



GSSS

GEETHA SHISHU SHIKSHANA SANGHA (R)

INSTITUTE OF ENGINEERING AND TECHNOLOGY FOR WOMEN

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE New Delhi & Govt of Karnataka)



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

National Conference on Transforming Business Management and Disruptive Technologies: Sustainability, Strategies and Challenges (NCTBMDT-2023) 24th February 2023

About GSSS Institute of Engineering and Technology for Women (GSSSIETW)

Geetha Shishu Shikshana Sangha(R) is the outcome of the vision and initiative of Late. Prof. B.S.Pandit, former Professor, from SJCE Mysuru. The main vision of founder Secretary Late Prof B.S. Pandit was to provide quality technical education to women. Under the tree of GSSS(R), there are various institutions catering to the education needs of pre-primary education to doctoral research. The Vision of GSSS Institute of Engineering and Technology for Women (GSSSIETW) is to become a recognized world class Women Educational Institution by imparting professional education to the students, creating technical opportunities through academic excellence and technical achievements, with ethical values.

GSSSIETW offers 6 B.E. Programs in Engineering & Technology viz., Electronics & Communication Engineering, Computer Science & Engineering, Information Science & Engineering, Electrical & Electronics Engineering, CSE (Artificial Intelligence & Machine Learning) and Artificial Intelligence & Data Science branches and 2 M. Tech Programs in Digital Communication & Networking, Computer Science & Engineering and MBA program, all affiliated to VTU, Belagavi. The institution has established Research Centres in all the departments and has more than 35 faculty members with Doctorate degree.

GSSSIETW is accredited with Grade 'A' by NAAC with 3.13 CGPA for 5 years and is the first Non Autonomous Engineering Institute to get 03 years NBA Accreditation for 4 programs in Mysuru region. GSSSIETW is Awarded Gold College Rating for QS I-GAUGE Methodology by QS- ERA Pvt. Ltd. held in 2022. GSSSIETW is also ranked in "EXCELLENT" band under the category Colleges/Institutes (Private / Self Financed) in ARIIA Ranking.

About the Department of Master of Business Administration

The Department of MBA offers a two-year full-time program affiliated to VTU Belagavi and recognized by AICTE, offering specializations viz Finance, Marketing, Human Resource Management and Dual specializations. The department has an approved research center for pursuing Ph.D. The department is committed to transform the students into leaders for corporate world and has highly renowned faculty members with immense experience from Industry, Academics and Research. The department has entered into collaboration with CII, Business Toys, Edin Synergy, Regional Institute of Digital Marketing and ISTD for scaling up the learning mechanism pertaining to the new trends of Industry 4.0.

About NCTBMDT-2023

National Conference on Transforming Business Management and Disruptive Technologies (NCTBMDT-2023) will be a premier forum for the presentation of recent advances and research results in the field of Business Transformation. The aim of this conference is to bring together and showcase the research accomplishments of researchers from academia and industry. The conference will provide a platform for enterprises and start-ups to adopt new technologies like AI, ML, IoT, Big Data, Blockchain etc to evolve in volatile digital economy. The concept of transforming Business Management and Disruptive Technologies is an outcome of business environment turbulence induced by digital technological innovation. This conference will make significant contribution to existing research and ongoing discussion on how disruptive technologies and business transformation is actually changing the business environment.

Call for Papers

NCTBMDT-2023 invites full length original research manuscripts from Academicians, Research Scholars, Students and Industry Professionals summarizing their latest findings and research work. The manuscript should contribute original research ideas, analysis, findings, results, etc. The manuscript should not have been published in any Journals or Conference proceedings or magazines and not under review in any of them.

Paper Submission

- * All submissions must be made in MS Word format with 1.5 line spacing using Times New Roman, Font Size 12.
- * Abstract and full paper has to be mailed to : mbaconference@gsss.edu.in
- * The cover page of the paper and abstract should contain-Title of the Paper, Name of the Author(s) , E-mail ID, Programme/Designation, Department, Name of the institution with full address.
- * All the registered papers will be published in Conference Proceedings. Best papers will be submitted to UGC- Care/ABDC listed Journals.

Papers are Invited in the following topics, but not limited to

E-Business & E-Commerce	Corporate Social Responsibility
Women in Industry & Academia	Retail Management
Business Analytics	Moon Lighting Practices in Business
Financial Management	Total Quality Management
Marketing Management	Entrepreneurship & Innovation
HR Management	Sustainability & Green Systems
Supply Chain & Logistics	Operations Management & Research
Health Care Management	Industry 4.0
Agriculture Management	Decision Sciences

Registration Details

Registration Fees	
Research Scholars/Faculty/Corporates	Rs 750/-
Students	Rs 500/-



Scan to register

Important Dates

Deadline for Full Paper	31 st January 2023
Notification of Acceptance	5 th February 2023
Last Date for Registration	10 th February 2023
Conference Date	24 th February 2023

For More Details, Contact

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