

10 YEARS
OF UNIVERSITY
RECOGNITION
20 YEARS OF
ACADEMIC
EXCELLENCE



REVA
UNIVERSITY
Bengaluru, India

School of Management Studies

Organises

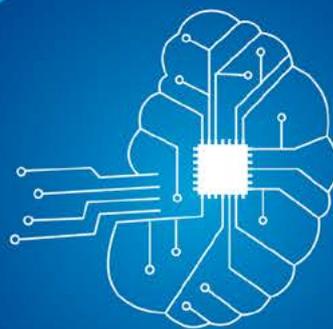
2-Day International Conference on

"CONTEMPORARY DEVELOPMENTS IN ENTREPRENEURSHIP, BUSINESS AND MANAGEMENT IN DIGITIZED ERA - TOWARDS INDUSTRY-5.0"

in Collaboration with Association of Indian Management Schools (AIMS)

 27th - 28th December 2022

(Hybrid Mode)



Pre-Conference Workshop

26th December 2022

www.reva.edu.in



ABOUT REVA UNIVERSITY

REVA University has been established under the REVA University Act, 2012. The University is located in Bengaluru on a sprawling green campus, spread over 45 acres of land, built with state-of-the-art infrastructure creating an environment conducive to higher learning and research. The University prides itself in contributing to the holistic development of every student. The University currently offers 32 Undergraduate Programmes, 24 full-time Postgraduate Programmes, 2 part-time Postgraduate Programmes, Ph.D. Programmes in various disciplines and several Certificate/Diploma and Postgraduate Diploma Programmes in Engineering, Architecture, Science and Technology, Commerce, Management Studies Law, Arts & Humanities, and Performing Arts. The programmes offered by REVA University are well planned and designed based on in-depth analysis and research with emphasis on knowledge assimilation, practical applications, hands-on training, global and industrial relevance, and social significance.

ABOUT THE SCHOOL OF MANAGEMENT STUDIES

The School of Management Studies offers various programmes like BBA- Industry Integrated, Honors, BBA Entrepreneurship, BBA (Single Specialisation) and BBA (Dual Specialisation). The BBA programs of School of Management studies is ranked 4th in the country-wide ranking as per GHRDC BBA Ranking

Survey – 2021. School of Management Studies has also been ranked in the 7th position among the Top BBA Universities in India B – School Survey by TIMES OF INDIA. The BBA programmes are designed to provide adequate scope for students to enter into wide range of business spheres, entrepreneurship, and reduce the widening gap between Industries and Academia. The BBA degree offered by this school enriches the students' knowledge horizon and enables them to work in different national and multinational organizations and face the global challenges arising from there. The programs are well planned and designed after detailed study with emphasis on knowledge assimilation, applications, global job market and their social relevance. Highly qualified, experienced faculty members and scholars from reputed universities, institutions, experts from industries and business sectors have contributed in preparing schemes of instruction and curriculum for these programs. It prepares student's right from the inception to get equipped with required skills, groom them with the right exposure to lead in the global market milieu.

ABOUT THE CONFERENCE

Digitalization has changed enterprises, societies and lifestyles and is seen to be completely disrupting business processes leading towards Industry 5.0. Education, healthcare, financial transactions, financial management, corporate finance and investments, public procurement and distribution, tax collection by the government, as well as trade and international business, are all impacted by the digital revolution, especially after the COVID – 19 pandemic. For startup communities, digitalization has also created new doors of opportunity, and the pandemic has accelerated the process. To face the challenges of the business and entrepreneurial environment on the route to Industry 5.0, digitalization and automation are the game changers. As the next revolutionary wave in industrial growth, Industry 5.0 aims to improve upon Industry 4.0 by combining human ingenuity with that of precise, emotional, and smart machines to provide effective results with minimal waste. Digitalization has also emerged as a crucial component of sustainable development. Social process improvement, sustainable manufacturing and other sustainable methods of doing business have been facilitated by the Industry 4.0 technologies. Business leaders and industrialists look forward for more benefits from Industry 5.0 towards sustainability and achieving SDGs. Our theme of the conference mainly emphasizes on SDG Goal 9 i.e. building resilient, inclusive and sustainable Industry, Innovation and Infrastructure, SDG Goal 11 i.e. Sustainable cities and communities by providing universal access to safe, inclusive and accessible spaces to all and SDG Goal 12- Responsible consumption and production. This conference focusses mainly on bringing and exploring new avenues with the help of latest technological advancements which further significantly help in the growth of society at large. We look forward to have industry academia, policy-makers, industry intelligentsia, researchers and students coming together for this wonderful, meaningful cause.

