
Lean Six Sigma Session1 message

To, operations2019-21@sibmhyd.edu.in

Mon, Oct 05, 2020 at 12:11 PM

CC: "S.V.N.A. Rama Krishna" <rama.krishna@sibmhyd.edu.in>, Om Prakash <om.prakash@sibmhyd.edu.in>

Dear students,

Greetings!

We are pleased to announce that we are organizing a "Lean Six Sigma Session from October 19th to 23rd, 2020 by **KPMF Faculty**. This is compulsory to attended by all the operations students

Thanks & Regards

Om Prakash Kumar

Academics Department
Symbiosis Institute of Business Management, Hyderabad
Symbiosis International (Deemed University)

Mobile No. 8077918158, 9151418845, Land Line: 040-2723 2112, Extn. - 112





Symbiosis Institute of Business Management, Hyderabad



Symbiosis International (Deemed University), Pune

Report on “Lean Six-Sigma Certification” By KPMG

October 19 to 23 October, 2020

The KMPG certification started on 19th of October'2019 to 23rd October'2019. The certification course was conducted by Mr. Diptanshu Sharma. Throughout the 5 days of the course, we were required to attend 6-hour sessions, 4 sessions of 1 ½ hour each with breaks in between. The course covered the topics of: -


- Introduction to Six-Sigma and Lean Methodology.
- History of Six-Sigma and Lean Methodology.
- Introduction to DMAIC and DMADV concepts.
- Day-wise elaboration on DMAIC phases and tools used.

DMAIC (an acronym for Define, Measure, Analyze, Improve and Control) refers to a data-driven improvement cycle used for improving, optimizing and stabilizing business processes and designs. The DMAIC improvement cycle is the core tool used to drive Six-Sigma projects.


Also, Minitab software was used to understand the actual process; Minitab is a statistics package. It teaches statistical tools and concepts in the context of quality improvement, managing six sigma and lean manufacturing.

The course ended with conduction of Online test of 1 hour, consisting of various MCQ questions on the course studied and knowledge imparted. The students were required to secure 60% minimum on this test to receive the certification

This certification programme was a complete value addition for students and would help them to create an edge in their corporate lives.


Dr. Shyamsunder Chitta
 Dy., Director




Dr. Ravi Kumar Jain
 Director
 SIBM – Hyderabad

Symbiosis Institute of Business Management, Hyderabad
Constituent of Symbiosis International (Deemed University)
Attendance Sheet (Academic Year 2020-21)
Batch of 2019-21 (Specialization - Operations)

Programme:- MBA

Semester – III

Subject:- KPMG Lean Six Sigma Green Belt

Sl. No.	Name of the Student	Date	19-10-20	20-10-20	21-10-20	22-10-20	23-10-20
		Time	10:00	10:00	10:00	10:00	10:00
		PRN	1	2	3	4	5
1	Abhinay Kumar Tiwari	19021141003	P	P	P	P	P
2	Aditya Gautam	19021141007	P	P	P	P	P
3	Akshyataa Pattnaik	19021141013	P	P	P	P	P
4	Ankit Singh	19021141019	P	P	P	P	P
5	Bhavya Ukkalam	19021141031	P	P	P	P	P
6	Kedare Rahul Deepak	19021141055	P	P	P	P	P
7	Mohit Dnyaneshwar Dhotarkar	19021141068	P	P	P	P	P
8	Movva Sai Veerabhadra Radheetara Sarma	19021141070	P	P	P	P	P
9	Nejkar Dhiraj Deelip	19021141072	P	P	P	P	P
10	Prakrit Vasu Sharma	19021141077	P	P	P	P	P
11	Raveen Keshav Pai	19021141084	P	P	P	P	P
12	Sahiti Jonnalagadda	19021141096	P	P	P	P	P
13	Sanchit Choudhary	19021141099	P	P	P	P	P
14	Sandal Naseeb	19021141100	P	P	P	P	P
15	Satabdi Hazarika	19021141103	P	P	P	P	P
16	Shaikh Javed Mubarak	19021141104	P	P	P	P	P
17	Shubham Katoch	19021141112	P	P	P	P	P
18	Simran	19021141113	P	P	P	P	P
19	Srestha Bhar	19021141115	P	P	P	P	P
21	Tanumoy Sarkar	19021141124	P	P	P	P	P
20	Vaibhav Tiwari	19021141131	P	P	P	P	P
22	Chandan Kumar Gupta	19021141142	P	P	P	P	P

CS



Fwd: Guest Lecture on Cancer Screening

1 message

Dr. Ridhi Rani <ridhi.rani@sibmhyd.edu.in>

To: "S.V.N.A. Rama Krishna" <rama.krishna@sibmhyd.edu.in>, Om Prakash <om.prakash@sibmhyd.edu.in>

Sun, Jan 31, 2021 at 5:27 PM

From: Shakti WDC <shakti@sibmhyd.edu.in>

Date: Sun, Jan 31, 2021 at 5:27 PM

Subject: Guest Lecture on Cancer Screening

To: MBA Batch 2019-2021 Students <students2019-21@sibmhyd.edu.in>, MBA Batch 2020-2022 Students <students2020-22@sibmhyd.edu.in>, Harshit Gondole <19021141046@sibmhyd.edu.in>, Sriya Kota <19021141117@sibmhyd.edu.in>, Dr. Ridhi Rani <ridhi.rani@sibmhyd.edu.in>, Shalini Sharma <19021141105@sibmhyd.edu.in>, Sayali Ubgade <19021141129@sibmhyd.edu.in>, Dr. Tanmoy De <tanmoy.de@sibmhyd.edu.in>

Dear students,

Greetings from Team Shakti!

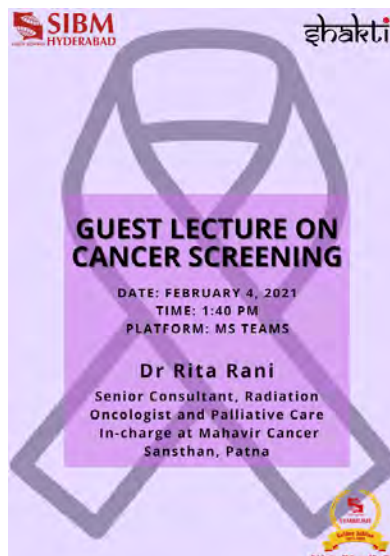
We are pleased to announce that we are organising a guest lecture on cancer screening by **Dr Rita Rani**, as part of observing World Cancer Day on February 4th, 2021.

About the speaker- Dr Rita Rani is an experienced senior consultant in radiation oncology and the palliative care in-charge at the Mahavir Cancer Sansthan located in Phulwarisharif, Patna.

Time- 1:40 PM to 3:20 PM

Date - 4 February 2021

Join the guest lecture on Microsoft Teams



Regards
TEAM SHAKTI



शक्ति





Symbiosis Institute of Business Management, Hyderabad



Symbiosis International (Deemed University), Pune

Guest Lecture by

Mr. Abhishek Gupta
Sr. Consultant

“Changing Role of People in New Technological Environment”

December 27, 2019

As an effort to attain Symbiosis Institute of Business Management, Hyderabad's mission of 'Enhancing Employability', institute has invited Mr. Abhishek Gupta Sr. Consultant, to deliberate on changing role of people in new technological environment. Managing people and appreciating the changing role is important for everyone but more so for technology managers. This session was organized as a part of Technology & Innovation Management course to offer practitioner's perspective on people role in changing technologies.



Mr. Abhishek Gupta addressing the SIBM-Hyd Students

Summary of learnings from the Session: -

- An overall understanding of the new roles in the coming days in the new technological environment.
- An insight on Artificial Intelligence (AI) and how its effects on today's job roles.
- Recommended the book Zero to One.
- An overall summary on Augmented Intelligence and its new trends in the industry.
- Provided a deep insight on Big Data and its uses in the industry.
- Provided the four most prominent skills required by the industry these days.
- Explained the concept of STEM Hiring and how operations have transferred to technological environment.
- Explained why Critical thinking is important.
- Guided the way on how to manage the subjects in curriculum along with the technological advancement courses and real-life learnings.
- Concluded with a beautiful thought "Go after Job liking and not money".



Group photo with guest and our Operations specialization students

The session gave us several insights and helped us in understanding the overall change in the job roles in the new Technological environment and the needs of the industry.



Dr. Ravi Kumar Jain
Director
SIBM - Hyderabad

Symbiosis Institute of Business Management – Hyderabad

Constituent of Symbiosis International (Deemed University)

Batch of 2018-20 (Operation)

December 27, 2019

Guest Lecture

Mr. Abhishek Gupta

Topic:-

“Changing Role of People in New Technological Environment”

Sl. No.	Name of the Student	PRN	Present / Absent
1.	A R S Sashank	18021141001	P
2.	Abhijeet Kumar Mishra	18021141004	A
3.	Arun Sawaiyan	18021141019	P
4.	Bhavisetty Venkata Susmitha	18021141025	P
5.	Boyapati Hemanth Kumar	18021141026	P
6.	Dathadri Ganesh Mridula	18021141032	A
7.	Debarghya Das	18021141033	P
8.	Ekta Shresth	18021141040	A
9.	Kasturi Kawale	18021141058	P
10.	Kusuma Srikar	18021141059	P
11.	Madhukar K M	18021141066	P
12.	Mourya Chandra Reddy Modukuru	18021141071	P
13.	Naina Sarda	18021141073	P
14.	Pallav Narad	18021141078	A
15.	Priyansh Shrivastava	18021141086	P
16.	Saketh S Reddy	18021141094	P
17.	Sanjay Kumar Sijui	18021141098	P
18.	Suneet Kalyanam	18021141106	P
19.	V R Sudharshan	18021141112	P
20.	Darshana Sah	18021141125	P

Symbiosis Institute of Business Management – Hyderabad

Constituent of Symbiosis International (Deemed University)

Batch of 2019-21 (OPERATIONS)

December 27, 2019

Guest Lecture

Mr. Abhishek Gupta

Topic:-

“Changing Role of People in New Technological Environment”

Sl. No.	Name of the Student	PRN	Present / Absent
1.	Abhinay Kumar Tiwari	19021141003	P
2.	Aditya Gautam	19021141007	P
3.	Akshyataa Pattnaik	19021141013	P
4.	Ankit Singh	19021141019	P
5.	Bhavya Ukkalam	19021141031	P
6.	Rahul Kedare	19021141055	A
7.	Mohit Dhotarkar	19021141068	A
8.	Radheetara Sarma Movva	19021141070	P
9.	Dhiraj Nejkar	19021141072	P
10.	Prakrit Vasu Sharma	19021141077	P
11.	Raveen K Pai	19021141084	P
12.	Sahiti Jonnalagadda	19021141096	P
13.	Sanchit Choudhary	19021141099	P
14.	Sandal Naseeb	19021141100	P
15.	Satabdi Hazarika	19021141103	P
16.	Javed Shaikh	19021141104	P
17.	Shubham Katoch	19021141112	P
18.	Simran	19021141113	A
19.	Srestha Bhar	19021141115	A
20.	Tanumoy Sarkar	19021141124	P
21.	Vaibhav Tiwari	19021141131	P
22.	Chandan Kumar Gupta	19021141142	P

SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT, HYDERABAD

A Constituent Institute of Symbiosis International (Deemed University), Pune



॥वसुधैव कुटुम्बकम्॥



"Shraddhavan Labhate Gyanam"

Management Convention & Awards

3rd January 2019





Hyderabad Management Association and Symbiosis Institute of Business Management conducted the first **Management Convention** on the 3rd of January, 2019 at the **KLN Prasad Convention Hall**. The event consisted of Key note addressers from heavy weights of the industry and senior members of the Hyderabad Management Association. The day also witnessed two panel discussions centred around “**Industry 4.0**”.

