

# South India's Leading Business School

## About VISHWA VISHWANI (PGDM)

Vishwa Vishwani Institute of Systems and Management (VVISM) is one of the Premier Business Schools in South India, promoted by Grahambell Educational Academy, Hyderabad. It is approved by All India Council for Technical Education (AICTE), New Delhi. It has been grooming resourceful students for last 15 years. The institute adopts experiential Learning approach i.e. Case Teaching, (IIMA Case Centre Subscription), Business Simulation, Students Engagement and Exposure for Development (S.E.E.D) for its PGDM program.

IT offers PGDM program in the area of Marketing, Finance and HR with elective i.e., Business Analytics, Agribusiness, Retail, Pharma, B&FSI and Operation Management.

VVISM with strong support of corporate (through MOU) and vibrant alumni network, it has been achieving 100 % placement consistently for last 15 years. The Entrepreneurship Development Cell (EDC) and Centre for Research and Development (CRD) consistently drives the Learning & Development activities resulting in Exceptional Professional Accomplishment

## About Hyderabad

Hyderabad is one of the fastest growing cities with IT corridor, special economic zones, investment parks and new townships. Hyderabad is home to more than 1300 IT and ITES firms, that includes Global conglomeration like Google, Apple, Facebook, Amazon, Microsoft, IBM, Infosys, Deloitte, Tech Mahindra, TCS, HSBC, Dell and many more.

Among the 22 Universities in Hyderabad there are 3 Central Universities (HCU, EFLU, MAUNU), 3 National Institutes (IIT, NIT, IIIT), NALSAR - University, BITS and few best Business Schools (ISB, SMS-HCU, IBS, IMT, IPE, OU-CCMB, and Vishwa Vishwani).

## Conference Objectives:

- ☆ VVISM One day Conference enunciates a vision on how confluence of digital technology in various disciplines can lead to radical innovation with strategies in support, that can lead to economic transformation
- ☆ The conference provides a platform for all stakeholders to present their vision, experiences, research, results & opinions and develop intellectual takeaways for Academia, Corporate and Government.

## Conference Committee

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Prof. Praneetha Mudholkar  
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Mr. Ankit  
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Ms. Nikitha  
Ms. Khusboo  
Mr. Surendra  
Mr. Shairiaz

## Registration Link

<https://vishwavishwani.ac.in/nationalConference.php>

## Venue:

VVISM B School Campus  
Registration Time: 9:30 AM

# NATIONAL CONFERENCE

# 2021

# Innovation & Strategies for Economic Transformation

## Saturday 27<sup>th</sup> March 2021

Campus Address: Boston House, Thumkunta (Post), Shamirpet Road,  
Hakimpet (via), Hyderabad - 500078

[www.vishwavishwani.ac.in](http://www.vishwavishwani.ac.in) Landline: 040-23228333 / 23228399

[conference2021@vishwavishwani.ac.in](mailto:conference2021@vishwavishwani.ac.in)

## GUIDELINES FOR AUTHORS

- Selection of unpublished research papers will be based on abstracts of the proposed research work. 250 words should be sent to [conference2020@vishwavishwani.ac.in](mailto:conference2020@vishwavishwani.ac.in)
- Maximum word limit is 2500 words for full paper
- Font: Times New Roman
- Font Size: 12
- Margin: 2.5
- Spacing: 1.5
- Headline: 16
- Alignment: Justify
- Change in paper Title content and Authors name are not allowed after date of Registration
- Topics are not constrained, all the other topics related to conference theme and sub themes will be accepted.

## PUBLICATIONS OPPORTUNITIES

- All the abstract of accepted research papers will be published in conference proceedings.
- Selected papers will be published either in Scopus or UGC approved journal, which be announced later. Authors must full fill the criteria as per the policy of the specific journal.

## PROGRAM SCHEDULE

Panel Discussions by Academia / Corporate, Government bodies Conference Tracks (Paper Presentation)

For further info. please visit [www.vishwavishwani.ac.in](http://www.vishwavishwani.ac.in)  
**Contact Details:**

Prof. S R Prasad Co Convener : 9177 583 959  
Prof. Dr. Abdul Razak Co Convener : 9182 002 852  
Prof. R Ashok SP Member : 9494 441 317  
Ms. Jayasree, Student Coordinator : 8247 624 935  
Mr. Surendra, Student Coordinator : 7386 036 193

## Mode of Payment

The Registration Fee may be paid through Online/NEFT /DD in favour of "Grahambell Educational Academy VVISM CRD"

Bank	State Bank of India
A/c No	37368589628
Branch	Thumkunta
IFSC Code	SBIN0020662

## CALL FOR PAPER

### Track - 1: Marketing

- Customer Experience, Engagement & Relationship Management
- Marketing Analytics, Business Intelligence & Automation
- Retail Marketing and Shoppers' Experience
- Digital Media Marketing
- Social Conscious Consumer Behavior
- Green Marketing & Consumerism
- Neuro & Sensory Marketing
- Tourism & Sports Marketing
- E-Commerce
- Rural Consumers & Marketing Strategies
- Post Covid Marketing

### Track - 2: Human Resource & Organization Behaviour

- Employee Retention in Dynamic Environment
- Green HRM Practices
- HR Accounting & Audit
- Talent management
- Psychometric & Social Media Profiling
- Organizational Culture & Employee Engagement
- Diversity & Inclusion (Gender diversity, Transgender, LGBT etc.)
- Work-life Balance and Stress Management
- HR-Analytics for Sustainable Business
- Artificial Intelligence in HR

### Track - 3: IT, Operations & Supply Chain Management

- Supply Chain management & Reverse Logistics
- SCM solutions in Retail Industry
- Green manufacturing in Industry 4.0
- Healthcare Management
- Transaction Processing System
- New Product & Service Management through Robotic
- Data Science & Machine Learning
- Robotics , Artificial Intelligence & Neural Networks
- E-Waste Management

### Track - 4: Finance & Accounting

- Micro –Finance & Rural Development
- Sustainable/Green Investing
- Innovative Economic Strategies for Financial Inclusion
- Financial Performance & Accounting Practices
- Financial Innovation, Engineering & Analytics
- Financial Frauds in Digital Era
- Global Taxation Practices
- Forensic Audit
- Digital Banking Practices, Crypto Currency & Block Chain
- Financial Markets in Digital Era

## Registration Guidelines

The participants will be required to fill the registration form. Registration fee includes kit, certification of participation and presentation, Tea, Snacks and lunch for two days.

**Participants need to make their own arrangements for travel & accommodation.**

## Important Deadlines

Submission of Abstract	05/03/2021
Notification of Acceptance	10/03/2021
Submission of Full Paper	15/03/2021
Online Registration	24/03/2021

## Conference Registration Fee\*

Particulars	Presentation	Participant
Academicians	₹ 1200	₹ 1000
Industry Delegates	₹ 2000	₹ 1500
Research Scholars	₹ 1000	₹ 750
Students	₹ 750	₹ 500

**\* Note: Excluding publication**  
**Authors of selected papers for publication shall be notified later on the publication charges.**