



National Seminar

ON

*Forging Tomorrow's Triumph :
Cutting - Edge Innovations and Insights
Defining Future Business Trends*

*In Collaboration with Department of Business Management,
Osmania University & ICSSR - SRC.*

on 28th & 29th June, 2024

ABOUT THE COLLEGE :

Marwadi Siksha Samithi (MSS) has been serving the cause of Education since 1924, several Institutions under this management have been started from time to time. It was established under the great leadership of Late. Sri Ram Kishanji Dhoot and Late. Sri. Surendra Luniyaji & others who were eminent Philanthropists, Freedom Fighters, Industrialists and Educationists, who worked hard time to time to bring up this prestigious Institution to the present status.

Ramnath Guljarilal Kedia College of Commerce was established in the year 1972 by Marwadi Siksha Samithi (MSS) with a vision to provide quality education without profit motive irrespective of caste and creed and the momentum of participation in the National Development as the prime motto of the MSS.

The Management members of MSS, Sri. Kamal Narayan Agarwal, President, Sri. CA.S.B. Kabra, Jt.Secretary & Executive Council Members, Sri. Sheel Kumar Jain, Sri. Sailesh Agarwal, Sri. Mahesh Kedia & Sri. CA.Sumit Kabra are very dynamic and contribute a lot for the Institutional Development.

OBJECTIVE OF THE SEMINAR :

The objective of the seminar "Forging Tomorrow's Triumph: Cutting-Edge Innovations and Insights Defining Future Business Trends" is to provide a comprehensive understanding of the emerging trends, challenges and opportunities shaping the future of business across industries. By bringing together experts, practitioners, researchers and policymakers, the seminar aims to facilitate dialogue, knowledge exchange and strategic insights to empower organizations to navigate the evolving business landscape effectively and drive sustainable growth and innovation.

RELEVANCE OF THE SEMINAR :

In today's fast-paced and interconnected world, business face unprecedented challenges and opportunities driven by technological advancements, globalization, changing consumer preferences and regulatory shifts. Understanding and adapting to these dynamics are critical for organizations to remain competitive and sustainable in the long term. The seminar "Forging Tomorrow's Triumph: Cutting-Edge Innovations and Insights Defining Future Business Trends" is highly relevant for industry professionals, entrepreneurs, policymakers, researchers and students seeking to stay abreast of the latest trends, harness innovation and navigate the complexities of the modern business landscape. By providing a platform for thought leadership, knowledge exchange and collaboration, the seminar aims to empower participants with the insights, strategies and networks needed to thrive in an uncertain and rapidly evolving environment.

SEMINAR TOPICS :

FINANCE

- Digital Transformation
- AI & Automation
- Block Chain Technology
- Sustainable Finance
- Personalised Financial Services

HUMAN RESOURCE

- Remote Work and Flexibility
- Employee Well -Being
- Skill Development & Upskilling
- Distributed Workforce Management
- Data - Driven - HR

MARKETING

- Personalisation & Customer Experience
- Content Marketing & Story Telling
- Influencer Marketing
- Media Management
- Ethical and Purpose Driven Branding

ENTREPRENEURSHIP

- Tech -Related Startups
- Social Entrepreneurship
- Remote First Ventures
- E-Commerce & DTC Brands
- Sustainable and Circular Economy Initiatives
- IPR & Start-Ups

INFORMATION TECHNOLOGY

- Cyber Security
- Cloud Computing
- Edge Computing
- AI & Machine Learning
- 5G Technology
- IPR & IT



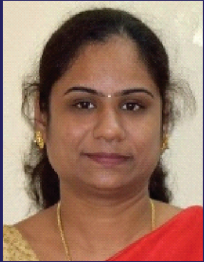
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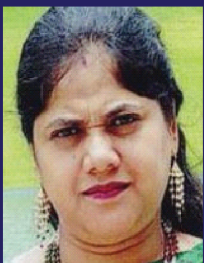
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Full paper : Not more than 2500-3000 Words, 4-5 pages Max.

Title page : Title, Author, Designation, professional affiliation contact details (Contact No & Email-id)

Font Style : Times New Roman

Font Size : 14 for Main Heading, 12 for Sub-Heading and Line Spacing 1.5

Document size : A4

Keywords : Maximum 5 words

References : Standard APA Format

Kindly send your Abstract on or before May 25th, 2024 and Full paper June 5th, 2024

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Research Scholars : ₹ 300/-

Faculty : ₹ 500/-

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For More Information Kindly reach us @

Prof. Vandana Samba : 98854 36982

Dr. N. Srinivas Kumar : 98490 15077

Dr. K.V.S Sudhakar : 93910 31239

Dr. D.V. Naga Pradeep : 98853 98090

Mrs. Kamlesh Mittal : 98853 21501

For Technical support :

Mr. K. Ravi Kumar : 73373 45654

IT Head & EDP.

Mrs. P. Udaya Sree : 81795 98993

Office Assistant

MARWADI SIKSHA SAMITHI

Ramnath Guljarilal Kedia College of Commerce

(Affiliated to Osmania University, NAAC Re-Accredited)

3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge Hyderabad - 500027.