



School of Management Studies

REPORT on 2-Day International Conference

ON

Diversity-Equity-Inclusion-Way forward for Sustainable Business & Management Practices

from 22nd and 23rd September 2023

School of Management Studies, REVA University organized the 2 Day International conference on “***Diversity-Equity-Inclusion-Way forward for Sustainable Business & Management Practices from 22nd and 23rd September 2023.*** This report gives the summary of the two-day conference held on 23rd September 2023 and also the pre-conference workshop held on 21st September 2023.

The conference began with the inauguration ceremony on 22nd September 2023, which was held at the Chanakya auditorium. The inauguration ceremony was graced by the Chief guest Dr. Rajendra K. Bandi Dean Administration and Professor IIM Bangalore, Guest of honour Mr. Satheesh Srivoru, Vice president Global Business Operations Accenture and Director of School of Commerce Dr. M. Subramanyam and other Deans, Directors and faculty. Dr. Nitu Ghosh, Director, the School of Management Studies welcomed the dignitaries and participants.

The Chief guest Dr. Rajendra K Bandi and Mr. Satheesh Srivoru felicitated by Dr. Nitu Ghosh, Director, School of Management studies on the behalf of Chancellor, Dr. P Shyama Raju Sir. After the Inaugural session we had Keynote address by our Chief Guest who share the importance of conference and emphasized the need for research culture in all universities. He also gave a session on diversity, equity and inclusion which is the need of the entire organisation to focus for sustainable development. The guest honour Mr. Satheesh Srivoru gave a talk on importance of Equity and diversity and share the knowledge about various organisation that have taken steps and measures to include diversity and inclusion in their organisations.

Post the Keynote sessions we had Panel discussion wherein eminent panel speakers Dr. Aditi Raghuram Diversity Equity and Inclusion Organizational Psychologist, Corporate Wellness Leadership and Career Development Coach, Mrs. Divya Purnaiya Founder and Marketing Head- Brand Update. Dr. Veena Shenoy Founder and CEO of Inclusive. Dr Sheetal Mahender Professor and Head, Dept of Business Analytics, Chair, Research and Consulting, ISBR Business School and Dr. Abhishek Behl Assistant Professor - Gamification at MDI Gurgaon Certified LSP facilitator, Associate Editor - JGIM, IJM, ISMO, JCIT & SAJBSD from an academia and industry deliberated and discussed the importance of Inclusivity, Diversity and Equity and its implementation in educational institutions and industry. They discussed the role of students in accepting diverse people and the measures that the present youth can take to accept it and implement it.

The Conference programme was concluded on Day 1 at 2 pm. In total 250 candidates registered for the Conference for paper presentation, out of which more than 100 abstracts were received and nearly 70 Full papers were received till 22nd September 2023. The students registered for only participation in the Conference were around 450. We had good number of papers received from UG and PG students of other Universities and also REVA University. We also received good number of papers from Research Scholars and faculty various institutions. The session was Deliberated and discussed.

On 23rd September 2023, total – 10 Tracks were organized for paper presentation. Out of which 6 were on-line and 4 were off-line tracks. Nearly 110 candidates have presented papers in various tracks. Out of which nearly 45 were off-line and nearly 55 were on-line paper presenters. It's been a pleasure to see many students actively participated in coordination and also presenting papers. The 10 Best papers in each stream have been identified and given the certificate during the Valedictory session.

There were nearly 09 speakers from Academics and also from Industry. Overall, the International Conference concluded with good knowledge sharing and learning for all and Guest of Honour. Post the Keynote sessions we had Panel discussion wherein eminent panel speakers deliberated and discussed Chancellor Dr. P. Shyama Raju had given the Presidential address regarding the importance of learning and exploring new things for the students and Sir empathised in his speech about the future of education in India and expectations of Educational Institutions in new digitized era.

Then the Conference proceeding having ISBN number was released by dignitaries. The proceedings matched the purpose of the conference, where in 450 registrations happened and nearly 100 Research papers were collected reviewed and published with ISBN number. This was followed by Key note Address by Chief guest Mr. Willis Langford director, global diversity, equity and inclusion Avnet inch and the next address was given by Guest of Dr. Charice Hayes Associate Professor of Business Management, Baltimore City Community College, Maryland, Dr Balakrishnan Parasuraman Professor of Human Resource and Industrial Relations Faculty of Entrepreneurship & Business, University Malaysia Kelantan (UMK) for the conference was Prof. Bharati Ayer (Co-Convener). The conference witnessed

an overwhelming appreciation for the keynote sessions delivered by all the eminent resource persons. The auditorium was filled with a huge number of student participants and faculty, also the rest of the participants witnessed the entire conference due to the live streaming.

Post lunch there was a panel discussion where eminent panel speakers both from “***Diversity-Equity-Inclusion-Way forward for Sustainable Business & Management Practices***”. The panel speakers were Dr. Aditi Raghuram Diversity Equity and Inclusion Organizational Psychologist, Corporate Wellness Leadership and Career Development Coach, Mrs. Divya Purnaiya Founder and Marketing Head- Brand Update. Dr. Veena Shenoy Founder and CEO of Inclusive. Dr. Sheetal Mahender Professor and Head, Dept of Business Analytics, Chair, Research and Consulting, ISBR Business School and Dr. Abhishek Behl Assistant Professor - Gamification at MDI Gurgaon Certified LSP facilitator, Associate Editor - JGIM, IJM, ISMO, JCIT & SAJBSD from academia and industry deliberated and discussed the importance of inclusivity, diversity and equity and its implementation in educational institutions and industry Panel Discussion about the diversity and also the experts answered the questions posed by the participants.

