

**Dr. D. Y. Patil B-School,  
Pune, India**

*In association with*

**EMAA Business School, Morocco**

**Center for Economic Diplomacy, Europe**

**Dr. Soetomo University, Indonesia**

**Boston International College, Nepal**

**Jansons School of Business, India**

**Association of Indian  
Management Schools, India**



**CONFERENCE  
2024**

organizes

**2024**

# Annual International Conference

**Harmony in Innovation:**  
Navigating Global Business  
Landscapes through Emerging  
Technologies & Dynamic  
Management Strategies



## KEY FEATURES

1. Opportunity to publish in **ABDC** and **Scopus Indexed Journals**
2. Opportunity to interact with **100+ Global Leaders** in the Academic, Research and Corporate World
3. Pre-Conference Workshop on **“Bibliometric Analysis”**
4. Conference Proceedings bearing **ISBN**
5. **Best Research Papers Award**
6. **NO** Participation & Presentation **FEE**



**3<sup>rd</sup>-5<sup>th</sup> April, 2024**



**Hybrid (Online & Offline)**

## OUR PARTNERS



[conference.bschool@dpu.edu.in](mailto:conference.bschool@dpu.edu.in) <https://bschool.dpu.edu.in/conference-2024.aspx>





We feel immensely privileged to invite you to the  
**4th International Conference on**

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**“HARMONY IN INNOVATION:  
NAVIGATING GLOBAL BUSINESS  
LANDSCAPES THROUGH EMERGING  
TECHNOLOGIES AND DYNAMIC  
MANAGEMENT STRATEGIES”**

”

Organized by

IQAC & Research & Publication Cell

**Dr. D. Y. Patil B-School, Pune, India**

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**EMAA Business School, *Morocco***

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**Dr. Soetomo University, *Indonesia***

**Boston International College, *Nepal***

**Jansons School of Business, *India***

**Association of Indian Management Schools, *India***

## ABOUT THE CONFERENCE

The advancement in technology has impacted businesses all over the world. The constantly emerging technologies demand dynamic strategies to make the business sustainable. Businesses are becoming more complex than before. The use of Artificial Intelligence (AI), Machine Learning (ML) and ChatGPT has brought about revolution in sectors such as education, healthcare, information technology, pharma, manufacturing, and other sectors. The way the economy is operating has changed. People are afraid that the new tools invented in technology can replace humans. AI tools like ChatGPT may lead to job displacement in certain roles. Hence, individuals will have to adapt to new job requirements and learn new skills to remain in employment. It is a challenge for leaders to adapt to changes and make their business sustainable. Different strategies are to be adopted to retain talent and thus make progress. In the education sector, making students do hard work and critical thinking, thus leading to innovation, is a challenge. In this background, the primary aim of this Conference is to know how organizations and institutions are navigating business landscapes by adopting dynamic management strategies and enhancing productivity through emerging technologies. The conference aims to provide industry practitioners, researchers, academicians, research scholars, and students with strong research orientation a forum for discussing and presenting new ideas adopted by organizations and institutions to bring harmony in innovation.

## OBJECTIVES OF THE CONFERENCE

- ① To understand how the business and education sector are navigating through emerging technologies and dynamic management strategies.
- ② To provide researchers, industry practitioners, academicians, research scholars, and students with strong research orientation and a forum for discussing and presenting new ideas adopted by businesses and education sector to enhance productivity using technology by embracing the new world of emerging technologies and innovation.



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## WHO CAN PARTICIPATE

Academics, Economists, Entrepreneurs, Industry/Business executives, Professionals, Practitioners, Consultants, Technocrats, Research Scholars, and Students

## SUB - THEMES

- ◆ Digital Transformation and Industry 4.0
- ◆ Blockchain and Cryptocurrencies
- ◆ Artificial Intelligence and Machine Learning in Management
- ◆ Sustainable Technologies and Corporate Responsibility
- ◆ Innovations in Marketing and Customer Engagement
- ◆ Technological Convergence and Interdisciplinary Solutions
- ◆ Agile Management in a Rapidly Changing World
- ◆ Sustainable Technology Integration
- ◆ Cybersecurity in the Age of Innovation
- ◆ Human-Centric Design in Technology
- ◆ Innovations in Supply Chain Management
- ◆ Ethical Considerations in Technology Adoption
- ◆ Cross-Cultural Leadership in a Tech-Driven World
- ◆ Disruptive Innovations and Market Dynamics
- ◆ Other aligned topics

## PARTICIPATION FEE - ***NO PARTICIPATION FEE***

### CALL FOR PAPERS/EXTENDED ABSTRACT

The Conference invites papers from the following management disciplines: Marketing, OB & HRM, Entrepreneurship, Strategic Management, Operations Management, Economics, Public Policy, Business Analytics, International Business, Finance and Accounting.

