



# NAVPRABANDHAN-2024

National Management Conference in Online Mode

Catalyzing Transformation  
through Innovation, Technology,  
Analytics and Values

19<sup>th</sup> & 20<sup>th</sup> September 2024



Organized by :

**Shri Vaishnav School of Management**  
**Shri Vaishnav Vidyapeeth Vishwavidyalaya**

Indore-Ujjain State Highway, Indore-453111 Website: [www.svvv.edu.in](http://www.svvv.edu.in)



## ABOUT TRUST

1884 is a landmark year as the foundation stone was laid 138 years ago for Shri Vaishnav Group of Institutions by compassionate cloth merchants of Vaishnav cult of Indore, MP (India) which was later reconstituted as Shri Vaishnav Sahayak Kapada Market Committee in the year 1934. Shri Vaishnav Vidyapeeth Trust believes in taking the nation forward by improving the quality of life of its citizens by continuously working in the sphere of education, health, and environment. It has been established to promote education and research in various disciplines through academic Institutions for the benefit of all sections of society, but not with the motive of profit. Under the able guidance of Shri Vaishnav Sahayak Kapada Market Committee, Shri Vaishnav Shekshanik Avam Parmarthik Nyas was established in the year 1981. Since then, Nyas has been working relentlessly for the upliftment of the society and country as a whole by providing better technical and professional education, health facilities, schools and other services.

## ABOUT SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA

Shri Vaishnav Vidyapeeth Vishwavidyalaya is a UGC recognized private university established under Madhya Pradesh Niji Vishwavidyalaya (Sthapana Avam Sanchalan) Adhiniyam in 2015 at Indore MP (India). The University has been established with a vision to be a leader in shaping a 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. Shri Vaishnav Vidyapeeth Vishwavidyalaya at Indore is a multi-disciplinary university focusing on the needs of various segments of the society.

- Shri Vaishnav Institute of Technology and Science
- Shri Vaishnav Institute of Information Technology
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- Shri Vaishnav Institute of Home Science
- Shri Vaishnav Institute of Paramedical Sciences
- Shri Vaishnav Institute of Pharmacy
- Shri Vaishnav Institute of Education

## 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.

SVSM offers various programs at UG, PG and Doctoral levels

- For more detail visit our website [www.svvv.edu.in](http://www.svvv.edu.in)



## ABOUT NAVPRABANDHAN

### CATALYZING TRANSFORMATION THROUGH INNOVATION, TECHNOLOGY, ANALYTICS AND VALUES

Business transformation is an umbrella term for making fundamental changes in how a business or organization runs. This includes personnel, processes, and technology. These transformations help organizations compete more effectively, become more efficient, or make a wholesale strategic pivot. Transformations are bold, seismic shifts that organizations make to accelerate change and growth beyond typical incremental advancements. The scope is broad and strategic, such as switching to new business or operating models. Organizations undertake business transformations to create additional value. It may mean unlocking the potential of employees, harnessing intellectual property and proprietary technology for other purposes, or becoming more efficient to maximize the company's potential.

Catalyzing change is a skill that drives one to strive for more. Anyone who's driven to create positive change is a change catalyst. Professionals must strive to become catalysts for change because it means progress, growth, and development. As a developing economy, India must strike a fine balance to ensure that its growth and development are environment-friendly and sustainable to safeguard the well-being of future generations. Transformation catalysts are organizing innovations designed to address complexly wicked societal problems and opportunities. They work by helping initiatives see and understand their system, connect with like-minded others, and cohere their efforts.

## SUB-THEMES

Authors can share research papers on all Management Themes and Sub Themes of their area of interest. Some of them may be Analytics, Value, Marketing, Human Resource Management, Finance, Economics, Operations Management, Information Technology, Fintech etc.

## GUIDELINES FOR PAPER SUBMISSION

**Abstract :** Must be typed clearly in Times New Roman font of size 12; clearly Mentioning Name of Author(s), Title of Paper, minimum 150 to 200 words.

**Full Paper :** Must be typed clearly in Times New Roman font of size 12; clearly mentioning Name of Author(s), Title of Paper (typed in Times New Roman font of size 14 uppercase) Affiliated Organization, Contact Number and E-mail ID of Author(s) A4 size paper in double space; it should be well structured with proper indexing. References should include in case of paper/article - Name of Author(s), Year of Publication, Title of Paper/Article, Name of Journal, Volume (Number) and Page Number(s). In the case of book, it should include - Name of Author(s), Year of Publication, Title of book, Place of Publication, Name of Publisher, and Page Number(s). Tables/Annexure should be given after references. Figures can appear within the text.

## UNIQUE HIGHLIGHTS OF THE CONFERENCE

- Best research papers will get an opportunity to be published in AIMS JOURNAL OF MANAGEMENT (Listed in UGC-CARE Journals).
- Quality Research Paper will get opportunity to be published in Conference Proceedings/Book with ISBN Number after blind review.
- Best Research Paper Presentation Awards will be for each concurrent session.

**Note :** To be eligible for the best paper award participant has to submit the full paper by August, 15, 2024



## IMPORTANT DATES

Last date for abstract submission	July 15, 2024
Information about accepted abstracts	July 20, 2024
Last date for submission of full papers	Aug 15, 2024
Last date for Registration	Aug 15, 2024

## REGISTRATION FEE

### Online Presentation

Students: Rs.200

Research Scholars: Rs. 500

Academicians: Rs.800

Industry/Professionals: Rs.1000

### PAYMENT DETAILS

Registration fee may be sent as DD in favor of Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore or by bank transfer [NEFT/RTGS : **Name of Bank** - HDFC Bank Ltd., **Branch** - Cloth Market, Indore (M.P.), **A/c No.** - 50100282903557, **IFSC Code** - HDFC0000281

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*\*All communication should be carried out with conference secretaries only.*



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