The day started off with the lighting of the lamp and the invocation.



Chief Patron, Dr. Ravi Kumar Jain, Director, SIBM-H, declared the convention open by delivering the welcome speech and set the tone about the theme;



Dr. Ravi Kumar Jain, Director, SIBM-H

followed by the introduction of **Shri. K Harishchandra Prasad, Immediate Past President, Hyderabad Management Association**, who encouraged students to get involved in AI and Robotics and said, *“You will be outdated if you aren’t up-to-date”*.



Shri. K Harishchandra Prasad, Immediate Past President, Hyderabad Management Association



Shri. Ravi Kumar Peesapati, Honorary President, Hyderabad Management Association

In his introductory speech, **Shri. Ravi Kumar Peesapati, Honorary President, Hyderabad Management Association**, spoke about the **impact of Industry 4.0 on the Commerce Industry**.

Later, the **Guest of Honour, Dr. A. S Ramasastry, Director, IDRBT** delivered a speech on how young minds will have to drive changes to enable a smooth change in the technology shift in Banks.





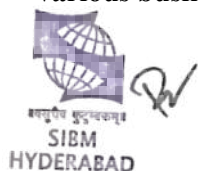
Dr. A. S Ramasastri, Director, IDRBT

The Chief Guest, **Shri. Devendra Surana, Managing Director, Bhagyanagar India Limited** gave an exemplary speech on moving from an era of shortages to an era of surpluses and also spoke about the VUCA world and preached that *“the new generation has to think big and go for it because opportunities are abundant”*.



Shri. Devendra Surana, Managing Director, Bhagyanagar India Limited

Thereafter, the **Keynote Speaker, Dr. Chandan Chowdhury, Associate Dean, Indian School of Business** addressed the gathering on the various changes in the manufacturing industry and the various businesses in other countries.





Dr. Chandan Chowdhury, Associate Dean, Indian School of Business

Shri. Sanjay Kapoor, Former Secretary, Hyderabad Management Association, delivered the Vote of Thanks for the inaugural ceremony of the Management Convention.



Shri. Sanjay Kapoor, Former Secretary, Hyderabad Management Association

The forum now witnessed the first panel discussion with the topic, ***“Transition to Industry 4.0-Trends, Challenges and Opportunities”***, with **Panel Moderator, Dr. Ravi Kumar Jain**, and panellists, **Shri. Pulkit Mittal, General Manager-Digital Transformation, Seedworks International Private Limited** and **Shri. Purnachandra Rao Kolla, Director, S&P Global**. The discussion started off with the phrase, ***“Abundance(Opportunities and Challenges) is the tone for Management”***. Mr. Rao spoke about the number of opportunities and challenges that Industry 4.0 will bring to the fore. He spoke about the challenges and ways to adapt to them like the process not being well defined can be dealt with introduction to machine learning technology which will eventually help reduce complexity in all aspects. Adding to this, Mr. Mittal defined the industrial revolutions, right from Agri 1.0 to Industry 4.0 and predicted that the 5.0 change will be done only by Robots in around ten to fifteen years.



From the right, Dr Ravi Kumar Jain(Director,SIBM-Hyderabad),Shri Purnachandra Rao Kolla,Director,S&P Global and Shri Pulkit Mittal, General Manager-Digital Transformation, Seedworks International Private Limited

The second half of the day showcased an interesting panel discussion on *“Industry 4.0 and the World of Start-Ups- Fuzzy Road Ahead or Opportunities Galore?”*, with Panel Moderator, Dr. Shanta Thoutham, Vice President, Corporate Innovation and BD, T-Hub and panellists, Shri. Rama Iyer, President and Chief Product Officer, Eleven 01 and Shri. Raghavendra Hunasgi, Chief Marketing Officer, Evolutyz Group. The panel spoke about digital transformation, social commerce and social listening. Mr. Iyer defined the basics of Industry 4.0 as data and it being the new oil. Mr. Hunasgi, spoke about Uber and Ola being adoptable and adaptable in India while the US counterparts were widely questioned in their functionality.



From the right, Dr. Shanta Thoutham, Vice President Corporate Innovation and BD, T-Hub, Shri Rama Iyer, President and Chief Product Officer, Eleven 01 and Shri. Raghavendra Hunasgi, Chief Marketing Officer, Evolutyz Group.

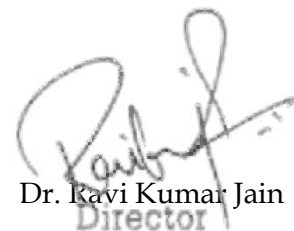
The **Keynote Speaker, Shri. Balaji Kaliappan, Director, Technology and Innovation, United Technologies** reiterated the thoughts of all the speakers. He was greatly applauded and also marked the end of the Convention. **Mr. Raghavendra BT, Head, Student Affairs, SIBM-H**, delivered the Vote of Thanks and opened the stage for the **45th Hyderabad Management Association Awards 2017**.



Shri. Balaji Kaliappan, Director, Technology and Innovation, United Technologies, addressing the audience.

Raghavendra BT

Incharge- Student Activities


Director

Dr. Ravi Kumar Jain

Symbiosis Institute of Business Management
Hyderabad - 509 217.



**SYMBIOSIS INSTITUTE OF
BUSINESS MANAGEMENT, HYDERABAD**

and



**Hyderabad
Management
Association**

Invite you to

Management Convention and Awards

Chief Guest



Mr. Devendra Surana

**Managing Director,
Bhagyanagar India Ltd.**

Guest of Honour



Dr. A.S. Ramashastri

**Director - Institute of
Development and Research in
Banking Technology**

Keynote Speaker



Dr. Chandan Chowdhury

**Associate Dean - Indian
School of Business**

Esteemed Panelists

Transition to Industry 4.0 - Trends, Challenges and Opportunity



Prof S Ramachandram
Vice Chancellor
Osmania University



Mr. KVB Reddy
Managing Director,
CEO -
L&T metro Rail



Mr. K Poorna Chandra Rao
Director
S&P Global



Mr. Balaji Kaliappan
Director -
Technology & Innovation,
United Technologies



Mr. Rama Iyer
President,
Chief Product Officer
Eleven 01



Mr. Raghavendra Hunusgi
CMO
Evolutyz Group



Dr. Shanta Thoutam,
Vice President-
Corporate Innovation& BD
T-Hub

Industry 4.0 & the World of Start-ups.



Date: 3rd January 2019

Venue: K.L.N. Prasad Auditorium, Redhills, Hyderabad.

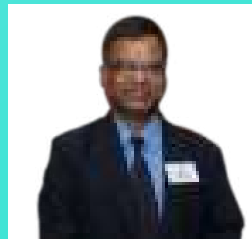
Time: Convention -10AM to 4:30PM, Award Ceremony - 4:30PM to 6:30PM

Convention Chief Patron



Dr. Ravi Kumar Jain
Director, Professor(Finance) -
SIBM-H

Honorary President



Mr. Ravi Kumar Peesapati
Hyderabad Management Association

Convention Chairman



Mr. K. Harishchandra Prasad
Immediate Past President
Hyderabad Management Association

Convention Convener



Mr. Sanjay Kapoor
Former Secretary
Hyderabad Management Association

Entry by registration only -

Register here: <http://bit.ly/sibmhmaevent>

HMA Invitation

1 message

S.V.N.A. Rama Krishna <rama.krishna@sibmhyd.edu.in>

Wed, Jan 2, 2019 at 5:12 PM

To: MBA Batch 2018-2020 Students <students2018-20@sibmhyd.edu.in>

Cc: "Dy. Director SIBM HYD" <dydirector@sibmhyd.edu.in>, "Dr. V.K. Satya Prasad" <vk.satyaprasad@sibmhyd.edu.in>, Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Dear Students,

You all are requested to attend the “**Hyderabad Management Association**” (HMA) Management Convention and Awards ceremony on January 03, 2019.

- The bus starts from SIBM campus at main gate Time:- 07:30 AM
- Students attending the sessions will be incentivized

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Thanks & Regards,

Rama Krishna S
Sr. Coordinator
Academics
Symbiosis Institute of Business Management, Hyderabad
Symbiosis International (Deemed University)
Mobile No. 98480 89786
Land Line: 040-2723 2111

Request to be a speaker at the Management Convention & Awards

4 messages

Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Mon, Dec 31, 2018 at 12:16 PM

To: rkmishra@ipeindia.org

Cc: Director SIBMHYD <director@sibmhyd.edu.in>, achalapathi kamarajugadda <achala56@gmail.com>

Dear Prof. Ram Kumar Mishra Sir,

Season's Greetings from Symbiosis & Hyderabad Management Association!

We are delighted to invite you to the Management Convention & Awards Ceremony jointly organised by Symbiosis & Hyderabad Management Association on the 3rd of January 2019 at the K.L.N. Prasad Auditorium, Red Hills, Hyderabad. We request you to be a part of the Panel Discussion (11:45 PM - 12:45 PM) **Transition to Industry 4.0 - Trends, Challenges and Opportunities** which is going to be moderated by the Honorable Vice Chancellor of Osmania University Prof. S. Ramachandram.

