



B. K. BIRLA COLLEGE, KALYAN

(Empowered Autonomous Status)

Reaccredited with Grade A++ by NAAC 4th Cycle

Department of Management Studies

Theme:

“HUMARA SANKALP VIKSIT BHARAT
A JOURNEY FROM I TO WE”.



09th INTERNATIONAL STUDENT
RESEARCH CONFERENCE, 2025



18th January, 2025

Time: 9:00 am to 5:00 pm

Venue :
Seminar Hall,
B.K. BIRLA COLLEGE
(Hybrid Mode)



Conference Email ID
rcon2024.25@gmail.com



Scan Here For
Registration

About College

Established in 1972 and affiliated with the University of Mumbai, the college enrolls over 13,500 students across UG, PG, Research, and Junior College programs.

Key Achievements

- 'A++' Grade, CGPA 3.51 (2024)
- Empowered Autonomous Status (2023-24 to 2032-33)
- Best College Award, University of Mumbai (2009)
- College of Excellence (UGC, 2015-2020)
- ISO 9001:2015 certified
- Autonomous Status (2018-19 onwards)
- RUSA financial support for quality enhancement
- Mentor Institution under UGC-PARAMARSH (2019-20)
- Celebrated 50 years in 2021-22

About Department Management of studies

The Department of Management Studies originated in 1999 and has grown significantly since then. At our department, we emphasize one core principle for all students: 'Excellence.' We are dedicated to believing in, advocating for, and pursuing excellence.

We foster students' comprehensive development by engaging them in a variety of curricular, co-curricular, and extracurricular activities throughout the year. Our experienced faculty members consistently motivate students to excel and act as outstanding mentors.

About Conference

Viksit Bharat 2047 is a vision that aims to make India a developed nation on the centenary of its independence in 2047. This vision aims to make India a developed country by 2047 by addressing several development-related issues, including social advancement, environmental sustainability, economic growth, and good governance. With great pleasure, we present the 09th International Student Research Conference 2024, with "Humara Sankalp Viksit Bharat - A Journey from I to We" as its transformative theme. The shift from individual goals to group accomplishments is highlighted by this theme, which captures the shared dedication and coordinated work needed to promote a developed India.

Conference Objective

- To inculcate research culture among students
- To furnish a forum for students to display their innovative research endeavours across diverse fields.
- To present their research findings with a larger audience while simultaneously enhancing their presentation and communication abilities.

THEMES :

"Viksit Bharat – Empowering Citizens"

- Digital Transformation for India's Techade
- Emerging Technologies for providing Citizen Centric Services
- District level initiative in e-Governance
- Role of Research & Development in Citizen Centric Services
- Emerging Technologies in Governance by Startups
- Cyber Security and Good Governance
- Data Governance initiatives in Innovation & Research
- Digital Transformation for enhancing Ease of living



SUB-THEMES:

Finance

- Environmental Social Governance Financing.
- Green Accounting principles and Practices.
- Derivates: Trading, Pricing and Risk Management in the dynamics Global Market.
- Digital Currencies – Way forward for global
- Fintech: Growth, Sustainability, Governance and Risks.
- The Potential of Digital Currencies Issued by Central Banks
- Support for MSME & Inclusive growth
- Artificial Intelligence, Cloud Computing, Big Data & Automation in Finance.
- Forensic Accounting and Fraud
- Best Practices in Corporate Governance
- Technological progress and banking
- Risk management and internal control
- Bankruptcy prediction and determinants
- Accounting Challenges
- Management of financial institutions
- Treasury management
- Foreign Exchange market: Trading, Parity and Efficiency.
- Basel and Bank Management
- Risk Based Pricing
- Sustainability of SHG (Self Help Group)
- Retail Payment system
- Promoting Economic Environment
- Robo Banking
- E-Rupee
- Neo banking

Information Technology

- Revival Strategies Adopted by Businesses in the Dynamic Global Markets
- Responsible Business and Sustainability
- Disruption in Business and Management Practices
- Business Communication and Sustainability
- Environmental Governance: Consumption, Waste, Economic Externalities, Sustainability and Environmental Equity
- The Risks of Digital Voting
- Evolution of War Technology
- Using Technology to Create Eco-Friendly Food Packaging
- Children's Use of Social Media
- Artificial Intelligence in Mental Health Care
- The Future of Computer-Assisted Education
- Industry 4.0: Digital Penetration and its Applications
- Block Chain Technology
- Artificial Intelligence and Machine Learning, Block Chain & Its Applications in Businesses/Government
- Digital Education & its Impact on Society
- Digital Meanings – Multimodal Communications and Multi-Literacies.
- The Future of Computer-Assisted Education
- Children's Use of Social Media
- The Risks of Digital Voting
- Technology's Impact on Society in 20 Years
- The Reliability of Self-Driving Cars
- The Impact of Technology on Infertility
- Evolution of War Technology
- Using Technology to Create Eco-Friendly Food Packaging
- Artificial Intelligence in Mental Health Care