Objectives of the conference

1. The primary objective of this conference is to provide a platform to students, practicing managers, entrepreneurs, academicians, researchers and scholars to deliberate on various contemporary practices in entrepreneurship, business and management in this digitized era leading to Industry 5.0.
2. To emphasize the innovative practices in business and industry involving digitization and its impact on economic growth and development in India.
3. To evaluate the innovative opportunities and challenges that has emerged in entrepreneurship development and Industry for Sustainability and progressing towards Industry 5.0

4. To explore the opportunities and challenges of Industry 5.0, and accordingly prepare the management students for the Global career.

Call for Papers

Original and unpublished research papers are invited for presentation in the areas related to the conference theme and on the following Sub – Themes (but not restricted to):

Sub themes

Track: I – Digitization and Industry 5.0

1. Industry 5.0 and business strategy.
2. Role of sustainability, society, and ethics, in Industry 5.0.
3. Emerging digitalization trends in International business management.
4. Enabling technologies (i5.0) and smart manufacturing/smart factories.
5. Industry 5.0 and smart monitoring.
6. Industry enabling technologies (i5.0) and firms' effectiveness.
7. Data integration for business management.
8. Industry 5.0 and efficient natural resources deployment.
9. Industry 5.0 technologies- Applications and challenges
10. Model Sustainable practices in Business.

Track: II- Entrepreneurship:

1. Disruptive Entrepreneurial Innovations using Technology
2. Tech Entrepreneurs- Opportunities and Challenges
3. Industry enabling technologies (i5.0) and development of competitive strategies in entrepreneurship.
4. Reverse innovation in Business
5. E- entrepreneurship- prospects in Industry 5.0
6. Sustainable entrepreneurship in Digital era
7. New entrepreneurial opportunities and models in Industry 5.0
8. Digital Entrepreneurship
9. Role of the Entrepreneur as Strategist
10. Strategic Issues in Managing Technology and Innovation in new venture creation
11. Family Business challenges in Industry 5.0
12. Blue ocean strategy
13. Academic entrepreneurship
14. The future of Entrepreneurship Education
15. Funding new ventures in the Digital Era

Track: III- Finance

1. Fraud risk management
2. Electronic Finance and cyber crime
3. Fin tech business and models
4. Financing decisions of banks

5. Financial Services Management
6. Technological progress and banking
7. Intellectual Property Strategy & Management
8. Bitcoins and Digital currency trading
9. International Finance and Investment in Digitized era
10. International Trade Law, Economics and Finance
11. Financial and fiscal innovations for sustainable development
12. Modern trends in Finance in Industry 5.0
13. Finance Forecasting and Simulation
14. Financial Systems Development
15. Corporate Finance and Governance

Track: IV- Sustainability in Human Resource Management

1. Integration of values into HR Training for sustainability
2. Ethical Governance at HR level
3. Innovative HR Strategies.
4. Green HR and Sustainability
5. Gig leaders and moonlighting
6. Corporate learning and development
7. People analytics and the future of work
8. Agile workforces
9. Prospects for Women workforce in Industry 5.0
10. Employee Retention in Dynamic Environment
11. Sustainable Retention strategies in Dynamic Environment
12. Sustainable Green HRM practices
13. Future of work in Industry 5.0
14. Role of foreign assignments in social innovation
15. Sustainable Talent management and acquisition
16. Organizational Culture & Employee Engagement
17. Diversity & Inclusion (Gender diversity, Transgender, LGBT etc.)
18. Work-life Balance and Stress Management
19. HR-Analytics for Sustainable Business
20. Spirituality and Religious practices in sustainable work culture
21. Artificial Intelligence in HR

Track: V Marketing Theory and Applications

1. Digitization of Rural marketing
2. Mindful marketing in Digitized era
3. Digital consumer culture and digital acculturation
4. Omni Channel marketing
5. Customer Relationship Management
6. Digital marketing for start-ups Relationship Marketing
7. Emerging Issues in Marketing Transformative Consumer Research
8. Market Structure and Pricing
9. Role of analytics data and insights in Marketing
10. Product and Brand Management
11. Recent trends in Marketing
12. Marketing 4.0 to 5.0

Track VI: Operations, Supply chain and IT in Digitized era- towards Industry 5.0

1. Scheduling Problems in Manufacturing and service organizations
2. Digitization in productions and operations for Industry 5.0
3. Sustainable Supply Chain management & Reverse Logistics
4. Sustainable SCM solutions in Retail Industry
5. Quantity Control & Six Sigma Management
6. Eco design and Green manufacturing
7. Behavioral Operations Management & Industry 4.0
8. Smart City & Urban Planning
9. Health-care Management
10. New Product & Service Management through Robotic