It would be our immense pleasure to have you with us at the Convention and Awards Ceremony. Looking forward to seeing you soon.

Kind Regards,

Raghavendra BT

Symbiosis Institute of Business Management (Hyderabad)

#292, Off Bengaluru Highway

Mamidipalle Village, Nandigama Mandal

Rangareddy District, Telangana State

Pin: 509217

Landline: +91 40 27232181

Mobile: +91 99491 71610

+91 98205 37670

achalapathi kamarajugadda <achala56@gmail.com>

Mon, Dec 31, 2018 at 1:50 PM

To: Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Cc: R K Mishra <rkmishra@ipeindia.org>, Director SIBMHYD <director@sibmhyd.edu.in>, Ravi Kumar <peesapati.rk@gmail.com>, Vijay Vedantham <vijayavedpr@gmail.com>

Dear Professor R. K. Mishraji

Namaskar. Thank you very much for honouring my request to be one of the Panel members in the Panel Discussion on "Transition to Industry 4.0 - Trends, Challenges and Opportunities" on January 3 at 11.30 am as a part of Management Convention being conducted by HMA and Symbiosis Institute of Management. We will be happy if you can make it convenient to witness the Inaugural function as well. We shall have lunch after the program is over.

With high regards

Thanks & Regards

Dr. Achalapathi K. V.

Retired Professor from Osmania University and Presently
Director, Dhanwanthari Institute of Science and Technology,
2-2-1108/6/8, [Tilaknagar, Hyderabad - 500044](#).

Mobile No.: 8897508839

Email Id: achala56@gmail.com,

[Quoted text hidden]

[Quoted text hidden]

This email is governed by the Disclaimer Terms of SIU which may be viewed at <http://www.siu.edu.in/downloads/email-disclaimer.php>

Ramkumar Mishra <rkmishra@ipeindia.org>

Mon, Dec 31, 2018 at 2:35 PM

To: achalapathi kamarajugadda <achala56@gmail.com>

Cc: Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>, Director SIBMHYD <director@sibmhyd.edu.in>, Ravi Kumar <peesapati.rk@gmail.com>, Vijay Vedantham <vijayavedpr@gmail.com>

Dear Dr Achalapathi,

Thank you so much for the telecon. IPE would be happy to host the HMA Convention 2019 sometime in the month of February / March 2019 on a mutually agreed date and venue. Our preference could be our Shamirpet Campus where we have all the facilities.

Regarding the panel discussion, since I talked with you, I find an important engagement at IPE where a guest is travelling all the way from Delhi to come over to our Shamirpet campus, interact with faculty and students. I therefore apologize to you for not joining the panel.

Best regards,

Mishra

[Quoted text hidden]

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Professor R K Mishra

Director, Institute of Public Enterprise

City Of ice: O U Campus

Hyderabad – 500 007

Telangana; INDIA

Tel: +91 40 2709 8060 / 8937

Fax: +91 40 2709 5183 / 5478

Mob: +91 98492 53521

E-mail: rkmishra@ipeindia.org

Shameerpet Campus: Survey No. 1266

Shameerpet (V&M), R R District

Hyderabad – 500 101, Telangana

INDIA, Website: www.ipeindia.org

Tel: +91 40 2349 0909 / 0900

Fax: +91 40 2349 0915 / 0999

E-mail: ramkumarmishra@gmail.com

achalapathi kamarajugadda <achala56@gmail.com>

Mon, Dec 31, 2018 at 3:04 PM

To: Ramkumar Mishra <rkmishra@ipeindia.org>

Cc: Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>, Director SIBMHYD <director@sibmhyd.edu.in>, Ravi Kumar <peesapati.rk@gmail.com>, Vijay Vedantham <vijayavedpr@gmail.com>

Noted Professor. We miss you

Thanks & Regards

=====

Dr. Achalapathi K. V.

Retired Professor from Osmania University and Presently
Director, Dhanwanthari Institute of Science and Technology,

2-2-1108/6/8, Tilaknagar, Hyderabad - 500044.

Mobile No.: 8897508839

Email Id: achala56@gmail.com,

=====

[Quoted text hidden]



Management Convention Details - Symbiosis & HMA

12 messages

Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Mon, Dec 31, 2018 at 3:47 PM

To: chandan_chowdhury@isb.edu

Cc: Director SIBM HYD <director@sibmhyd.edu.in>, "Dy. Director SIBM HYD" <dydirector@sibmhyd.edu.in>, achalapathi kamarajugadda <achala56@gmail.com>, Ravi Kumar <peesapati.rk@gmail.com>, Vijay Vedantham <vijayavedpr@gmail.com>

Dear Dr. Chandan Chowdary,

Greetings from Symbiosis & HMA!

At the outset, we would like to thank you for accepting our invitation to be the keynote speaker at the Management Convention & Awards to be held on Thursday, 3rd January 2019 at KLN Prasad Auditorium, Red hills Hyderabad. Please find enclosed a copy of the event flow for the day.

We request you to share your latest profile. We also request you to share your address details so that we can make transport arrangements accordingly.

Looking forward to seeing you soon.

Kind Regards,

Raghavendra BT

Symbiosis Institute of Business Management (Hyderabad)

#292, Off Bengaluru Highway

Mamidipalle Village, Nandigama Mandal

Rangareddy District, Telangana State

Pin: 509217

Landline: +91 40 27232181

Mobile: +91 99491 71610

+91 98205 37670

**Guests Event Flow V 1.1.pdf**

143K

achalapathi kamarajugadda <achala56@gmail.com>

Mon, Dec 31, 2018 at 3:57 PM

To: Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>, "Kolla, Purna Chandra Rao" <pkolla@spglobal.com>

Dear Mr. Raghavendra

I spoke to Sri. Purna Chandra Rao garu and he was kind enough to confirm his participation. Can you please send him the official invitation letter along with the Time flow statement ? I am marking a copy Sri. Rao garu for your reference.

Thanks & Regards

=====

Dr. Achalapathi K. V.

Retired Professor from Osmania University and Presently

Director, Dhanwanthari Institute of Science and Technology,

2-2-1108/6/8, [Tilaknagar, Hyderabad - 500044](#).

Mobile No.: 8897508839

Email Id: achala56@gmail.com,

=====

[Quoted text hidden]

[Quoted text hidden]

This email is governed by the Disclaimer Terms of SIU which may be viewed at <http://www.siu.edu.in/downloads/email-disclaimer.php>

Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Mon, Dec 31, 2018 at 4:04 PM

To: "Kolla, Purna Chandra Rao" <pkolla@spglobal.com>

Cc: achalapathi kamarajugadda <achala56@gmail.com>, Director SIBMHYD <director@sibmhyd.edu.in>, "Dy.Director SIBMHYD" <dydirector@sibmhyd.edu.in>, Ravi Kumar <peesapati.rk@gmail.com>, Vijay Vedantham <vijayavedpr@gmail.com>

Dear Shri. Purna Chandra Rao Sir,

Greetings from Symbiosis & HMA!

At the outset, we would like to thank you for accepting our invitation to be a part of the panel discussion 1 at the Management Convention & Awards to be held on Thursday, 3rd January 2019 at KLN Prasad Auditorium, Red hills Hyderabad. Please find enclosed a copy of the event flow for the day.

We request you to share your latest profile. We also request you to share your address details so that we can make transport arrangements accordingly.

Looking forward to seeing you soon.

Kind Regards,

Raghavendra BT

Symbiosis Institute of Business Management (Hyderabad)

#292, Off Bengaluru Highway

Mamidipalle Village, Nandigama Mandal

Rangareddy District, Telangana State

Pin: 509217

Landline: +91 40 27232181

Mobile: +91 99491 71610

+91 98205 37670

[Quoted text hidden]



Guests Event Flow V 1.1.pdf

143K

achalapathi kamarajugadda <achala56@gmail.com>

Mon, Dec 31, 2018 at 5:06 PM

To: Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Cc: "Kolla, Purna Chandra Rao" <pkolla@spglobal.com>, Director SIBMHYD <director@sibmhyd.edu.in>, "Dy.Director SIBMHYD" <dydirector@sibmhyd.edu.in>, Ravi Kumar <peesapati.rk@gmail.com>, Vijay Vedantham <vijayavedpr@gmail.com>

Thank you for your mail Mr. Raghavendra. Please update the events flow by adding the name of Ravikumar jain in the Panel I.

Thanks & Regards

=====

Dr. Achalapathi K. V.

Retired Professor from Osmania University and Presently
Director, Dhanwanthari Institute of Science and Technology,

2-2-1108/6/8, Tilaknagar, Hyderabad - 500044.

Mobile No.: 8897508839

Email Id: achala56@gmail.com,

=====



[Quoted text hidden]

chandan chowdhury <chandan_chowdhury@isb.edu>

Mon, Dec 31, 2018 at 6:03 PM

To: Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Cc: Director SIBMHYD <director@sibmhyd.edu.in>, "Dy.Director SIBMHYD" <dydirector@sibmhyd.edu.in>, achalapathi kamarajugadda <achala56@gmail.com>, Ravi Kumar <peesapati.rk@gmail.com>, Vijay Vedantham <vijayavedpr@gmail.com>, Rinki_sikka <Rinki_sikka@isb.edu>

Dear Professor Ravi,

Thank you for the invite. I will be landing Hyderabad on 2nd January night and shall come to the venue from ISB's Hyderabad campus (Road Number 6, VF).

I have gone through the attached event flow. Please let me know the topic that you would like me to cover.

I understand that the event would take place at KLN Prasad Auditorium. Please let me know the address. I do not know if our school has already booked the car and hence I am marking a copy of this email to my colleague Rinki Sikka.

Please find attached my brief profile.

Regards,

Dr. Chandan Chowdhury

Associate Dean, Indian School of Business

Executive Director

Munjal Institute for Global Manufacturing and Punj Lloyd Institute of Infrastructure Management

Practice Professor (Operations Management and Information System)

Indian School of Business

Mobile number: +91-9810043378

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3 attachments



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Brief profile_2018_v40_Dr. Chandan_ISB.PDF
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Guests Event Flow V 1.1.pdf
143K



Kolla, Purna Chandra Rao <pkolla@spglobal.com>

Mon, Dec 31, 2018 at 7:12 PM

To: Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Cc: achalapathi kamarajugadda <achala56@gmail.com>, Director SIBMHYD <director@sibmhyd.edu.in>, "Dy.Director SIBMHYD" <dydirector@sibmhyd.edu.in>, Ravi Kumar <peesapati.rk@gmail.com>, Vijay Vedantham <vijayavedpr@gmail.com>

Dear Raghavendra,

Thank you for the program details. It is pleasure to attend this event and share my views on the topic which is widely impacting all sectors.

