

A
Report on
International Conference
on
“Management, Business &
Economy”

Organized by

Department of Management Studies
Swami Keshvanand Institute of
Technology, Management &
Gramothan, Jaipur

Submitted by:

Dr. Atul Gupta

Dy. Head & Associate Professor, DMS

Approval of the Event from the Management

SWAMI KESHVANAND INSTITUTE OF TECHNOLOGY, MANAGEMENT & GRAMOTHAN

DEPARTMENT OF MANAGEMENT STUDIES

24th Feb. 2024
To,
The Director (Academics)
SKIT, Jaipur.

Sir,

Reg: Revised Dates for International Conference on "Management, Business and Economy"

This is to seek your approval for necessary changes regarding the dates for the upcoming International Conference on "Management, Business, and Economy."

Due to unforeseen circumstances related to the RTU Academic Calendar, our original plans for the conference clashed with the concluding examinations of the I Semester, which are now scheduled to end on 28.02.24. Consequently, the classes for MBA II Semester will commence from 1.03.2024.

In order to ensure maximum participation from our MBA students and to uphold the effectiveness of the conference, we kindly request your approval to reschedule the event from its initial dates of 1st & 2nd March, 2024, to ^(*)24th & 25th April, 2024. This adjustment will allow our students to fully engage in the conference proceedings without any academic conflicts.

We request you to approve the programme in principle.



Dr. Savita Choudhary
Conference Convener



Dr. Atul Gupta
Conference Convener

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24/2/2024

(*) Approved.
S. A. Sumna
24/2/24

yes
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24.4.24

**SWAMI KESHVANAND INSTITUTE OF TECHNOLOGY,
MANAGEMENT & GRAMOTHAN
DEPARTMENT OF MANAGEMENT STUDIES**

6th December, 2023

To,
The director (Academics)
SKIT, Jaipur.

Sir,

Reg: International Conference on “**Management, Business and Economy**” on 1st & 2nd March, 2024.

This is to seek your approval to organize a Two day International Conference on the theme “**Management, Business and Economy**” on 1st & 2nd March, 2024. The conference will be on hybrid mode.

The sub themes of the conference would be as follows:

<p>Sub Theme 1: World Economy & Future Expectations</p> <ul style="list-style-type: none"> • Role of MSME in Economic Development • Change Management in Dynamic Business Environment • Global Perspective of Agriculture & Rural Development • Skill Development & Youth • Global challenges in the Face of Economic Uncertainty • Government Schemes for Future Growth • Global Perspective of Agriculture & Rural Development • Sustainable Development and Education • Smart City & Future Planning 	<p>Sub Theme 2: Role of Management in Changing Environment</p> <ul style="list-style-type: none"> • Strategic Management Issues • Technological Developments & Scope of Operations • Business Ethics , Governance & Sustainability • New avenues of Marketing in today’s Changing Global Economy • Strategic HR issues in Changing Environment • Business and Data Analytics • Change Management in dynamic business environment • Internet of Things & artificial Intelligence • Product & Service Management through Robotics
<p>Sub Theme 3: Business Leadership & Sustainable Development</p> <ul style="list-style-type: none"> • Strategic Business Leadership • Responsible Business & Sustainability • Business Leadership Initiatives for Engaging Youth • Youth & Entrepreneurship • Green Entrepreneurship • Business Ethics, Governance and Sustainability 	<p>Sub Theme 4: Environmental Issues & Challenges for Global Business Economy</p> <ul style="list-style-type: none"> • Environmental Issues & Opportunities • Circular Economy • Waste Management • Strategies for Sustainable Future • Business Implications of Various Restructuring Plans • Ecological Engineering • Clean Energy Investments

We will share further details of the programme as soon as schedule is finalized. We request you to approve the programme in principle.

Savita
Dr. Savita Choudhary
Conference Convener
Encl. Budget Sheet

Recommended,
S. K. Sharma
8/12/23

AKS
17 Dec 2023

Atul
Dr. Atul Gupta
Conference Convener

SWAMI KESHVANAND INSTITUTE OF TECHNOLOGY,
MANAGEMENT & GRAMOTHAN

DEPARTMENT OF MANAGEMENT STUDIES

Expected Budget Sheet for International Conference on
"Management, Business and Economy"

Expected Expenditure Sheet

S.No.	Details	Amount
1	Brochure (Designing Charges)	10000
2	Banners/ Back Drops/ Standies	7000
3	Remuneration to Speaker (6 persons) (2 International Speaker * 5000+ 4 National Speaker*3000)	22000
4	Travelling expenses for the National Speakers	15000
5	Lunch (30 Persons x Rs.200 X 2 Days)	12000
6	Tea & Snacks High Tea (30 Persons X Rs. 40 X 2 days)=2400 Evening Tea (30 Persons X Rs. 20 X 2 days)=1200	3600
7	Proceeding (Designing Charges)+15 Digital Copies	30000
8	Local Transportation	5000
9	Photography for 2 Days	4000
10	Award for Best Papers (1st Prize: Rs.4000, 2nd Prize :Rs.3000)	7000
11	Misc.	10000
	Total	125600

Expected Participants include:

Faculty and Students of SKIT - 130
Guest/Speakers - 15
Faculty and Students from other Institute - 50

Approved
Bal
23/12/2023

Registration Fee Details

Category	Indian Delegates	Foreign Delegates
Industry/ Corporate	1500	17.99 USD
Faculty	1000	12 USD
Research Scholar/ Students from Other Institute	700	8.40 USD
Expected Faculties from Other Institute (15*1000) =15000		
Expected Research Scholars/ Students (15 X 700) = 10500		

Submitted for your reference and approval.