The next day of the conference i.e., 23th September there was paper presentations by the participants in 10 tracks out of which 3 were offline tracks and 7 were online tracks. Each track for presentation was judged by two session experts. Totally they were 70 paper presentations and one Best paper per track was selected. Even two papers presented by students were also selected for Student Best Paper Award. Post lunch was conducted valedictory session in CKP Seminar hall and the Key note addresses was delivered by guest Dr. Rajendra K. Bandi Dean Administration and Professor IIM Bangalore. The Best paper awardees were given the certificates by the Director Dr. Nitu Ghosh. The summary of the conference was read out by Dr. Ravi Jayapal, Associate Professor.

On 21th September a Pre- Conference Workshop was also held in C.K. Prahlad Seminar Hall, the pre-conference expert speaker was guest Dr. Rajendra K. Bandi Dean Administration and Professor IIM Bangalore, who delivered the session on the topic ***Diversity-Equity-Inclusion-Way forward for Sustainable Business & Management Practices***. who delivered the session offline on the topic “Diversity-Equity and Inclusion”. Both the sessions were fruitful with the experts giving a lot of insight into the need of research.

School of Management Studies at REVA University, strives hard to inculcate research & innovation by conducting various seminars, workshop for the holistic development of students and faculty. One such effort was organizing the International Conference to provide a platform to explore latest trends in Industry wherein deliberations and discussions will help students, faculty and industry people to experience new avenues. This event witnessed many students, academicians, Corporates, Entrepreneurs, Industry experts’ actively participating in deliberations and discussions on the various topics related to conference theme. The Conference committee worked on the theme and also contacted experts globally both from Industry and Academics. Our theme of the conference mainly emphasized on the diversity in the sustainable business i.e., building resilient, inclusive and sustainable Industry, Innovation and Infrastructure, Sustainable of the diversified business environment i.e., Sustainable cities and communities by providing universal access to safe, inclusive and accessible spaces to all and diversified environment, Responsible consumption and production. The conference focussed 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

Objectives of the conference were then framed as mentioned below:

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 diversified and equity environment of diversity.
2. To emphasize the innovative practices in business and industry involving diversity 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 the diversified nature of India.

The committee also finalized seven important Sub themes Track: I – Fostering Diversity and Promoting Inclusiveness in Work Environments, Track: II- A focus on Banking sector on Demographic factors., Track: III- Finance, Track: IV- Investigating the Impact of Fast Fashion Practices on Diversity, Equity, and Inclusion (DEI) in Marketing , Track: V ,Track VI: Data-Driven Marketing and DEI: The Keys to Sustainable Business Development for MSME's VII Women workers in India

The conference preparations started with the call for abstracts; 92 abstracts were received out of which 88 were accepted and 4 papers were rejected as they were not as per the guidelines. Selected research papers have been compiled and edited in the form of Conference Proceedings with ISBN .The conference had an editorial review committee which conducted a quality peer-review process for all the manuscripts submitted and selected only the papers which fulfilled the criteria in terms of quality, no plagiarism and the paper which was written according to the aim and scope of this Conference. Even the papers selected will be getting further opportunity to be published in good journals. In total 450 candidates registered for the Conference, out of which external participants that is faculty from various colleges and industry executives were nearly 65 and the rest 325 were students and 30 were faculty from School of Management Studies, REVA University There were nearly 11 speakers from Academics and various Institutions and also from Industry. We also received sponsorship from 4 companies. It's been a pleasure to see so many students actively participating in coordination and also presenting papers, which was indeed commendable. We further want to motivate and strengthen the research & innovation spirit of the students. The event brought together research scholars, faculty members, students, corporate executives and expert resource persons nationally and internationally to discuss on diversity-equity and inclusion. Overall the conference culminated to be a fruitful session for one and all. The feedback report, conference proceedings has been attached for further reference.

In constitution to this, few more FDPs, Seminars and workshops has been planned in coming months. The participants also complimented the organizing of this International Conference by the School of Management studies team ICSOM - REVA University, and from the feedback received we look forward to arrange few further sessions for our students and other participants in the form of Conference, FDPs and workshops. Some of the snapshots for the two days of the conference and pre-conference workshop are attached below.

Conference on Diversity | Equity | Inclusion

10
YEARS
OF UNIVERSITY
RECOGNITION
20
YEARS OF
ACADEMIC
ACHIEVEMENT



School of Management Studies Organises



International Conference (Hybrid Mode) on
Diversity | Equity | Inclusion

Way forward for Sustainable Business and Management Practices

22nd-23rd September 2023 and Preconference Workshop 21st September 2023

22nd-23rd September 2023 and Preconference Workshop 21st September 2023

Way forward for Sustainable Business and Management Practices

Diversity | Equity | Inclusion

International Conference (Hybrid Mode) on



Bengaluru, KA, India

SH 104, Srinivasapur, Bengaluru, 560064, KA, India

Lat 13.115145, Long 77.634642

09/21/2023 02:47 PM GMT+05:30

Note : Captured by GPS Map Camera



Bengaluru,KA,India

SH 104, Srinivasapur, Bengaluru, 560064, KA, India

Lat 13.115046, Long 77.634649

09/21/2023 02:31 PM GMT+05:30

Note : Captured by GPS Map Camera