Please find my office address below.

Thanks,

PCR

Purna Chandra Rao Kolla

Director-Fundamental Data Operations.

S&P Global

Hitec City, Kondapur

Hyderabad, TS-81

T:91-40-44668896 |C:91-9866557022

pkolla@spglobal.com

www.spglobal.com

S&P Global

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achalapathi kamarajugadda <achala56@gmail.com>

Mon, Dec 31, 2018 at 7:22 PM

To: "Kolla, Purna Chandra Rao" <pkolla@spglobal.com>

Cc: Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>, Director SIBMHYD <director@sibmhyd.edu.in>, "Dy.Director SIBMHYD" <dydirector@sibmhyd.edu.in>, Ravi Kumar <peesapati.rk@gmail.com>, Vijay Vedantham <vijayavedpr@gmail.com>

Thank you for the mail Rao garu.



Thanks & Regards

=====

Dr. Achalapathi K. V.
Retired Professor from Osmania University and Presently
Director, Dhanwanthari Institute of Science and Technology,
2-2-1108/6/8, Tilaknagar, Hyderabad - 500044.
Mobile No.: 8897508839
Email Id: achala56@gmail.com,



=====

[Quoted text hidden]

Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Wed, Jan 2, 2019 at 10:15 AM

To: DEEPAK VYAS <18021141035@sibmhyd.edu.in>, SHARVANI SHASTRY <18021141100@sibmhyd.edu.in>, ABHIJEET RISHU <18021141005@sibmhyd.edu.in>, KARAN JEET BHATIA <18021141056@sibmhyd.edu.in>


Kind Regards,
Raghavendra BT
Symbiosis Institute of Business Management (Hyderabad)
#292, Off Bengaluru Highway
Mamidipalle Village, Nandigama Mandal
Rangareddy District, Telangana State
Pin: 509217
Landline: +91 40 27232181
Mobile: +91 99491 71610
+91 98205 37670

[Quoted text hidden]

3 attachments



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9K

 **Brief profile_2018_v40_Dr. Chandan_ISB.PDF**
107K

 **Guests Event Flow V 1.1.pdf**
143K

Type text here

Rinki_sikka <Rinki_sikka@isb.edu> Wed, Jan 2, 2019 at 3:10 PM
To: Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>
Cc: Director SIBMHYD <director@sibmhyd.edu.in>, "Dy. Director SIBMHYD" <dydirector@sibmhyd.edu.in>, achalapathi kamarajugadda <achala56@gmail.com>, Ravi Kumar <peesapati.rk@gmail.com>, Vijay Vedantham <vijayavedpr@gmail.com>, chandan chowdhury <chandan_chowdhury@isb.edu>

Dear Sir,

Wishing you a Happy New Year !!

I request you to confirm the complete address of the venue. Please confirm if cab can be booked for tomorrow.

Regards,
Rinki Sikka

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From: chandan chowdhury
Sent: Monday, December 31, 2018 6:03:23 PM
To: Raghavendra BT
Cc: Director SIBMHYD; Dy. Director SIBMHYD; achalapathi kamarajugadda; Ravi Kumar; Vijay Vedantham; Rinki_sikka
Subject: RE: Management Convenon De tails - Symbiosis & HMA

[Quoted text hidden]

Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>
To: Rinki_sikka <Rinki_sikka@isb.edu>



Wed, Jan 2, 2019 at 3:13 PM

Hi Rinki,

The address is KLN Prasad Auditorium, FTAPCCI Building, Red Hills, Hyderabad.

Regards,
Raghavendra

[Quoted text hidden]

Rinki_sikka <Rinki_sikka@isb.edu>
To: Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Wed, Jan 2, 2019 at 5:04 PM

Thanks Raghavendra.
As discussed, please book a cab for Dr Chandan at 8.30 am.

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From: Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>
Sent: Wednesday, January 2, 2019 3:13:40 PM
To: Rinki_sikka
Subject: Re: Management Convenon De tails - Symbiosis & HMA

[Quoted text hidden]

Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>
To: Rinki_sikka <Rinki_sikka@isb.edu>
Cc: BHARATH KORAPATI <18021141024@sibmhyd.edu.in>, PAUL ABRAHAM <18021141080@sibmhyd.edu.in>

Wed, Jan 2, 2019 at 5:07 PM

The booking has been made.
Bharat/Paul shall stay in touch with you

Regards,
Raghavendra
[Quoted text hidden]



Request to be a Speaker - Symbiosis & The Hyderabad Management Association

3 messages

Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Tue, Dec 11, 2018 at 3:44 PM

To: balaji.kaliappan@fs.utc.com

Cc: Director SIBMHYD <director@sibmhyd.edu.in>, "Dy.Director SIBMHYD" <dydirector@sibmhyd.edu.in>, Ravi Kumar <peesapati.rk@gmail.com>, achalapathi kamarajugadda <achala56@gmail.com>, vijayavedpr@gmail.com

Dear Mr. Balaji Kaliappan,

Greetings from Symbiosis and The Hyderabad Management Association (HMA)!

We at Symbiosis Institute of Business Management, Hyderabad are delighted to inform you that we along with HMA are jointly conducting a Convention with the theme "Management challenges in Industry 4.0 – Are we prepared?" followed by an awards ceremony on Thursday, 3rd January 2018 at KLN Prasad Auditorium, Red hills, Hyderabad.

The tentative schedule for the programme is as follows:

Time	Event
10:00 AM – 11:30 AM	Inaugural Ceremony & Keynote Address
11:45 AM – 1:00 PM	Panel Discussion - Transition to Industry 4.0 - Trends, Challenges and Opportunities
2:00 PM – 3:15 PM	Panel Discussion - Industry 4.0 & the World of Start-ups - Fuzzy road ahead or opportunities galore?
3:30 PM – 4:15 PM	Valedictory Ceremony
4:15 PM – 6:00 PM	HMA Awards Ceremony

We would be honored to have you as a speaker to deliver the valedictory address (about 20 mins) at the convention. We request you to confirm the same. so that we can take it forward.

Thanking you in anticipation.

With Kind Regards,

Raghavendra BT

Symbiosis Institute of Business Management (Hyderabad)

#292, Off Bengaluru Highway

Mamidipalle Village, Nandigama Mandal

Rangareddy District, Telangana State

Pin: 509217

Landline: +91 40 27232181

Mobile: +91 99491 71610

+91 98205 37670

**Kaliappan, Balaji UTC CCS** <Balaji.Kaliappan@fs.utc.com>

Thu, Dec 13, 2018 at 11:23 AM

To: Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Cc: Director SIBMHYD <director@sibmhyd.edu.in>, "Dy.Director SIBMHYD" <dydirector@sibmhyd.edu.in>, Ravi Kumar

<peesapati.rk@gmail.com>, achalapathi kamarajugadda <achala56@gmail.com>, "vijayavedpr@gmail.com" <vijayavedpr@gmail.com>

Hello Raghavendra,

I confirm my participation. Thanks for the invite.

Request you to share more details, as it gets ready on participants list, any target industry focus area, specific expectations from me, etc.

Thanks.

Balaji Kaliappan

Director - Technology & Innovation

Hyderabad Research & Design Centre (HRDC)

United Technologies

L: +91 40 4467 4407

M: +91 83742 11766

balaji.kaliappan@fs.utc.com

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Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Thu, Dec 13, 2018 at 11:27 AM

To: "Kaliappan, Balaji UTC CCS" <Balaji.Kaliappan@fs.utc.com>

Cc: Director SIBMHYD <director@sibmhyd.edu.in>, "Dy.Director SIBMHYD" <dydirector@sibmhyd.edu.in>, Ravi Kumar <peesapati.rk@gmail.com>, achalapathi kamarajugadda <achala56@gmail.com>, "vijayavedpr@gmail.com" <vijayavedpr@gmail.com>

Thank you for your confirmation sir.

We shall stay in touch and keep you posted with more details.

Kind regards,
Raghavendra BT

[Quoted text hidden]



Management Convention Details - Symbiosis & HMA

5 messages

Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Sat, Dec 29, 2018 at 5:09 PM

To: Rama Iyer <rama14.iyer@gmail.com>

Cc: Director SIBM HYD <director@sibmhyd.edu.in>, "Dy. Director SIBM HYD" <dydirector@sibmhyd.edu.in>, Ravi Kumar <peesapati.rk@gmail.com>, achalapathi kamarajugadda <achala56@gmail.com>, Vijay Vedantham <vijayavedpr@gmail.com>

Dear Sir,

Greetings from Symbiosis & HMA!

At the outset, we would like to thank you for accepting our invitation to be the Moderator for the Panel Discussion at the Management Convention & Awards to be held on Thursday, 3rd January 2019 at KLN Prasad Auditorium, Red hills Hyderabad. Please find enclosed a copy of the event flow for the day.

We request you to share your latest profile. We also request you to share your address details so that we can make transport arrangements accordingly.

Looking forward to seeing you soon.

Kind Regards,

Raghavendra BT

Symbiosis Institute of Business Management (Hyderabad)

#292, Off Bengaluru Highway

Mamidipalle Village, Nandigama Mandal

Rangareddy District, Telangana State

Pin: 509217

Landline: +91 40 27232181

Mobile: +91 99491 71610

+91 98205 37670

**Guests Event Flow V 1.1.pdf**

143K

Rama Iyer <rama14.iyer@gmail.com>

Sat, Dec 29, 2018 at 7:29 PM

To: Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Can you check if anyone else wants to moderate, I can talk more about the subject.

Would like car pick up at Lanco Hills, Manikonda.

Rama

9000010038

[Quoted text hidden]

[Quoted text hidden]

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Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Mon, Dec 31, 2018 at 9:29 AM

To: Rama Iyer <rama14.iyer@gmail.com>

Hi Rama,

I shall check with the other members and keep you posted at the earliest.

In the meantime, could you share your brief profile.