Dr. Savita Choudhary
Conference Convener


Dr. Atul Gupta
Conference Convener


S. S. Swana
8/12/23



**Swami Keshvanand Institute of Technology, Management &
Gramothan
Department of Management Studies**

International Conference on

**“Management, Business and Economy”
April 24th & 25th, 2024**

Report of the Conference

The "Management, Business, and Economy" conference held on April 24th-25th, 2024, organized by the Department of Management Studies at Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur, was a landmark event aimed at fostering dialogue and innovation in key areas shaping our global landscape. This prestigious gathering brought together leading academics, policymakers, independent scholars, and researchers from around the world to exchange cutting-edge knowledge, unveil fresh perspectives, and chart the course for future developments in management, business, and economics.

With the backdrop of the 21st-century economic paradigm characterized by rapid technological advancements, intricate global interdependencies, and dynamic social transformations, the conference provided a timely platform to address the multifaceted challenges and opportunities confronting these fields. Participants engaged in robust discussions, sharing insights on emerging trends, best practices, and transformative strategies to navigate the complexities of the contemporary business environment.

The inaugural ceremony of the Conference was begun with the august gathering in J. C. Bose Seminar Hall. The holy lamp was lit and Goddess Saraswati was beckoned to bless the occasion. The Conference started with a welcome address by Shri Jaipal Meel, Director, SKITM&G. He welcomed all the delegates contributing in this Conference from different corners of the globe. Followed to this Prof. (Dr.) S. L. Surana, Director (Academics) addressed the gathering about the achievements of the SKITM&G. After that Dr. Savita Choudhary, Conference Convener presented the theme and objectives of the conference.

Followed to this Chief Guest of the programme Prof. Rakesh Mohan Joshi, Director, IIPMB shared his expertise talk. He shared his insights from a practitioner's perspective, reflecting on the relevance of academic research to real-world business challenges. He underscored the importance of agile management practices, digital transformation, and stakeholder engagement in driving organizational success amidst rapid technological change and market disruption. Further he said that businesses and economies need to think more deeply about the opportunities and risks presented by evolving trends and chart a roadmap to success. The vote of thanks was proposed by Dr. Ona Ladiwal, HOD-DMS.

The conference was divided into four plenary sessions. The sub-theme of the first session was “World Economy & Future Expectations”. Dr. S. S. Somra, Professor, Department of Economics,

University of Rajasthan, Jaipur was the session expert. He stressed on need for transparent economy. Further, in his address he explained that innovation shall drive growth in the future, however the growth shall have to have human element and touch for it to be sustainable.

The sub-theme of second plenary session was “Role of Management in Changing Environment”. Mr. Anurag Vijay, Author & Ex. DGM Marketing, Mahindra Lifespace Developers Ltd. And Prof. Naren Prasad, Head of Education & Training at International Labour Organization, Geneva, Switzerland was the Key Note Speakers of the session. Mr. Anurag emphasized the pivotal role of management in navigating technological disruptions. He highlighted the importance of embracing innovation, fostering a culture of experimentation, and leveraging emerging technologies such as artificial intelligence and blockchain to drive organizational agility and competitiveness. Further he underscored the need for continuous learning and skill development among management professionals to stay abreast of technological advancements and capitalize on new opportunities. Prof. Naren emphasized the growing importance of environmental, social, and governance (ESG) considerations in shaping corporate decision-making and stakeholder engagement. He highlighted the role of management in driving sustainability initiatives, reducing carbon footprint, and promoting ethical supply chain practices to enhance long-term resilience and value creation.

During the third plenary session on "Business Leadership & Sustainable Development," Dr. Anjoo Chauhan, Head of the Faculty of Commerce and Management at Maharishi Arvind University, Jaipur, and Ms. Apurva Sharma, a Data Analytics Consultant from the USA, served as session experts. Dr. Chauhan emphasized the role of business leadership in driving sustainable development initiatives. She discussed the importance of visionary leadership, ethical decision-making, and stakeholder engagement in fostering a culture of sustainability within organizations. Dr. Chauhan also highlighted the business case for sustainability, showcasing how it can enhance long-term competitiveness, mitigate risks, and create shared value for society. Following to this Ms. Sharma, as a Data Analytics Consultant, provided a data-driven perspective on sustainable development in business leadership. She discussed the role of data analytics in identifying environmental, social, and governance (ESG) risks and opportunities, optimizing resource utilization, and measuring the impact of sustainability initiatives. Ms. Sharma highlighted the potential of big data and predictive analytics in informing strategic decision-making and driving innovation for sustainable business practices.

