientific papers focusing on the theme and subthemes of the conference.

SUB THEMES

MARKETING

- Artificial Intelligence Marketing
- Customer Experience, Engagement & Relationship Management
- Neuro & Sensory Marketing
- E-Commerce
- Digital Marketing
- E- tailing and Telemarketing
- Content Marketing
- Marketing Analytics
- Ethical Marketing
- Business to Business Marketing
- Marketing Communications
- Service Marketing
- Rural Consumers & Marketing Strategies

FINANCE

- International Accounting & Reporting System
- Financial Engineering
- Financial Frauds in Digital Era
- Digital Banking Practices, Crypto Currency and Block Chain
- Asset Pricing & Private Equity
- Behavioural Finance
- International & Corporate Finance
- FINTECH
- Micro-finance & Micro-credit for Sustainable Business
- Wealth Management and Financial Planning

HUMAN RESOURCE

- Artificial Intelligence in HR
- Strategic & Transformational Organizations
- Human Resource Planning and Development
- Green HRM Practices
- Change Management
- Talent Management
- Employee Engagement
- Knowledge Management
- Corporate Social Responsibility
- Performance Management in Industry 4.0
- HR Analytics
- Employee Retention in Dynamic Environment
- Diversity & Inclusion

FAMILY BUSINESS & ENTREPRENEURSHIP

- Startups
- Social Entrepreneurship

- Role of Social and Industry Networks in Promoting Entrepreneurship
- Cultural and Linguistic Linkages and Influences in Entrepreneurship
- Developing Managerial Capabilities for SMEs
- Cultural and Social Orientations towards Promotion of Entrepreneurship
- Sustainable Innovation and Eco-Entrepreneurship

ENGINEERING MANAGEMENT

- Industry 4.0 - Strategy and Operations
- Logistics and SCM in Industry 4.0 and Ripple Effect
- Supply Chain Management
- Technology and Operational Management
- Digital Infrastructure and Global Business
- Offshore Logistics Management
- Business Model Re-engineering & Innovations
- Lean Six Sigma
- Data Science & Machine Learning

AGRI BUSINESS MANAGEMENT

- Management of Agricultural Input
- Agri-Supply Chain Management
- Farm & Dairy Business Management
- Food Retail Management
- New Initiatives in Agribusiness Management
- Rural Marketing
- Management of Agricultural Credit
- Management of Marketing Finance
- Agriculture Risk Management

MEDIA MANAGEMENT

- Mass versus Niche Media
- Multicultural Media
- Media Analytics
- Typographic Media
- Hypermedia and Multimedia
- Internet and Online Media
- The Changing Publishing Industry
- Globalization of Media
- Media Education

BUSINESS ANALYTICS

- Database Management Systems
- Data Warehouses and Data Mining
- Data Management, Monitoring and Analysis
- Data Analytics
- Data Mining Techniques
- Financial Analytics

This is an indicative topic. Areas not listed above but related to themes/sub-themes will also be considered.

GUIDELINES FOR PAPER SUBMISSION

An abstract of 250 words (Times New Roman Font-12) of the research papers to be presented in the conference has to be sent along with the registration fees. A soft copy of the abstract and research paper may be sent by E-mail to navprabandhan@svvv.edu.in, pragatisolanki@svvv.edu.in. Acceptance of the abstract as oral presentation will be conveyed after screening. Selected research papers on recommendation of the reviewers will be published in the conference proceedings (e-copy)/Journal.

IMPORTANT DATES

Last date for abstract submission	Sep 15, 2020
Information about accepted abstracts	Sep 20, 2020
Last date for submission of full paper	Sept 30, 2020
Review report of full paper	Oct 05, 2020
Last date for Registration	Oct 10, 2020

REGISTRATION FEES

- **Students : Rs. 100**
- **Research Scholars: Rs. 200**
- **Academicians: Rs. 400**
- **Industry/Professionals: Rs. 500**

According to the pre-informed schedule, the speaker will require to present a paper live through the screen share option for the stipulated time

PAYMENT DETAILS

Registration fee may be sent as DD in favor of Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore or by bank transfer [NEFT/RTGS/GPay: Name of Bank-HDFC Bank Ltd., Branch-Cloth Market, Indore (M.P.), CMS Code: SH97VSHVVD, A/c No. 50100256398597, IFSC Code: HDFC0000281, MICR: 452240003, SWIFT Code: HDFCINBBXXX]

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CONVENOR

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