Kind Regards,

Raghavendra BT

Symbiosis Institute of Business Management (Hyderabad)

#292, Off Bengaluru Highway

Mamidipalle Village, Nandigama Mandal

Rangareddy District, Telangana State
Pin: 509217
Landline: +91 40 27232181
Mobile: +91 99491 71610
+91 98205 37670

[Quoted text hidden]

Rama Iyer <rama14.iyer@gmail.com>
To: Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>

Mon, Dec 31, 2018 at 3:01 PM

My LinkedIn is updated, best to take from there.

Rama
[Quoted text hidden]

Raghavendra BT <raghavendra.bt@sibmhyd.edu.in>
To: Rama Iyer <rama14.iyer@gmail.com>

Mon, Dec 31, 2018 at 3:02 PM

Thanks, will do.
[Quoted text hidden]





SIBM
HYDERABAD



FMA DIGITAL
AN EDU-TECH DIGITAL COMPANY

PRESENTS



**NATIONAL
RESEARCH
CONFERENCE
2018**

On

Digital Innovation: Meeting the Business Challenges

23rd & 24th Feb 2018, SIBM, Hyderabad

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Acknowledgements

This report is based on a Conference – “ Digital Innovation: Meeting the Business Challenges” that was organized by Symbiosis Institute of Business Management, Hyderabad and FMA digital at the lush green campus of Symbiosis Institute of Business Management, Hyderabad powered by Symbiosis International (Deemed University) and FMA Digital under its flagship project Adoption of Social Media in Academics (ASMA). Supported by Higher Education Forum, Quick Heal Academy, in association with Association of Indian Management Schools (AIMS).

We thank our chief mentors Dr. S.B. Mujumdar, Founder President & Chancellor, Symbiosis International (Deemed University), Dr. Vidya Yeravdekar, Pro-Chancellor, Symbiosis International (Deemed University), Dr. Rajani Gupte, Vice-Chancellor, Symbiosis International (Deemed University) for motivating us in this endeavor.

Our special thanks to Dr. Ravi Kumar Jain, Director, SIBM, Hyderabad, and Mr. Rahul Jain, Director, FMA Digital who have always been with us, and inspired us in this journey.

The conference was co-chaired by Dr. Satyaprasad (Academic Head, SIBM Hyderabad) and Dr. Tanmoy De (Assistant Professor, SIBM Hyderabad).

We express our deep gratitude to all the advisory board members of the conference viz, Prof. Bhimaraya Metri, Director, IIM Trichy; Prof. Mahadeo Jaiswal, Director, IIM Sambalpur; Dr. Kamlesh Mehta, Lead Faculty, Director, MBA Program, School of Business and Management Finance and Economics, National University, USA; Dr. A.K. Sengupta, Founder, Higher Education Forum, Director & Mentor, SIESCOMS; Dr. Arun K. Rath, IAS, Former Secretary, MHRD; Dr. H. Chaturvedi, Alternate President Education Promotion Society for India, Director BIMTECH; Dr. K.P. Venugopala Rao, Deputy Director, SIBM, Hyderabad; Dr. Bidyanand Jha, Project Head, ASMA & Associate Professor KIAMS and Mr. Swapnil Jain, Director, FMA Digital, Bengaluru for their valuable insights and deliberations related to the theme of Digital Innovation. Hearty thanks to our partners, Association of Indian Management Schools (AIMS), Quick Heal Academy, mUni

and Excel India Publishers for their unstinted support and patronage. We do acknowledge the valuable contribution made by the FMA Digital Team with a special mention to Ms. Preeti Makde, Mr. Prince Kumar Singh, Mr. Akshay Patil and Mr. Amit Singh. We also acknowledge the contributions made by Team DIGECON, students of MBA Class 2017–19, Ms. Rashika Bagri, Ms. Laboni Biswas and Mr. Dhaval Bhatt, for their secretarial and timely support in bringing out this book. To all the people and our family members who have directly and indirectly supported us in making it possible.

This report was prepared by a team consisting of: Dr. Satya Prasad, Dr Tanmoy De, Mr. Dhaval Bhatt, Ms. Rashika Bagri, Ms. Laboni Biswas for their written contributions. We also thank Mr. Vaibhav Choudhary for several of his photos that appear in this report. Further updates, as well as videos and powerpoint presentations, may be found on the website: www.sibmhyd.edu.in



R. Ashish

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R. N. N. 24/2/18

Introduction

Innovation is a critical component in improving individual and institutional performance. Real innovation is not easy to come by, as they are more radical and transformational than an improvement. Innovation is merely driven by content oriented whereas the improvement is process oriented. Every now and then, organizations confront situations that warrant radical changes, which call out for out of the box thinking, it is only through innovations that we can bring about such Avant grade transformation and leap India into the area of \$ 5 Trillion Economy.

Innovations in the digital landscape are one of the keys which led to success in this digital economy. Organizations big or small are adopting digital tools and platforms for not just their day to day transactions but also for framing, executing and successfully implementing business strategy. The vision of the Digital Innovation Conference was to focus the conversation specifically of the new developments occurring in shaping of the Business Models. Where, Digital Innovations are driving the Businesses to adopt a transformation route from conventional to digital.

Digital transformation is not just about embracing new technology, it is about a change in thought and organization culture. There is a need for organizations to address the change in business scenarios, dynamic business demands and innovate ways to quickly cater to these changing needs. Leaders and management teams in any enterprise should work hand in hand to meet the business requirements, drive innovation and march towards continuous improvement. This is what Digital transformation is all about — accelerate business activities, lower cost, improve time to market, bring about a positive change in processes, people, and competency and Business models.

The nature of Technology beast is that it continues to evolve at a rapid pace, so compiling such humongous innovations in a conference becomes a tough job, but hopefully the dynamic and vibrant approach adopted by us helps us in gathering all the trends of it. Despite the toughness of the task we believe this year's

conference successfully brought forward more than 75 papers and 20+ eminent dignitaries on a common forum, with each having its unique beads.

This Report, therefore, is designed to be the beginning of a conversation (and debate) on the future of how the digital innovation would be disrupting the Business Models and Challenges involved in it from a global perspective. The research to date—as summarized in the panels that follow—is thin. Many claims about Digital Innovations abound, but the field is so liquid that much is conjecture. There can be little doubt, however, that we will know a great deal more in the coming years, and that the field of Digital Innovations and its major impact on the Businesses.



Inauguration Session

Conference was inaugurated by Conference Co-Chair Dr. Satyaprasad, who preceded Dr. Arun Kumar Rath, Dr Geoffrey Clements, Dr G S Rao, Dr Ravi Kumar Jain, Mr Rahul Jain, Dr Tanmoy De towards lighting of the Lamp.

Dr Satyaprasad began the plenary by referencing the transformation of Symbiosis Institute of Business Management Hyderabad, and how the institute has paved it's way since its inception in 2014, by starting with a batch of 48 Students and now

Catering strength of 120 Students.



Dr. Arun Kumar Rath Igniting the Lamp

Forwarding his discussion into how the digital transformation which has occurred throughout the earliest reform of Digital Innovation they came across in the world.

Dr Ravi Kumar Jain, *Director SIBM Hyderabad*, addressed the plenary by inhibiting what was the vision of Dr. S.B. Mujumdar, Founder President & Chancellor, Symbiosis International (Deemed University) while laying the stone of Symbiosis Institute of Business Management Hyderabad, delivering that this institute would lay the foundation of Intellectual Cadre of people in the industry and academia. Sir progressed by announcing the plans of Setting up World Best Analytics Lab at the campus, and the importance of Digital Innovations that drive the human life and the academia and the Industry.

Dr Arun Kumar Rath, *IAS and former secretary at MHRD*, preceded the plenary by delivering the value additions which the Digital Innovations are providing to the Consumers and Human being. How the Indian economy has evolved throughout

the ages on various bases starting with Democracy, starting of the Industrialization followed by impacts of it on the Economy, than the event of 1979-1980 which led to innovations in the policy framework, the economic change aggregated by Dr. Manmohan Singh in 1991 to the policy, driving towards the birth of Digital word and into the full-fledged digital system.

Dr Geoffrey Clements, *Chairmen at Commonwealth Infrastructure Partners*,



addressed the audience by inhibiting how he being working in India and U.S. controls and operates it's multiple business and connections. Also sir shared a light on how the industry is changing its facet of work life balance.

Dr. G S Rao, *Director at BIFT*, an alma-mater of Osmania University, sir enlightened the dignitaries and the young buds by starting with a simple story of how innovation word got carved. Sir inducted the

importance of Guru in the field of Academia.

*"You don't need Digital Strategy,
You need Digital Business strategy
In this age to survive the competition"*
- Dr. G S Rao

The way strategies are carved in today's business world are on the lines of the Digital disruption occurring in the world, be it any sort of business or outlook, the digital disruption provides a base to carve the Business Strategy.

Mr. Rahul Jain, Director at FMA Digital Pune, sir gave an insight about how ASMA was formed. He emphasized on the requirement of the digital and social media platform provides a connect in establishing base to reach out to its customers.

Dr M P Jaiswal, *Director IIM Sambalpur*, the way of doing business has changed, in order to create a big business, you don't need source, you need an IDEA, **that is Business Disruption**, GE took 60 Years to reach the level which ola took only 6 Years. Each Taxi driver are Entrepreneurs, they take feedback, route selection, customer satisfaction, that is how the Digital is helping on the ground and varying the medium, whereby, changing there business models as per need.

In next 10 Years, there would be complete disruption in the banking system, nobody would visit banks, and all this is Digital Innovation where by Digital Transformation would occur.

Dr E Sankara Rao, *Chairmen & CEO IFCI and also chairmen board of Governors, MDI*, there is an indeed need of the hour to create backdrop to create the future for eg, the 1994 National Telecom policy laid the foundation for the business entrance, so to make the economy to grow further in the future, this is the time to make disruptions in the Future. Sir flown from the topic to measuring the rise of Economy, at presently GDP per capita is used to measure the economy, whereas in the future side it would be measured on GDP per digital footbase.