The fourth plenary session was on Environmental Issues & Challenges for Global Business Economy. Mr. Nitin Dhingra, Chief Digital Officer (CDO), Somany Impresa Group, Gurgaon was the session expert. Mr. Dhingra said that we should keep exploring innovative technologies and solutions that enable businesses to operate more sustainably. This might involve advancements in renewable energy, energy-efficient manufacturing processes, and eco-friendly packaging. Further he said that Advocating for the transition towards a circular economy model, where products are designed to be reused, repaired, or recycled to minimize waste. Mr. Dhingra might discuss the economic benefits of embracing circularity and the role of businesses in driving this transition.

In the paper presentations sessions many academicians, Research scholars and students has presented their research findings on the theme of the Conference. The Conference concluded with Valedictory session wherein the certificates were distributed to all the participants. Mementos were also given to the Key note Speakers of the International Conference. Dr. Atul Gupta, Convener Conference proposed a vote of thanks to all delegates, organizing and technical Committees of ICMBE-2024. The deliberations during the various sessions in the conference were insightful and participative. In essence, the "Management, Business, and Economy" conference represented a pivotal platform for thought leadership, knowledge dissemination, and networking, underscoring the imperative of collective action and innovation in addressing the evolving challenges and opportunities in today's dynamic global landscape



**Swami Keshvanand Institute of Technology, Management &
Gramothan
Department of Management Studies**

International Conference on

**“Management, Business and Economy”
April 24th & 25th, 2024**

Learning Outcomes of the Conference

Based on the comprehensive discussions and insights shared during the "Management, Business, and Economy" conference, the learning outcomes can be summarized as follows:

- Participants gained a deeper understanding of the complexities and dynamics of the 21st-century economic landscape, characterized by rapid technological advancements, global interdependencies, and social transformations.
- Attendees learned about the importance of strategic agility and digital transformation in responding to market disruptions and harnessing emerging technologies to drive organizational success.
- The conference highlighted the significance of innovation and adaptation in navigating changing environments, whether through embracing technological disruptions or fostering a culture of experimentation.
- There was a focus on the growing importance of ESG considerations in corporate decision-making, emphasizing the role of management in driving sustainability initiatives, reducing carbon footprint, and promoting ethical practices.
- Participants gained insights into the role of business leadership in driving sustainable development initiatives, including visionary leadership, ethical decision-making, and stakeholder engagement.
- Attendees learned about the benefits of transitioning towards a circular economy model, where products are designed for reuse, repair, or recycling to minimize waste and drive economic benefits.
- To promote the use of renewable energies in the residential sector, with a high energy consumption in the country.
- The government should encourage and promote technological change in the most energy-intensive sectors, or in key sectors of the economy such as tourism.
- There was an emphasis on the importance of continuous learning and skill development among management professionals to stay abreast of technological advancements and capitalize on new opportunities.
- There is increased awareness and growing clarity on the role of government and various initiatives taken by government for nation building.
- Participants had the opportunity to network with leading academics, policymakers, and industry experts, facilitating knowledge exchange and fostering collaborations for future research and innovation.



**Swami Keshvanand Institute of Technology, Management &
Gramothan**

**Department of Management Studies
International Conference on
“Management, Business and Economy”
April 24th & 25th, 2024**

Programme Schedule

Day I: 24th April, 2024	
09:00 AM – 09:30 AM	Assembly & Gathering
09:30 AM – 11:00 AM	Welcome & Inaugural Ceremony
11:00 AM – 11:30 AM	Tea Break
11:30 AM – 12:30 AM	Plenary Session - World Economy & Future Expectations Key Note Speaker: 1. Dr. S. S. Somra, Professor, Department of Economics, University of Rajasthan, Jaipur
12:30 PM – 01:00 PM	Lunch Break
01:00 PM – 02:30 PM	Plenary Session - Role of Management in Changing Environment Key Note Speakers: 1. Mr. Anurag Vijay, Author & Ex. DGM Marketing, Mahindra Lifespace Developers Ltd. 2. Prof. Naren Prasad, Head of Education & Training at International Labour Organization, Geneva, Switzerland
02:30 PM – 04:00 PM	Paper Presentation
Day II: 25th April, 2024	
09:00 AM – 10:15 AM	Plenary Session - Business Leadership & Sustainable Development Key Note Speakers: 1. Dr. Anjoo Chauhan, Head in faculty of Commerce and Management at Maharishi Arvind University, Jaipur 2. Ms. Apurva Sharma, Data Analytics Consultant, USA
10:15 AM – 10:30 AM	Tea Break
10:30 AM – 11:45 AM	Plenary Session – Environmental Issues & Challenges for Global Business Economy Key Note Speaker: 1. Mr. Nitin Dhingra, Chief Digital Officer (CDO), Somany Impresa Group, Gurgaon
11:45 AM – 1:00 PM	Paper Presentation
01:00 PM – 01:30 PM	Lunch



**Swami Keshvanand Institute of Technology, Management &
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April 24th & 25th, 2024**