However, the above list is only illustrative; authors are encouraged to submit papers on any other issues that they deem relevant to the conference theme.

Conceptual and empirical research papers are invited from academicians and practitioners on the themes or related topics of the conference. Papers should be original and unpublished, offering new insights, new approach or new knowledge to the body of literature. A soft copy of the full paper with an abstract (not exceeding 250 words) may be submitted. Soft copy should be in MS-Word format in Times New Roman, Font size 12 with one-inch margin on all sides. All the papers received will go through a blind review process and acceptance of the papers will be communicated to the corresponding author.

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## PUBLICATION OPPORTUNITY

1 All accepted papers will be published in the form of conference proceedings bearing an ISBN.

2 Selected papers will be published by our publication partners\*.

- ◆ Asia- Pacific journal of Business Administration (Scopus & ABDC indexed)
- ◆ African Journal of Business and Economic Research (Scopus & ABDC Indexed)
- ◆ Environment and Ecology Research (SCOPUS indexed)
- ◆ Universal Journal of Agricultural Research (SCOPUS indexed)
- ◆ The Journal of Polymer & Composites (Web of Science)
- ◆ Universal Journal of Accounting and Finance (USA)
- ◆ Journal of Management and Training for Industries (Japan)
- ◆ International Journal of Research in Vocational Studies (Indonesia)
- ◆ MERC Global's International Journal of Management (A Double-Blind Peer-reviewed Refereed Journal)
- ◆ Prayukti – Journal of Management Applications (A Double-Blind Peer-reviewed Refereed Journal)
- ◆ UGC Care Listed Journal

*\*Publication is subject to the approval by respective journals according to their scope & publication norms.*

## BEST RESEARCH PAPER AWARD

The papers presented in the Conference will be evaluated by an expert panel consisting of prominent academicians and industrialists. The best paper will be awarded as follows:



### IMPORTANT DATES

Last date of paper submission:

**March 30<sup>th</sup>, 2024**

Acceptance after 5 days of paper submission

Last Date of Registration for Inclusion of paper in Conference Proceedings:

**March 30<sup>th</sup>, 2024**

Conference presentations:

**April 4<sup>th</sup>-5<sup>th</sup>, 2024**

### HOW TO SUBMIT A PAPER

Authors can send their papers as an attachment in MS word file at:

**conference.bschool@dpu.edu.in**

### PRE-CONFERENCE WORKSHOP

All registered participants will get an opportunity to attend the Workshop on

**“Bibliometric Analysis”** on

**April 03, 2024** by resource person



**Dr. Raja Sankaran** (Ph.D IIM-Ranchi)

Professor, CMS Business School, Jain (Deemed-to-be University), Bengaluru, India.

## GUIDING LIGHTS

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# ABOUT THE ORGANIZERS



Dr. D. Y. Patil B-School is among the prominent business schools in the country. It aims to become a leading global academic

institution that imparts knowledge in management through research-led quality education to create the leaders of tomorrow. The institute aspires to achieve the best possible standards in management education, impart quality management education aligned to the industry's needs and build a cadre of professional managers ready to meet the emerging challenges and contribute to nation-building, and to evolve into a knowledge centre recognized for academic excellence in India and abroad.



BIC is a renowned institution that employs research-based participative approaches to nurture open-minded professionals. As a center of excellence in management studies, BIC adopts a time-tested, student-centric teaching-learning pedagogy, akin to the most happening business schools.



As an AICTE-recognized management school, JSB is affiliated to the Bharathiar University, Coimbatore, and offers MBA (full-time and residential), M.Phil and Ph.D degrees. The MBA Programme is Internationally Accredited by The Accreditation Council for Business Schools and Programs (ACBSP), USA, and is Nationally Accredited by the National Board of Accreditation (NBA), New Delhi.



EMAA Business School is designed as a multilingual higher business and management school inspired by the system of the

best American business schools, while respecting the standards of the Moroccan Ministry of Higher Education. The institute aims to cultivate the desire to learn, to undertake and to succeed while also solidifying noble values such as commitment, responsibility, ethics, and integrity.