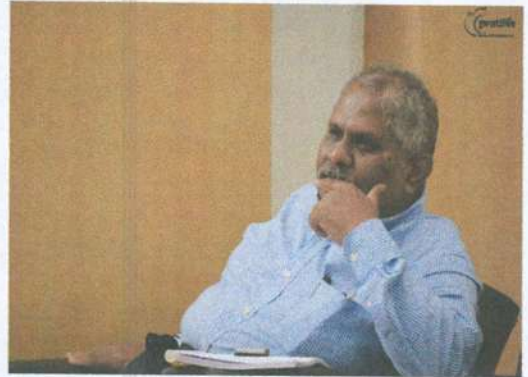
Dr B Metri, *Director at IIM Trichy*, disruption is the only language eminent all throughout the world. Niti Aayog is already working on that. 110 Year old General Motor never thought that it would be replaced from the markets biggest giant by Google and Facebook.

Majorly we should focus on the risk management system, to enable the fruitfulness of the system.



Dr. Nandgopal , Regional VP at AIMS, and Director at PSG

He appreciated the organizers of the conference, for making the conference a grand success. He also stated that AIMS is always at the forefront for promoting the cause of Management Education by sponsoring such initiatives.



Sir appreciated the presence of excellent number of papers presented at the conference and the manner in which the conference was conducted.



Conference Schedule

Symbiosis Institute of Business Management - Hyderabad SIBM-ASMA National Research Conference Schedule

23 rd February, 2018 < Day-1>		
9:15AM - 10.00AM	On-Spot Registration- Outside Convention Hall	VENUE
10:00 - 11:00 AM	Inauguration of National Research Conference Dr Arun Kumar Rath Dr G S Rao Dr Geoffrey Clements Dr Ravi Kumar Jain Mr Rahul Jain Dr V K Satyaprasad Dr Tanmoy De	Convention Hall
11.05 - 11.25AM	Conference Address by- Prof. Md. Nadeem, National University, USA "Understanding Digital Value"	Convention Hall
11.30 - 11.45 Noon	Tea Break	
11:45 - 1.00PM	Panel Discussion- "Changing Business Dynamics in Digital World" <u>Panelists:</u> Dr Geoffrey Clements Dr Raghavendra Hunasgi Mr Sajal Jain Dr Krishna Kumar Narayanan Dr Bidyanand Jha -Moderator	Convention Hall
1:00 - 1.45PM	Lunch	Multipurpose Hall
1:45 - 2.55PM	Workshop & Demo – Ethical Hacking by Mr Mukesh Choudhury	Convention Hall
3.00 - 3.15PM	Tea Break	
3:15 - 4.30PM	Parallel Technical Sessions	Classrooms -001,002,003,004
4.40 - 5.45PM	Special Session by Prof Md. Nadeem – "Excellence in Case Method"	Convention Hall

Digital Innovation: Meeting the Business Challenges

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6.45 – 7.30PM	Cultural Program	
7.30P.M. Onwards	Conference Dinner	Multipurpose Hall

24 th February, 2018 < Day-2>		
9:15 - 9.35AM	On-Spot Registration-	Convention Hall
9:35 -10.45AM	Knowledge Session by Oracle India "Consumer experience in digital era" by Mr Ratnesh Mehra	Convention Hall
10.45 -11.00 AM	Tea Break	
11.00 - 12.15PM	Parallel Technical Sessions	Classrooms -001,002,003,004
12.20 - 1.15PM	Workshop by Quick Heal "Cyber Security-Capacity Building" By Mr Vishal Kumar	Convention Hall
1:15 - 2.00PM	Lunch	Multipurpose Hall
2:00 - 3.30PM	Panel Discussion- "Quo Vadis Social Media & Digital Economy" <u>Panelists:</u> Dr B Metri Dr M P Jaiswal Dr E Sankara Rao Mr Sathish Krishnan Mr Ratnesh Mehra – Moderator	Convention Hall
3.30 - 3.45PM	Tea Break	
3.45 - 4.30PM	Valedictory Dr R Nandgopal Dr B Metri Dr E Sankara Rao Dr Ravi Kumar Jain Mr Rahul Jain Dr Tanmoy De Dr V K Satyaprasad Vote of Thanks	Convention Hall



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Expenses

To carry out the Conference, SIBM Hyderabad made the following expenditure:

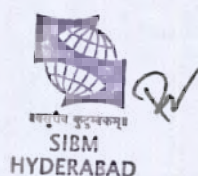
Sr. No	Particular	Pcs	Amount in Rs
1	Air Transport	15	49921
2	Publication	100	37800
3	Momentos	30	12390
	Total as of now		100111

*This are partial Expenses incurred.

Bills are attached

▲ Air Transport Bill

Sr No	Air Transport Expense For Guest	Amount	Amount	Amount	Total
1	Dr. M. P Jaiswal	3484			3484
2	Dr. R Nandgopal	3920	4123		8043
3	Dr B Metri	5124	3337	4258	12719
4	Mr Mukesh Choudhary	4434			4434
5	Dr E Sankara Rao	3459	5107		8566
6	Dr A K Rath	3161	4787		7948
7	Mr Sathish Krishnan	2187	2540		4727
	Total				49921



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Technical Presentation Day 1

Date: 23/02/2018 Venue: CR 001 Time : 3.15-4.30 PM		
Track Chair: Mr. Mukesh Chaudhary		
Sr. no.	Author Name	Paper Name
1.1	Shristi Agarwal	Social Media: An Innovative Marketing Tool
1.2	Akshita Chauhan	
	Pritom Routh	Big Data: Data Never Sleeps-The Changing Shape of Marketing
1.4	Sanidh Patil	
	Liza Pathak	The Negative Search: A Simple Way to Capture New Avenues in Sales
1.4	Neha Agarwal	
	Pooja Agarwal	YASH RAJ FILMS -From Print to Digital Platform
1.5	M.V. Benjamin	
	Rohit Mathur	Artificial Intelligence and consumer durable goods
	Philip Abraham	

Date: 23/02/2018 Venue: CR 002 Time : 3.15-4.30 PM		
Track Chairs- Dr. Raghavendra Hunasgi & Dr. Ramakrishna Dikkatwar		
Sr. no.	Author Name	Paper Name
2.1	A. Jaikumar	Role of Content Marketing in Transforming A Lead To Sale
	B.V. Sandhya Bala	
2.2	Swati Oberoi Dham	Innovation In The Medium Of Product Communication
	Adarsh Somani	
	Pratika Mishra(in Absentia)	Achieving Customer Excellence Through Iot Enabled Customer Service – An Empirical Validation Of Connected Customer Concept
2.3	Samir Yerpude	
	Tarun Kumar Singhal	A Study On Customers Perception About Digital Marketing Practices In Bollywood Movies
2.4	Nilesh Anute	
	Devyani Ingale	Impact Of E-Commerce On Msmes In India
2.5	Venkata Vara Prasad Janjanam	
	V.V.S. Subbalakshmi A	

Date: 23/02/2018 Venue: CR 003 Time : 3.15-4.30 PM		
Track Chairs- Dr. Bidyanand Jha & Dr. Shyam Chitta		
Sr. no.	Author Name	Paper Name
3.1	J M Reddy	Digitalization And Collaborative Learning: Some Reflections
	Ridhi Rani	
3.2	Preeti Sharma	Application Of Sentiment Analysis And Text Visualization To Explore Customer Feedback
	Promita Shakya	
3.3	Yogita Abichandani	An insight into blended learning adoption in Institutes of Higher Education in India
3.4	Munmun Goswami(in Absentia)	
3.5	P Annakili	E-Learning: Organizational Issues
		Why we implement participative decision making in all the organizations



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Date: 23/02/2018 Venue: CR 004 Time : 3.15-4.30 PM		
Track Chairs- Dr. Nadeem & Dr. Venugopala Rao		
Sr. no.	Author Name	Paper Name
4.1	Debaditya Mohanty	Examining The Pricing Efficiency Using Black-Scholes Model: Evidence From Indian Index Options Market
4.2	Robin Thomas	A Case Study On Npa Management And Loan Recovery Strategy of Axis Bank, Post The Demonetisation: An Application Of The Mckinsey 7s Model
4.3	Madhurima Basu (in Absentia)	Emergence Of E-Catering Services Revolutionizing The Indian Railways: A Study On The IRCTC And E-Catering Services (East Zone)
4.4	Kumkum Mukherjee	
4.4	Chandrasekhara Rao Kilari	A Bird's Eye View On Internet Of Things
4.5	Krishna Kumar Narayanan	Opportunity In The Era Of Paradigmatic Shifts In Industry, Education And Demography
4.6	Preeti Sharma	Harnessing Power Of Digital And Analytics For Agriculture Sector In Indian Markets
	Indira Jagiripu	

Technical Presentation Day 2

Date: 24/02/2018 Venue: CR 001 Time: 11-12.15 PM		
Track Chair- Dr. Bidyanand Jha		
Sr. no.	Author Name	Paper Name
1.1	Sudhin Haridas	Competitive Advantage For Business Organizations Using Cloud Business Intelligence – A Case Of Retail Industry In India
	Pavitra Sirolikar	
1.2	Bhagyashree Borbora	Impact Of Animation & Gamification As A Combined Learning Tool Vs Traditional Learning Tools On Retention & Recalling
	Dr. Suruchi Pandey	
1.3	Shubham Sovasaria	How Business Constituencies Evolved With An Interdependent Relation Of Digital Advancement: Innovation And Transformation
	Shahnavaz Kaliwala	
	Gaurav Chawla	
1.4	Arun Kanade	Use Of Gamification To Achieve Real-World Business Goals
	Saurabh Dharkar	
1.5	Damini Mota	Alibaba : Realizing Vision
	Anshul Dwivedi	
1.6	KVSS Ravindranath	Effect On Business If Machines Have Emotions, Feelings, Common Intelligence
	Karthik Amarcharla	
	Tadepalli Lavanya	
	Dr. Harikeela Achutha	

Date: 24/02/2018 Venue: CR 002 Time: 11-12.15 PM		
Track Chairs- Mr. Sathish Krishnan & Dr. Satya Prasad		
Sr. no.	Author Name	Paper Name
2.1	Dr. Kasturi Padmaja	A Case Study Of Reliance: Brand Building And E. Marketing
	Dr. Patrick Anthony	
2.2	Umakanta Panda	Impact Of Digitalisation On Transmission And Distribution In Power Sector: An Insight
	Ramchandra Aryasri	
2.3	Ramakrishna Dikkatwar	Digitization of financial services distribution in India - An exploratory study
2.4	Himanshee Singh	Study On Techniques To E-Branding
2.5	Dipali Kale	The Impact Of Utilitarian And Hedonic Value On Online Shopping Behaviour
2.6	Saradhi Gonela	A Study on the Factors Effecting Showrooming and Reverse Showrooming in the Electronics Retail Industry in India
	Rajkumar Pillay	
	Archit Maheshwari	