List of Experts

S. No.	Name of Expert	Designation	Organisation	Country
1	Prof. Rakesh Mohan Joshi	Director	IIPMB, Bangalore	India
2	Dr. S. S. Somra	Professor, Department of Economics,	University of Rajasthan, Jaipur	India
3	Mr. Anurag Vijay`	Author & Ex. DGM Marketing	Mahindra Lifespace Developers Ltd.	India
4	Prof. Naren Prasad	Head of Education & Training	International Labour Organization	Geneva, Switzerland
5	Dr. Anjoo Chauhan	Head in faculty of Commerce and Management at	Maharishi Arvind University, Jaipur	India
6	Ms. Apurva Sharma	Data Analytics Consultant		USA
	Mr. Nitin Dhingra	Chief Digital Officer (CDO),	Somany Impresa Group, Gurgaon	India



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Few Glimpses of the Conference





NAAC A++
CGPA of 3.67 on 4 point scale
5 Engineering Programs
Accredited by NBA



INTERNATIONAL CONFERENCE

“MANAGEMENT, BUSINESS AND ECONOMY”

24th - 25th April, 2024

ORGANISED BY

**DEPARTMENT OF MANAGEMENT STUDIES
SWAMI KESHVANAND INSTITUTE OF TECHNOLOGY
MANAGEMENT & GRAMOTHAN, JAIPUR**

SUB-THEMES OF THE CONFERENCE

- WORLD ECONOMY & FUTURE EXPECTATIONS
- ROLE OF MANAGEMENT IN CHANGING ENVIRONMENT
- BUSINESS LEADERSHIP & SUSTAINABLE DEVELOPMENT
- ENVIRONMENTAL ISSUES & CHALLENGES FOR GLOBAL BUSINESS ECONOMY

REGISTRATION FEE DETAILS

Category	Indian Delegates (Rs.)	Foreign Delegates	Payment Link
Industry/Corporate	1200	US\$ 14.48	https://erp.skit.ac.in/register/r/icmbeindu2024
Faculty	700	US\$ 8.45	https://erp.skit.ac.in/register/r/icmbefacul2024
Research Scholar/Student	500	US\$ 6.03	https://erp.skit.ac.in/register/r/icmbestu2024

Important Date for Authors

Last date for submission of abstract	5th April, 2024
Confirmation regarding the acceptance of abstract	10th April, 2024
Last date for submission full length papers	15th April, 2024
Last date of registration	21st April, 2024

FACILITATOR

Prof. Ona Ladiwal
HOD (DMS), SKIT

CONVENERS

Dr. Savita Choudhary
Associate Professor, DMS,SKIT
Dr. Atul Gupta
Dy. HOD & Associate Professor, DMS, SKIT

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mbaconference@skit.ac.in | www.skit.ac.in



NAAC A++
CGPA of 3.67 on 4 point scale
5 Engineering Programs
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INTERNATIONAL CONFERENCE

ON
24th - 25th April, 2024

“MANAGEMENT, BUSINESS AND ECONOMY”

ORGANISED BY

DEPARTMENT OF MANAGEMENT STUDIES
SWAMI KESHVANAND INSTITUTE OF TECHNOLOGY
MANAGEMENT & GRAMOTHAN, JAIPUR

Ramnagaria, Jagatpura, Jaipur - 302017, Rajasthan
Phone : 0141-3500300, 243, 244, 258
mbaconference@skit.ac.in | www.skit.ac.in

ABOUT THE CONFERENCE

The global economy in the twenty-first century has undergone significant transformations, reshaping the economic, social, and political landscape. Advancements in information and communication technologies, increased economic integration with cross-border capital mobility, and rapid social changes have profoundly altered our society compared to just a few decades ago, fostering an environment ripe for exploration and innovation. It's evident that the future hinges on innovative practices in management, business, and economics.

In alignment with this perspective, we welcome studies in the fields of management, business, economy and their relative branches. The aim of the conference is to gather leading academicians, policy makers, independent scholars and researchers to share their knowledge, new ideas as well as to discuss future development in these fields.

SUB-THEMES OF THE CONFERENCE

1. WORLD ECONOMY & FUTURE EXPECTATIONS

- Role of MSME in Economic Development
- Change Management in Dynamic Business Environment
- Global Perspective of Agriculture & Rural Development
- Skill Development & Youth
- Global challenges in the Face of Economic Uncertainty
- Government Schemes for Future Growth
- Global Perspective of Agriculture & Rural Development
- Sustainable Development and Education
- Smart City & Future Planning
- Space & Defense
- Advance Computing (Super Computing, AI, Quantum Computing)
- Smart Cities & Mobility

3. BUSINESS LEADERSHIP & SUSTAINABLE DEVELOPMENT

- Strategic Business Leadership
- Responsible Business & Sustainability
- Business Leadership Initiatives for Engaging Youth
- Youth & Entrepreneurship
- Green Entrepreneurship
- Business Ethics, Governance and Sustainability
- Semi Conductors
- Energy, Sustainability & Climate Change
- Disaster Management & Resilient Infrastructure

2. ROLE OF MANAGEMENT IN CHANGING ENVIRONMENT

- Strategic Management Issues
- Technological Developments & Scope of Operations
- Business Ethics , Governance & Sustainability
- New avenues of Marketing in today's Changing Global Economy
- Strategic HR issues in Changing Environment
- Business and Data Analytics
- Change Management in dynamic business environment
- Internet of Things & artificial Intelligence
- Product & Service Management through Robotics
- Next Gen. Communications
- Manufacturing & Industry 4.0
- Health Care & Med Tech