Track: VII Data Analytics

1. Data analytics in management consulting for Industry 5.0
2. Big data analysis in organizational performance
3. Predictive analytics for Industry 5.0
4. Data analysis in Operations management
5. Data technology for Clinical Supply management
6. Big data analysis for Supply chain
7. Technological advances in Data analytics for Industry 5.0

REGISTRATION FEE (Excluding Publication)

Categories	Indian Delegates – Early Bird Registration (till 26 th November 2022)	Indian Delegates Registration (26 th November – 20 th December 2022)	Foreign Delegates – Early Bird Registration (till 26 th November 2022)	Foreign Delegates – Registration (26 th November – 20 th December 2022)
Industry and organizations	INR 2000	INR 2500	\$60	\$65
Academicians	INR 1500	INR 1800	\$50	\$55
Research Scholars	INR 1000	INR 1200	\$30	\$35
Students	INR 500	INR 800	\$20	\$25

Paper Submission Guidelines

Papers are invited, relating to theme/sub-themes of the conference. The sub-theme in which the paper has to be included and form of presentation should be mentioned. The paper should be typed in MS Word file format and sent to the conference mail id: icsom@reva.edu.in. For further clarification contact the organizing committee.

- Abstract should not exceed 250 words.
- All submissions must be original and should not have been previously accepted for publication in any other journal, or presented in any other conference. The similarity index of the paper must not exceed 15% (Plagiarism).
- The abstract must describe the background, purpose, method, results (if any), and unique contribution of the research.
- 7th Edition APA format
- Include details of the author and all co-authors with affiliation. The details of authors should include Name, organization to which affiliated, email address and phone number.
- As the conference is in hybrid mode, paper presenters may also choose online mode for paper presentation during registration.
- Selected papers will be published in UGC – Care/Scopus/WOS Indexed journal, with extra publication charges which will be intimated to all the authors.
- Conference proceedings will be published with ISBN number.
- Best Paper Awards will be given.

Few Publication Opportunities

1. Edited Book published by Apple Academy Press, CRC, Taylor and Francis titled-Emerging Digitalisation Trends in Business and Management :A Roadmap to Industry 5.0
2. Publication in the following UGC CARE Journals
 - i. The IUP Journal of Entrepreneurship Development
 - ii. The IUP Journal of Business Strategy
 - iii. The IUP Journal of Management Research
 - iv. The IUP Journal of Information Technology.
3. SCOPUS Indexed Journals

Important Dates

Abstract Submission:	30th November, 2022
Full paper Submission:	15th December, 2022
Final paper submission (after reviews):	20th December, 2022
Early Bird Registration:	26th November, 2022
Final registration date:	20th December, 2022

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Dr. J. Ravi
Associate Professor, School of Management Studies

Pre Conference Workshop-26th Dec 2022

KEY NOTE SPEAKERS
27th & 28th DECEMBER 2022

TOPIC

**"Deep Learning in Business and
management through Simulations"**
(ONLINE)

Resource Person



Dr. Mohan Agarwal

President of Gulf Marketing Association Dubai,
Professor of Business, US Fulbright Fellow to USA,
European Foundation for Management Development

Chief Guest



Dr. Shailendra Singh

Professor(HAG) and Dean (Research) at Indian Institute
of Management(IIM) Lucknow
Ex Director, IIM Ranchi

Guest of Honour



Dr. Raman Gujral

Director Projects - Corporate & Regional Director
- South Region at Entrepreneurship Development
Institute of India, EDII – Bengaluru

TOPIC

**"Future of Research in Management and
Social Sciences"**
(OFFLINE)

Resource Person



Dr. Shailendra Singh

Professor(HAG) and Dean (Research) at Indian Institute
of Management(IIM) Lucknow
Ex Director, IIM Ranchi

KEY NOTE SPEAKERS
27th & 28th DECEMBER 2022



Mr. Tilak Banerjee
TuringForge LLC, Founder and CEO



Dr. Deepti Ganapathy
Chairperson, Centre for Management Communication,
IIM Bangalore



Dr. Triparna de Vreede
Faculty and Associate Director of the School of
Information Systems and Management Muma College
of Business at the University of South Florida.



Dr. Indranil Bose
International Speaker, VP, Academics and Professor,
Adamas University



Dr. Madhumita Guha Majumder
Professor & Program Head - Research & Business
Analytics, Welingkar Institute of Management



Dr. Narentheren Kaliappen, Ph.D.
Professor, School of International Studies,
(International Business) UUM., Malaysia.
(AACSB Accredited)



Dr. V. Rajesh Kumar
Professor and Dean - School of Commerce and
Management, CHANAKYA UNIVERSITY

Panel Speaker



Mr. Ganapathi Subramaniam
Information Security Director, UPS, UK



DR. S. SYED AHAMED
Dean, IFIM College, Bangalore

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