Date: 24/02/2018 Venue: CR 003 Time: 11-12.15 PM		
Track Chairs- Dr. Sandeep Pachpande & Dr. Jagan Mohan Reddy		
Sr. no.	Author Name	Paper Name
3.1	Naval Lawande Rashmita Mohile Sagarika Datta	Gamification And Employee Engagement: A Review On The Role Of Hr
3.2	Kandukuri Veena D P Sharma	
3.3	Sweta Anand Utsav Kar	
3.4	Dr. K. Bhavana Raj Dr. Srinivas Kolachina	Security In Social Media- Risk And Human Rights
3.5	Dr. Srinivas Kolachina Dr. K. Bhavana Raj	
		E-Learning-Virtual Learning Environment And Learning Style Preferences In India
Date: 24/02/2018 Venue: CR 004 Time: 11-12.15 PM		
Track Chairs: Dr. Tanmoy De & Mr. Swapnil Jain		
Sr. no.	Author Name	Paper Name
4.1	Anu Chakraborty (In Absentia) Dr. Kamal Gulati	Big Data: Survey, Technologies, Opportunities, And Challenges
4.2	Alpa Agarkar (in Absentia)	
4.3	Syed Hassan Abdullah Sitamma Mikkilineni	Bitcoin: An Innovative Alternative Digital Currency- An Exploratory Study
4.4	Sunil B Sourav Samal	A Study on Perceptions of Gen Z towards E-Leadership
4.5	Saradhi Gonela Ashok Pacha	
4.6	Dr. Venugopala Rao Hariprasad Soni	Gentle pogrom of the art of film-making, a prima facie
		Automation of Direct Benefit Transfer Scheme Procedure: A Study on "ePASS" - Scholarship Scheme in Andhra Pradesh
		Critical Appraisal of Digitisation in Indian Financial Sector Post Demonetisation - With special reference to Indian Banking Industry



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PRESENTS



NATIONAL RESEARCH CONFERENCE 2018

On

Digital Innovation : Meeting the Business Challenges

23rd & 24th Feb 2018 SIBM Hyderabad



SUPPORTED BY



CONFERENCE THEMES

TECHNOLOGY AND TRENDS

INTELLIGENT SYSTEMS

E-BUSINESS

WEB ANALYTICS

SOCIAL MEDIA

E-LEARNING

KEY SPEAKERS / EXPERT PANELISTS



Dr. E Sankara Rao
MD & CEO, IFCI



Dr. Geoffrey Clements
Director, Commonwealth Infrastructure Partners



Dr. M P Jaiswal
Director, IIM Sambalpur



Dr. A K Rath
IAS, Former Secretary, MHRD



Dr. R Nandgopal
Regional Vice President, AIMS



Mr. Mukesh Choudhary
Founder & CEO, Cyberops Infosec



Dr. Raghavendra Hunasgi
Social Media Evangelist, Harvard Alumni



Mr. Rama Iyer
Senior Vice President; Head
Innovation & Strategic Alliance, T-Hub



Mr. Vishal Kumar
Director, Cyber Education & Services, Quick Heal



Dr. Abhijit Gangopadhyay
Founder Dean, IIM Indore



Mr. Bhupesh Daheria
Founder, mUni

Workshop conducted by Quick Heal on "Cyber Security - Capacity Building"
Panel Discussion on - "Quo Vadis Social Media"

OPPORTUNITIES FOR PUBLICATION

1. New Zealand Journal of Applied Business Research (ABDC Listed - C Category)
2. South Asian Journal of Business and Management Cases (SCOPUS Listed, ICI)
3. International Journal of Decision Making in Management (UGC Journal)
4. Edited book (ISBN)
5. India Trend Study 2018 (ASMA Annual Report)
6. Conference Proceedings

*BEST PAPER AWARD

IMPORTANT DATES

Submission of Full paper	29 th Jan 2018	Last date of Registration	3 rd FEB 2018
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REGISTRATION FEES

Industry Professionals	₹ 4500 /-	Academicians	₹ 2500 /-
Research Scholars	₹ 1500 /-	Students	₹ 750 /-
Paper In Absentia	₹ 3500 /-	Foreign Delegates	USD 100

For Abstract / Full Paper Submission
Sign up / Log in: www.easychair.org (DIGECON-2018)

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For Further Details Visit: www.sibmhyd.edu.in/national-research-conference-2018

SIBM- ASMA National Research Conference 2018 - Hyderabad

Day 1 – 23rd February 2018

Time	Duration	Event	Speakers
10:00 AM- 10:02 AM	2 Mins	Welcome, Introduction, and Inviting Guests onto the dais: 1) Dr. Arun Kumar Rath 2) Dr. Geoffrey Clements 3) Dr. G S Rao 4) Dr. Ravi Kumar Jain 5) Mr. Rahul Jain 6) Dr. Satya Prasad V.K. 7) Dr. Tanmoy De	MC
10:02 AM – 10:04AM	2 Mins	Lighting the Lamp	Background Score
10:04 AM – 10:08 AM	4 Mins	Welcoming and Felicitatation of Guests: 1) Dr Ravi Kumar Jain → Dr. Arun Kumar Rath 2) Dr. Satya Prasad → Dr G S Rao 3) Mr. Rahul Jain → Dr. Geoffrey Clements 4) Dr. Tanmoy De → Mr. Rahul Jain	MC
10:08 AM - 10:11 AM	3 Mins	Welcome Address by the Co-Chair	Dr. Satya Prasad V.K.
10:08 AM - 10:14 AM	6 Mins	Speech by the Director	Dr. Ravi Kumar Jain
10:15 AM – 10:30 AM	10 Mins	Speech by the Guest of Honor	Dr. Arun Kumar Rath
10:31 AM – 10:46 AM	10 Mins	Speech by the Guest of Honor	Dr. Geoffrey Clements
10:46 AM – 10:47 AM	1 0Min	Speech by the Guest of Honor	Dr. G S Rao
10:47 AM – 10:53 AM	6 Mins	Speech by Mr. Rahul Jain	Mr. Rahul Jain
10:53AM – 10:57 AM	4 Mins	Book Release	MC
10:57 AM – 11:00 AM	3 Mins	Vote of Thanks for Inaugural Function – Co-Chair	Dr. Tanmoy De
11:00 AM – 11 :23 AM	23 Mins	Understanding Digital Value	Prof. Md. Nadeem
11:23 AM – 11 :30 AM	7 Mins	Q&A	MC
11:30 AM – 11:45 AM	15 Mins	Tea Break	
11:45 AM – 11:50 AM	5 Mins	Welcoming and Introducing the panelists and the moderator onto the dais 1) Dr. Geoffrey Clements 2) Dr. Raghavendra Hunasgi 3) Mr. Sajal Jain 4) Dr. Krishna Kumar Narayan 5) Dr. Bidyanand Jha – Moderator	MC
11:50 AM – 12:45 AM	55 Mins	Panel Discussion – Changing Business Dynamics in the Digital World.	Dr. Bidyanand Jha
12:45 AM – 1:00 PM	15 Mins	Q&A	Dr. Bidyanand Jha
1:00 PM – 1:05 PM	5 Mins	Felicitatation: Dr Ravi Kumar Jain → Dr. Geoffrey Clements Dr. Ravi Kumar Jain → Mr. Sajal Jain Mr. Swapnil Jain → Dr. Raghavendra Hunasgi Mr. Swapnil Jain → Dr. Krishna Kumar Narayan Dr. Venugopala Rao → Dr. Bidyanand Jha	MC
1:05 PM – 1:45 PM	40 Mins	Lunch Break	Multipurpose Hall
1:45 PM – 2:45 PM	60 Mins	Workshop on ethical hacking and security	Mr. Mukesh Choudary
2:45 PM – 2:50 PM	5 Mins	Q&A	MC
2:51 PM – 2:53 PM	2 Mins	Felicitatation Dr. Ravi Kumar Jain → Mr. Mukesh Choudary	MC
2:53 PM – 3:10 PM	17 Mins	Tea Break and proceeding for the paper presentations	
3:10 PM – 4:25 PM	75 Mins	Paper Presentations	Classrooms: 001, 002, 003, 004
4:25 PM – 4:35 PM	10 Mins	Assemble at the Convention Centre	
4:35 PM – 5:30 PM	55 Mins	Excellence in Case Method	Prof. Nadeem
5:35 PM – 5:42 PM	7 Mins	Q&A	MC
5:42 PM – 5:45 PM	3 Mins	Felicitatation of Prof. Nadeem by Dr. Ravi Kumar Jain	MC
5:45 PM – 6:30 PM	45 Mins	Break/Campus Tour for Guests	
6:30 PM – 7:30 PM	60 Mins	Cultural Programme	Cultural Committee

SIBM- ASMA National Research Conference 2018 - Hyderabad
Day 2 – 24th February 2018