4. ENVIRONMENTAL ISSUES & CHALLENGES FOR GLOBAL BUSINESS ECONOMY

- Environmental Issues & Opportunities
- Circular Economy
- Waste Management
- Strategies for Sustainable Future
- Business Implications of Various Restructuring Plans
- Ecological Engineering
- Clean Energy Investments
- Blue Economy
- Advance Materials, Rare Earth & Critical Minerals
- Agrotech & Food Processing

OBJECTIVES OF THE CONFERENCE

- To provide an interdisciplinary cross-sectoral forum for academicians, professionals, practitioners, industrialists and other participants.
- To address opportunities for visioning the present & future in the changing environment of the global economy.
- To foster dialogue among various stakeholders, including senior level policy makers, researchers, academicians, managers, regulators and those engaged in the non-government sector.
- To expose the young students who are the potential leaders of the future to ideas and practices that will help them to meet the new challenges.
- To exchange experiences and networks with fellow professionals, academia and industry experts.

Papers & Publications

The Conference would highly focus on Papers /Case Studies etc for presentation and publication. All the qualified paper will get published in conference proceedings with ISBN. The selected papers will be published in International SKIT Research Journal (ISSN 2278-2508). Publication in SCOPUS, UGC Care list journal is also available for good papers on an extra charge basis. For guidelines regarding submission of papers, please visit our website www.skit.ac.in

Award for Outstanding Paper

In line with the philosophy of our institute for promoting qualitative contribution in research and academics, the conference has instituted reward for the outstanding papers selected with a certificate of Appreciation and Cash Prize of:

Reward

Reward	Corporate/Faculty Research Scholar/ Student (Rs.)
First Prize	3000
Second Prize	2000

Registration Notes

1. At least one of the authors listed on the accepted paper must pay the registration by the requested registration deadline.
2. Please send the required documents:1.)Final paper; 2.) Signed copyright form; 3.)Filled registration form; 4.) Payment proof to mbaconference@skit.ac.in to finish the registration.
3. Participants/ delegates should send the filled-in registration form in the format appended along with requisite participation fee (that includes seminar kit, refreshment & lunch) through given link.
4. The participants/ delegates are required to make their own arrangements for travel, boarding and lodging. For stay in the SKIT Campus Guest House contact the Conference conveners in advance (on chargeable basis).

Call for Papers: Guidelines

Selection of the papers will be based on the abstract not exceeding 300 words, including a clear indication of the purpose of research methodology, major results implications and key references. The selected abstract and paper approved by the experts will be included in the conference. The complete paper, not exceeding 5000 words, should be submitted in duplicate along with soft copy in CD. Final paper & abstract should be typed on A-4 format with 1.5 spacing, left-aligned, with one and a half inch margin and typed in 12-point font (Times New Roman) in MS Word. PDF format will not be accepted. Graphs or exhibits should be in JPEG format or compatible with MS Office formats such as Excel or Word. We would appreciate if the title of your presentation and abstract is communicated to mbaconference@skit.ac.in by April 10, 2024

Important Date for Authors

Last date for submission of abstract	5th April, 2024
Confirmation regarding the acceptance of abstract	10th April, 2024
Last date for submission full length papers	15th April, 2024
Last date of registration	21st April, 2024

Participation Fee

REGISTRATION FEE DETAILS			
Category	Indian Delegates (Rs.)	Foreign Delegates	Payment Link
Industry/ Corporate	1200	US\$ 14.48/-	https://erp.skit.ac.in/register/r/icmbeindu2024
Faculty	700	US\$ 8.45/-	https://erp.skit.ac.in/register/r/icmbefacul2024
Research Scholar/Student	500	US\$ 6.03/-	https://erp.skit.ac.in/register/r/icmbestu2024

Venue & Session Plan

DATE AND VENUE

Wednesday & Thursday 24th & 25th April, 2024
Gyan Mandir Auditorium & J.C. Bose Seminar Hall, SKIT, Jaipur

SESSION PLAN

Day 1: Wednesday 24th April, 2024

Session I: Inaugural Session: World Economy & Future Expectations
Session II: Role of Management in Changing Environment

Day 2: Thursday 25th April, 2024

Session III: Business Leadership & Sustainable Development
Session IV: Environmental Issues & Challenges for Global Business Economy

About SKIT:

Swami Keshvanand Institute of Technology, Management and Gramothan, Jaipur, was established in the year 2000 by a team of committed professionals and academicians. SKIT enjoys the reputation of being one of the premier institutes in northern India, possessing qualified and experienced faculty along with well-developed infrastructure. A great sense of discipline, sincerity and an environment conducive to learning makes SKIT an educational paradise. All the courses are duly approved by AICTE and affiliated to Rajasthan Technical University, Kota. B.Tech courses are accredited by the National Board of Accreditation (NBA, New Delhi). The institute has been successful in obtaining the highest possible NAAC - A++ Grade with 3.67 institutional CGPA on a 4 point scale. SKIT is now among the top institutions of India and the only affiliated technical institute in Rajasthan state to have earned an A++ grade by National Assessment and Accreditation Council (NAAC).