Many national and international seminars/conferences are sponsored by AIMS on highly critical themes like Quality of Management Education, Accreditation, Ranking of Business Schools, Industry-B-Schools Interface, Leading India in Management Education (LIME), Research Methodology, Case Writing and Presentations and so on. There are round tables of Deans and Directors focusing on various subjects of topical interest to them. Extensive financial support is extended to them.



Center for Economic Diplomacy (CED) is designed to enhance economic diplomacy research and provide a triangle bridge

between governments, businesses, and universities. It represents the focal point for all economic diplomacy activities. CED is the first independent, non-political, non-for-profit organization in Southern Eastern Europe focusing on economic diplomacy.



Centre for Education Growth and Research (CEGR) is an independent Think Tank dedicated towards qualitative, innovative, and employability-enhancing education, preparing the next generation as future leaders. The Centre provides a platform for the exchange of dialogue among educationists, the media and policy makers and augments educational growth and research. The Centre realizes the importance of citizens' involvement in education and is committed to bringing inclusive development to society.



UNITOMO's noble ideals are to empower the Indonesian people which is carried out with the spirit of modernization in education

and science and technology, by upholding the noble moral and cultural values of the Indonesian nation and state based on Pancasila and the Constitution Republic of Indonesia 1945.

# ABOUT THE ORGANIZERS



The University of Information Technology and Sciences (UITS) is a beacon of academic excellence, specializing in technology and sciences education. Renowned for its innovative approach, UITS provides a dynamic learning environment that integrates theoretical knowledge with practical skills. With cutting-edge facilities and a distinguished faculty, the university offers a top-tier education. Emphasizing research, UITS encourages students and faculty to engage in groundbreaking projects, contributing to advancements in various fields. The institution's global perspective is evident through its diverse student body and international collaborations, preparing graduates to thrive in a rapidly evolving technological landscape. UITS stands as a hub for cultivating critical thinking and creativity, empowering students to make impactful contributions to the world.



The Ghalih Foundation is an Indonesian nonprofit organization committed to enhancing educational opportunities for underprivileged children and communities. Their primary focus is on improving access to quality education, which they believe is essential for personal development and breaking the cycle of poverty. By collaborating with local partners and stakeholders, the foundation strives to create a lasting impact on the lives of those they support, ultimately promoting social change and empowering individuals to build a better future.



The Education Post is India's leading monthly magazine on higher education, published by SAT SUKRIT MEDIA PVT. LTD.. The magazine is known for its contents and information based article produced by the eminent educationists and feature writers since it started in 2012. The magazine is supported by IITians, IIMs, and professors from Delhi University, Delhi Technological University, Jamia Milia Islamia, AMU and JNU for their regular article and content.



Business Standard is India's leading business newspaper in India. This daily newspaper is the preferred choice of serious business readers. Business Standard stands for reporting that stresses accuracy and credibility, commentary that is informed, independent and fair, and journalism that is rooted in ethical conduct and defined by a sacrosanct bond with the reader.



MTC Global – a global think tank in higher education and an Apex Advisory Body in Management Education in the world having presence in over 30+ countries, over 1000 B-Schools, 30,000 + members, 45 national chapters, 32 international chapters and connected with millions of people across the world through its different initiatives. A participant in United National Global Compact program, Rolex replica United Nations Academic Impact and ISO 9001: 2008 certified organization.



Management Education & Research Consortium Global (MERC Global) is founded in January 2013 by SRSY Charitable Trust as a pure non-profit organisation to establish a bridge with the scholars, academicians, corporates and institutions / schools / universities' departments through various activities such as publications, seminars, workshops, conferences, training, consultancy and allied services in the area of management education and research at global level.



BUSIN is a biannual business magazine published by Dr. D. Y. Patil B-School. BUSIN is an attempt to inform, educate and entertain its readers. It includes editorials, stories, articles, interviews, mega news, and vivid graphics. With its expert advice and updates on industry developments - BUSIN brings to its readers the perfect blend of motivation, entertainment, and information. BUSIN aims to be instrumental in bringing detailed analysis of the business world and provide valuable insights into common and complex problems that would eventually help its readers realize the state of the industry and facilitate running business efficiently.

# GLIMPSES OF PAST CONFERENCE



FOR MORE INFORMATION,  
PLEASE VISIT

<https://bschool.dpu.edu.in/conference-2024.aspx>

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