Human resource

- Global HRM
- HR shared services and outsourcing
- Emotional Intelligence
- Global leadership
- Employee engagement strategies
- Positive organizational psychology
- HR Analytics and technology in HR
- Learning organizations
- HR role
- Culture building for sustainable development in workplace
- Business and Women Empowerment
- Need for new labour codes.
- Diversity & Inclusion of Organizational Effectiveness
- Employee Engagement & Sentiment- A New Dimension
- Women and Pandemic: The Ignored Story
- Managing Boom & Busts: Evolving Role of HR in Contemporary World
- The Era of Changing Ethics & Dilemmas
- Change Management in Everything We Do
- Training, Retraining & Rescaling

Marketing

- Green Marketing
- International Marketing
- Research Methods in Marketing
- Business to Consumer (B2C) Marketing
- Reimagining marketing strategies in the dynamics global market.
- Driving Value through strategic and operational marketing agility
- Hospitality Marketing
- Branding and Destination Imaging
- Tools and Applications in Mobile Marketing
- Strategic Management in e-commerce enterprise
- Types of Business Competitive Strategy
- Constructing Corporate Scenarios for generating Strategic Alternatives
- The difficult Art and Science of making strategy work
- Problems of Global Strategy
- Native advertising
- Tourism
- Tools and Applications in Mobile Marketing
- E-Marketing

General Management

- Moonlighting
- Assessment impact of SANKALP
- Implementation strategy & Funding mechanism of SANKALP
- Sustainable Development in the New Normal Era
- Leadership in risking diversity, equity and inclusion in the hybrid work environment
- Risk Management
- Role of creativity and innovation to rebuild & renovate
- Total Quality Control in businesses during crisis
- Economic growth and job creation
- Role of Communication in leading the change
- Strategic communication in the digital world
- Entrepreneurship and entrepreneurial ecosystem in emerging economies
- Strategic inertia, turnaround and renewal strategies
- Indian Knowledge System (IKS)

IMPORTANT DATES

- Completion of Registration: 30th November, 2024
- Complete Research Paper Submission: 10th December, 2024
- All authors of the paper are required to do the registration. International students can join in online mode for participation or presentation, or they may also participate by submitting full length paper only for publication.
- **Please register using the link:**
<https://forms.gle/sQcuUwEBZf4gEk2WA>
- **Please Submit your paper using the following link:**
<https://forms.gle/MqHWy1hfCJf24DQp9>

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GUIDELINES FOR SUBMISSION OF PAPERS

- Full paper with Abstract should be original and not published before.
- A team should not be more than 3 members.
- A faculty member from the respective college / institute can provide guidance for the research paper.
- The title page should contain Title of the Paper, Author(s) name(s), Faculty details, Student details, Complete Mailing Address, Email Address, and area under which the paper falls
- Complete Research Paper should be maximum of 3500 words.
- Font size: 14pt for the titles
- The Paper font size should be in 12 Pt
- Margin: 1" on all sides
- Font: Times New Roman, Spacing: 1.5
- Reference should be in APA (American Psychological Association) style.

RESEARCH PAPER PRESENTATION

- All the student paper will be evaluated by an esteemed panel. The shortlisted paper will be invited for presentation.
- The research paper will be Blind Peer-Reviewed. The suggestion given by the reviewer have to be adopted.
- Plagiarism check will be conducted by the college. Those paper with clear plagiarism check will be shortlisted for publication.
- The decision of the conference committee shall be final and binding in decision making regarding the publication of such paper.
- 10 mins will be given for paper presentation followed by 5 mins of Q&A
- Selected research papers will be considered for publication in journal/conference proceedings with ISSN/ISBN number.
- Additional charges will apply to students for the provision of soft/ hard copy.
- Outstation participant are requested to make their own arrangement for accommodation and commutation.

AWARD CATEGORY

- Best Presentation
- Best Research Paper
- Best Innovative Solution
- Best Speaker
- Best Data Analysis
- Overall Champion

For Further Query

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