About DMS:

In its endeavor to strengthen the philosophy of Swami Keshvanand Ji and achieve excellence in the Techno-managerial environment, the institute established the Department of Management Studies in the academic year 2006-2007. The Department of Management Studies offers an AICTE approved Master of Business Administration (MBA) degree course, affiliated to Rajasthan Technical University, Kota. The Department aims at developing future managers equipped with curricular & co-curricular skills, which will help them to make a mark in the industry. To achieve its vision the Department uses a blend of well-qualified and experienced core faculty and renowned visiting faculty members from other institutes. To enhance the horizon of knowledge, various Seminars, Workshops, and Entrepreneurial Activities are organized regularly. The Department is an active member of All India Management Association (AIMA).

About Pink City:

Jaipur is named after its founder, the warrior and astronomer, Sawai Jai Singh II. It is 260 km from Delhi and 240 km from Agra and forms the most chosen tourism golden triangle of Delhi, Agra and Jaipur. The old Jaipur painted in pink colour can grip any visitor with admiration. Stunning backdrop of ancient forts Nahargarh, Amber, Jaigarh and Moti Dungri are dramatic testimonials of the by-gone era. It has been ranked as the seventh best place to visit in Asia.

PATRON

Shri Raja Ram Meel, Patron, SKIT
Shri Surja Ram Meel, Chairman, SKIT

ADVISORS

Shri Jaipal Meel, Director, SKIT
Prof. S.L. Surana, Director (Academics), SKIT
Mrs. Rachna Meel, Registrar, SKIT
Prof. Ramesh Kumar Pachar, Principal, SKIT
Mrs. Abha Meel, Adviser, SKIT
Prof. R.K. Jain, Dean, SKIT
Prof. Anil Choudhary, HOD (IT), SKIT
Prof. Mukesh Gupta, HOD (CSE), SKIT
Prof. Mukesh Arora, HOD (ECE), SKIT
Prof. Dheeraj Joshi, HOD (ME), SKIT
Prof. D.K. Sharma, HOD (CE), SKIT
Dr. Sarfaraz Nawaz, HOD (EE), SKIT
Prof. Rohit Mukherjee, Incharge, B.Tech. I Year SKIT
Prof. Amber Shrivastava, HOD (Maths), SKIT
Dr. Sharda Soni, HOD (Chemistry), SKIT
Prof. Brajraj Sharma, HOD (Physics), SKIT
Prof. Neha Purohit, HOD (English), SKIT

FACILITATOR

Prof. Ona Ladiwal
HOD (DMS), SKIT

Dr Savita Choudhary, Associate Professor, DMS,SKIT (9680080686)
Dr. Atul Gupta, Dy. HOD & Associate Professor, DMS, SKIT (9829510357)

CONVENERS

ORGANIZING COMMITTEE

Dr. Maneesha Kaushik, Associate Professor, DMS, SKIT
Dr. Ajay Verma, Associate Professor, DMS, SKIT
Mr. Tarun Sharma, Assistant Professor, DMS, SKIT
Ms. Khushbu Bhardwaj, Assistant Professor, DMS, SKIT

SECRETARIAT

Mr. Dileep Singh Gurjar
Mr. Yogesh Sharma
Mr. Shiv Prasad Sharma

Student Coordinators

Pranay Tiwari (9057283146), Pooja Rajoria (6376551348), Khushi Jain (9351771839)
Prafull Kumar Jain (9929732251), Aaryush Sharma (9351322016)



**Swami Keshvanand Institute of Technology, Management &
Gramothan
Department of Management Studies**

International Conference on

**“Management, Business and Economy”
April 24th & 25th, 2024**

Paper Presentation List

S.R	NAME	DESIGNATION	ORGANIZATION	TOPIC NAME
1	DR.R.L.POONGUZHAI I	ASSISTANT PROFESSOR	ADM COLLEGE NAGAPATTINAM	ASSESSING HOW NEW TECHNOLOGY IN AGRICULTURE CONTRIBUTES TO INDIA'S SUSTAINABLE DEVELOPMENT
2	DR. MANSI MATHUR	ASSISTANT PROFESSOR	MANIPAL UNIVERSITY JAIPUR	Sustainable transportation solutions in smart cities
3	SHIVANI RAINA	ASSISTANT PROFESSOR	KANDELWAL VAISH INSTITUTE JAIPUR	Emerging Fields of Study in Marketing Strategy, Consumer Behaviour, and Marketing Analytics: A Promising Outlook
	Dr. Payal Sharma Upadhyay	PRINCIPAL	PODDAR CAMPUS JAIPUR	
	NANDINI SHARMA	ASSOCIATE PROFESSOR	PODDAR CAMPUS JAIPUR	
4	ANJITHA K NANDANAN	RESEARCH SCHOLAR	SECRET HEART COLLEGE THEVARA	Gigging Through Life: An Exploration of Work-Life Balance in the Gig Economy
	ANGEL BLOSSOM GONSALVAZ	ASSISTANT PROFESSOR	SECRET HEART COLLEGE THEVARA	
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6	Dr. Jyoti Meratwal	ASSOCIATE PROFESSOR	JECRC	The Ascendance of India: A comprehensive perusal of its 21 st century prominence