Time	Duration	Event	Speakers
9:30 AM – 10:15 AM	45 Mins	Plenary Session - "Consumer Experience in Digital Era"	Ratnesh Mehra
10:15 AM – 10:20 AM	5 Mins	Q&A	MC
10:20 AM- 10:22 AM	2 Mins	Felicitation Dr. Ravi Kumar Jain → Mr. Ratnesh Mehra	
10:22 AM – 10:40 AM	18 Mins	Tea Break	Tea -Auditorium Gallery
10:40 AM – 10:45 AM	5 Mins	Proceed to Classrooms for Paper Presentations	
10:45 AM – 12:00 Noon	75 Mins	Technical Sessions	Classrooms: 001, 002, 003, 004
12:00 Noon – 12:05 PM	5 Mins	Assemble in the Convention Centre	
12:05 PM – 1:00 PM	55 Mins	Workshop on Cyber Security Capacity Building	Mr. Vishal Kumar
1:00 PM – 1:05 PM	5 Mins	Q&A	MC
1:05 PM – 1:07 PM	2 Mins	Felicitation Dr. Ravi Kumar Jain → Mr. Vishal Kumar	MC
1:07 PM- 2:00 PM	53 Mins	Lunch Break	Multipurpose Hall
2:00 PM – 2 :02 PM	2 Mins	Introducing and Welcoming the Panelists onto the dais 1) Dr. M.P. Jaiswal 2) Dr. E. Shankara Rao 3) Mr. Satish Krishnan 4) Dr. Bhimraya Metri 5) Mr. Ratnesh Mehra (Moderator)	MC
2:02 PM – 2:45 PM	43 Mins	Panel Discussion – Quo Social Media and Digital Economy	Mr. Rahul Jain
2:45 PM – 2:50 PM	5 Mins	Q&A	Mr. Rahul Jain
2:50 PM – 2:55 PM	5 Mins	Felicitation: Dr. Ravi Kumar Jain → Dr. M.P. Jaiswal Mr. Rahul Jain → Dr. E. Shankara Rao Dr. Ravi Kumar Jain → Dr. Bhimraya Metri Mr. Rahul Jain → Mr. Satish Krishnan Mr. Rahul Jain → Mr. Ratnesh mehra	
2:55 PM – 3:05 PM	10 Mins	Tea Break	Auditorium Gallery
3:05 PM – 3:07 PM	2 Mins	Valedictory - Welcoming the Guests onto the Dais: 1) Dr. Nand Gopal 2) Dr. E. Shankara Rao 3) Dr. Bhimaraya Metri 4) Dr. Abhijeet Gangopadhyay 5) Dr. Ravi Kumar Jain 6) Mr. Rahul Jain 7) Dr. Satya Prasad V.K. 8) Dr. Tanmoy De	MC
3:07 PM – 3:13 PM	6 Mins	Valedictory Speech	Dr. Ravi Kumar Jain
3:13 PM – 3:29 PM	16 Mins	Speech by Guest of Honor	Dr. Nand Gopal
3:29 PM – 3:45 PM	16 Mins	Speech by the Guest of Honor	Dr. Abhijeet Gangopadhyay
3:45 PM – 4:05 PM	20 Mins	Certificate Distribution (only best paper)	MC
4:05 PM – 4:10 PM	5 Mins	Closing remarks	Mr. Rahul Jain
4:10 PM – 4:12 PM	2 Mins	Felicitation Dr. Ravi Kumar Jain → Dr. Nand Gopal Mr. Rahul Jain → Dr. Abhijeet Gangopadhyay	MC
4:12 PM – 4:17 PM	5 Mins	Rapporteur's Report	Dr. Tanmoy De
4:17 PM – 4:22 PM	5 Mins	Vote of Thanks	Dr. Satya Prasad V.K.

PRESENTS



**NATIONAL
RESEARCH
CONFERENCE
2018**

On

**Digital Innovation :
Meeting the Business Challenges**

23rd & 24th Feb 2018



CONFERENCE THEMES AND SUB-THEMES

TECHNOLOGY AND TRENDS

- Internet of Things (IoT)
- Cloud Computing
- Big Data
- Mobile Applications
- Social Media Computing
- Social Computing

WEB ANALYTICS

- Advances in Web Analytics
- Legal Issues in Web Analytics
- Customization of Web Analytics
- Cyber Intelligence
- Risk Assessment and Management

INTELLIGENT SYSTEMS

- Artificial Intelligence
- Fuzzy Logic
- Sentiment Analysis
- Data Mining
- Agents and Multi-agents system
- Ambient Intelligence

SOCIAL MEDIA

- Advances in Social Media
- Security in Social Media
- Social Media and Big Data Analysis
- Branding and e-marketing
- Social Network analysis
- Digital Contents
- Social and Digital Inclusion
- Digital Trust and Reputation
- Measurement of Social Media outcomes

E-BUSINESS

- e-Business Ontologies and Models
- e-Commerce Application Fields
- e-Commerce Economics
- e-Commerce Services
- Digital Marketing
- Enterprise Resource Planning
- Data Analytics
- Virtual Organizations
- Business Intelligence
- Web Analytics

E-LEARNING

- E-learning tools
- Mobile Learning
- E-learning organizational issues
- Gamification
- Collaborative Learning
- Education System Design
- Virtual Learning Environment
- Web-based Learning
- Delivery Systems and Environment
- Curriculum Content Design

CONFERENCE HIGHLIGHTS

Selected Papers will be published in various National & International Journals | Selected researchers will get opportunity to present the papers in the conference | Selected researchers work will be published in ASMA Annual Trend Study 2018 | Best Paper in each category | Various workshop will be arranged during the event

IMPORTANT DATES

Submission of Abstracts	18 Dec 2017	Submission of Full Paper	20 Jan 2018
Last Date of Registration	31 Jan 2018	Acceptance of Abstract	23 Dec 2017
Acceptance of Full Paper		27 Jan 2018	

REGISTRATION & FEES

Industry Professionals	₹ 4500 /-	Academicians	₹ 2500 /-
Research Scholars	₹ 1500 /-	Students	₹ 750 /-
Paper In Absentia		₹ 3500 /-	

For Registration: Log into www.easychair.org (DIGECON-2018)

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Brief Profile

Dr. Bhimaraya Metri

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Dr. Bhimaraya Metri is Director at IIM Tiruchirappalli. Prior to this, he was Dean at L&T Institute of Project Management at Vadodara. He also served as a Professor & Dean at MDI Gurgaon, IMI, New Delhi and an In-charge, Ph.D. Programmes at BITS Pilani. Dr. Metri has rich academic administrative experience. An authority in the field of quality, project management and SCM, Dr. Metri has published over 100 research articles. He is also co-authored six books. He is on the editorial advisory boards of national and international journals. Dr. Metri has more than 25 years of experience in teaching, training, research and consulting.

Dr. Metri served as a member of various National and International Committees. He served as Member, UKIERI (UK-India Education Research Initiative) Panel, Chairman COSA 2012, Member ABMC Accreditation Panel (Osaka, Japan) and Eurasia-Pacific Uninet (EPU) plenary meeting (Shanghai, China). Metri worked as a member of the Committees of AICTE, NBA, AIU (Association of Indian Universities) , IGNOU (Indira Gandhi National Open University) , Trade Committee, Ministry of Labour (Govt. of India), Team Member of Principal Technical Agency (PTA) for PMGSY Projects, and State Electricity Advisory Committee member of Uttarakhand Electricity Regulatory Commission (UERC), Uttarakhand.

Currently, Dr. Metri is the Chairman of Resource Management Sectional Committee (MSD12) of Bureau of Indian Standards (BIS) New Delhi. Also, Dr. Metri is Convener, panel on Project, Programme and Portfolio Management, Bureau of Indian Standards (BIS), New Delhi for coordinating with ISO/TC 258, Member, ISO/TC258WG2. He is the Principal member of MSD 4 Committee and Convener, panel on Project Management IS:14580, BIS, New Delhi. He is also member, Board of Studies Indian Institute of Materials Management and also expert Committee member of Indian Institute of infrastructure and Construction (IIIC), Govt of Kerala.

Dr. Metri has trained more than 600 Directors, Deans, Principals and HODs of leading Engineering Institutes including NITs under Technical Education Quality Improvement Programme (TEQIP- World Bank assisted Project) of National Project Implementation Unit (NPIU) - a unit of MHRD to improve the quality of technical education in the country. Dr. Metri is deeply involved with executive education including international training with a wide range of organizations including leading organizations of government, public sector (Maharatna & Navaratna companies) and private sector. He has trained senior executives of several leading organizations including ONGC, PSEB, BEL, Sona Koyo, BHEL, NRPC (Northern State Electricity Transmission Companies) Chief Engineers & IAS Officers, NTPC, RBI, Fortis, Jindal Stainless Steel Ltd, PGCIL, NHPC, HCL, PNB, CIDC, ABB, L&T, Nestle, DCM Shriram, Cairn Energy, DOAE (Department of Atomic Energy) Officers, Army Officers, ITEC Officers (Ministry of External Affairs) from 30 plus countries, Afghanistan Government Officers, New Holland Fiat, Ministry of health & family welfare.

Dr. Metri provided consulting to various organizations including NTPC, Railway Land Development Authority (Indian Railway) Army Ordinance Corps (AOC), Ministry of Defence, Delhi Transport Corporation (DTC) etc.

Dr. Metri has visited more than 25 countries and large number of overseas Business Schools/Universities such as Fudan University, Shanghai (China); Antwerp University, Antwerp (Belgium); ESCP-Europe, Paris (France), Berlin (Germany), Madrid (Spain) and London (UK) campuses; Northwest A & F University Yangling (China), Frankfurt School of Finance & Management, Frankfurt (Germany); Vienna University Economics and Business, Vienna (Austria); Energy Delta Institute Groningen (Netherlands); University of Strathclyde, Glasgow (UK); Delft University of Technology (Netherlands); Nyenrode Business University-Business school in Breukelen (Netherlands) and CUHK Business School, Chinese University of Hong Kong etc. Dr. Metri taught Supply Chain Management course at for Mauritius Business Leaders as a Visiting faculty of ESSEC B. School Paris. Dr. Metri has vast experience of National Accreditation-NBA & International Accreditations-SAQS, AMBA and EQUIS. Dr. Metri was invited as keynote Speaker for the Pan African PMC held Cameroon during May 2017..

Dr. Metri led a successful national and international Accreditation & Re-accreditation, led a Curriculum Review Committee that undertook a major overhaul of the PGDM programmes, enhanced the physical and knowledge infrastructure and increased the strength of PGDM programmes.

Dr. Metri received his Ph.D from IIT Powai, Mumbai. Dr. Metri is the member of Decision Sciences Institute (DSI) USA and Institute of Supply Management (ISM) USA. Dr. Metri was on the Board of Directors of DSI and is the first Indian elected as the Vice President (Asia Pacific Division), Decision Sciences Institute (DSI), Houston, Texas, USA.

Mr. Ratnesh Mehra

Ratnesh Mehra is the Customer Experience, Strategy & Transformation Leader for Oracle India .

With over 19 years of experience in the IT Industry and with an expertise in Customer Experience, Customer Relationship Management consulting and delivery, Mr. Ratnesh comes with an invaluable Customer Experience knowledge of the market and has helped leading organizations in India as well as abroad to strategize, design and build world class Customer experience platforms.

He has well rounded experience in Business Consulting, Program Management, Business Analysis and Pre Sales Consulting, Technical consulting including Design Development and Solution Architecting of software applications in area of Customer Experience, Digital Marketing, Social CRM, Voice of Customer, Customer Analytics and B2B interactions.

He has worked previously as head of Customer Experience competency for KPMG and IBM among others.