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	SHEMINA HANSA PALILYALIL	RESEARCH SCHOLAR		
8	MRS.SANGETHA.G	RESEARCH SCHOLAR	Sitadevi Ratanchand Nahar Adarsh College ,	AN EXPLORATORY STUDY ON BRIDGING THE GAP BETWEEN TECHNOLOGY AND ECOLOGY
9	PALLIKKARA VISWANATHAN	ASSISTANT PROFESSOR	INDIAN INSTITUTE OF MATERIALS MANAGEMENT BANGLORE	The process of planning, implementing evaluating within the organization is the change management on business environment, in order to achieve the desired business, environment, on aligning the strategy goals, enhance the performance, also increasing the adaptability, also evaluate the strength, weakness, opportunity threats, on considering the external factors on customer's in supply chain.
10	MANJULA A SOUDATTI	ASSISTANT PROFESSOR	GOVT. COLLEGE BIDI	CHANGE MANAGEMENT IN DYNAMIC BUSINESS ENVIRONMENT
11	MANISHA CHOUDHARY	ASSISTANT PROFESSOR	MANIPAL UNIVERSITY JAIPUR	Green Entrepreneurship: Nurturing Sustainable Solutions for Economic Growth
12	S. AGILADEVY	ASSISTANT PROFESSOR	ISBR COLLEGE	CHALLENGES AND OPPORTUNITIES OF GREEN ENTREPRENEURSHIP IN INDIA
13	RACHNA DUDI	STUDENT		CONSUMERS' PERCEPTION OF ONLINE MARKETING
14	SHAGUN JAIN	STUDENT OF IMBA	MANIPAL UNIVERSITY JAIPUR	Elevating Business Success: The Impact of Talent Management In decision making
	SIDDHI AGARWAL			
	PARI GARG			
	AKASH SONI			
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	ARUSHI MATHUR			
22	TANVI VAISHNAV	BBA STUDENT	MANIPAL UNIVERSITY JAIPUR	Green Entrepreneurship: Nurturing Sustainable Solutions for Economic Growth
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81	Deepak Saini	B-Pharmacy	SKIP	9950213600	Deepak
82	Harendra Singh	B-Pharmacy	SKIP	7868541749	Harendra
83	Noman Ali	B-Pharmacy	SKIP	9001628849	Noman Ali
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85	Jay Singh	D-Pharmacy	SKIP	6276275925	Jay
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89	Utsav Anand	B-Pharmacy	SKIP	9852128298	Utsav
90	Harsh Gupta	D-Pharmacy	SKIP		Harsh
91	Jatin Rappal	B-Pharmacy	SKIP		Jatin
92	Shruti Sharma	B.Tech CSE-D	SKIT	7877829428	Shruti
93	Shreshma Suri	B.Tech CSE-D	SKIT		Shreshma
94	Shreya Ameta	B.Tech CSE-D	SKIT	9887842672	Shreya
94	Sachin Sharma	B.Tech CSE-D	SKIT	9149672883	Sachin

Mohit Kumar	EE	22ESKEE049	SKIT	B.Tech	Mohit Kumar
Lakshya K Jindal	EE	22ESKEE044	SKIT	B.Tech	Lakshya
Piyush Khandwala			SKIP	B.Pharm	Piyush
Anish Jain			SKIP	B.Pharm	Anish Jain
Ritul			SKIP	B.Pharm	Ritul
Kartikay Mishra			SKIP	B.Pharm	Kartikay
Divy Dahiya			SKIP	B.Pharm	Divy
Saurav Sarawat			SKIP	B.Pharm	Saurav
Aman Sharma			SKIT	B.Tech	Aman
Shreyash Sharma	EE	21ESKEE074	SKIT	B.Tech	Shreyash
Lucky Jain	DS	22ESKX303	SKIT	B.Tech	Lucky
Shivam Agarwal	AI	21ESKCA100	SKIT	B.Tech	Shivam



**Swami Keshvanand Institute of Technology, Management &
Gramothan
Department of Management Studies**

**International Conference on
“Management, Business and Economy”
April 24th & 25th, 2024**

Few Glimpses of the Conference











एसकेआईटी में अंतरराष्ट्रीय सम्मेलन आयोजित हुआ



जयपुर (सीमा सन्देश)।

एसकेआईटी (स्वामी केशवानंद इंस्टीट्यूट ऑफ टेक्नोलॉजी, मैनेजमेंट एवं ग्रामोत्थान) के मैनेजमेंट स्टडीज विभाग द्वारा आयोजित दो दिवसीय अंतरराष्ट्रीय सम्मेलन के पहले दिन मुख्य अतिथि भारतीय प्लानिंग एवं प्रबंधन संस्थान बंगलुरु के निदेशक प्रो. राकेश मोहन जोशी ने विभिन्न आर्थिक मुद्दों पर अपने दृष्टिकोण को साझा किया। इस संगोष्ठी में अन्य अतिथियों ने भागीदारी ली। अर्थशास्त्र विभाग, राजस्थान विवि के प्रो. एसएस सोमरा ने अपने विशेष विचारों को साझा किया। महिन्द्रा लाइफ स्पेस डवलपर्स के एसडीएम, मार्केटिंग विशेषज्ञ अनुराग विजय ने समृद्धि और

प्रबंधन के क्षेत्र में अपने अनुभवों को साझा किया। स्विट्जरलैंड से एक्सपर्ट, इंटरनेशनल लेबर डायरेक्टर आईएलओ नरेन प्रसाद ने ऑनलाइन जुड़कर विचार-विमर्श किया। उन्होंने आर्थिक स्थिरता और उद्यमिता के मामले पर अपने दृष्टिकोण को साझा किया। इस सम्मेलन ने व्यावसायिक प्रबंधन, आर्थिक विकास, और मानव संसाधन प्रबंधन के क्षेत्र में नई दिशाएँ स्थापित करने का मंच प्रदान किया। इस अवसर पर निदेशक जयपाल मील, निदेशक (एकेडमिक्स) डॉ. एसएल सुराणा, विभागाध्यक्ष डॉ. ओना लड़ीवाल, डॉ. मुकेश अरोड़ा, पुनीत शर्मा भी उपस्थित रहे। संगोष्ठी के समन्वयक डॉ. अतुल गुप्ता एवं डॉ. सविता चौधरी रहे।



एसकेआईटी में दो दिवसीय अंतरराष्ट्रीय सम्मेलन के पहले दिन विभिन्न आर्थिक मुद्दों पर अपने दृष्टिकोण को साझा किया

P3 Police Public Politics

जयपुर। स्वामी केशवानंद इंस्टीट्यूट ऑफ़ टेक्नोलॉजी, मैनेजमेंट एवं ग्रामोथान के मैनेजमेंट स्टडीज़ विभाग द्वारा आयोजित दो दिवसीय अंतरराष्ट्रीय सम्मेलन के पहले दिन चीफ गेस्ट प्रोफेसर राकेश मोहन जोशी, भारतीय प्लानिंग एवं प्रबंधन संस्थान बेंगलुरु के निदेशक ने विभिन्न आर्थिक मुद्दों पर अपने दृष्टिकोण को साझा किया। इस संगोष्ठी में अन्य अतिथियों ने भागीदारी ली जिसमें सर्वप्रथम अर्थशास्त्र विभाग,

राजस्थान विश्वविद्यालय के प्रोफेसर एस.एस. सोमरा ने अपने विशेष विचारों को साझा किया। विशेषज्ञ अनुराग विजय, एस डीएम मार्केटिंग, महिंद्रा लाइफ स्पेस डेवलपर्स ने समृद्धि और प्रबंधन के क्षेत्र में अपने अनुभवों को साझा किया। इस अवसर पर स्विट्जरलैंड से एक्सपर्ट नरेन प्रसाद, इंटरनेशनल लेबर डायरेक्टर आईएलओ, रिसर्च डिपार्टमेंट ने ऑनलाइन जुड़कर विचार-विमर्श किया। उन्होंने आर्थिक स्थिरता और उद्यमिता के मामले पर

अपने दृष्टिकोण को साझा किया। इस सम्मेलन ने व्यावसायिक प्रबंधन, आर्थिक विकास, और मानव संसाधन प्रबंधन के क्षेत्र में नई दिशाएँ स्थापित करने का मंच प्रदान किया। इस अवसर पर इंस्टीट्यूट के डायरेक्टर श्री जयपाल मिल, डायरेक्टर (एकेडमिक्स) डॉ.एस एल सुराणा, विभागाध्यक्ष डॉ. ओना लड़ीवाल, डॉ. मुकेश अरोड़ा, श्री पुनीत शर्मा भी उपस्थित रहे। इस अंतरराष्ट्रीय संगोष्ठी के समन्वयक डॉ. अतुल गुप्ता एवं डॉ. सविता चौधरी रहे।

एस.के.आई.टी. में आर्थिक मुद्दों पर चर्चा

जयपुर (कासं)। स्वामी केशवानंद इंस्टीट्यूट ऑफ़ टेक्नोलॉजी, मैनेजमेंट एवं ग्रामोथान के मैनेजमेंट स्टडीज़ विभाग द्वारा आयोजित दो दिवसीय अंतरराष्ट्रीय सम्मेलन के पहले दिन चीफ गेस्ट प्रोफेसर राकेश मोहन जोशी, भारतीय प्लांटेशन एवं प्रबंधन संस्थान बेंगलुरु के निदेशक, ने विभिन्न आर्थिक मुद्दों पर अपने दृष्टिकोण को साझा किया।

इस संगोष्ठी में अन्य अतिथियों ने भागीदारी ली, जिसमें सर्वप्रथम अर्थशास्त्र विभाग, राजस्थान विश्वविद्यालय के प्रोफेसर एस.एस. सोमरा ने अपने विशेष विचारों को साझा किया। विशेषज्ञ अनुराग विजय, एस डीएम मार्केटिंग, महिंद्रा लाइफ स्पेस डेवलपर्स ने समृद्धि और प्रबंधन के क्षेत्र में अपने अनुभवों को साझा किया। इस अवसर पर स्विट्जरलैंड



से एक्सपर्ट नरेन प्रसाद, इंटरनेशनल लेबर डायरेक्टर आईएलओ, रिसर्च डिपार्टमेंट ने ऑनलाइन जुड़कर विचार-विमर्श किया। उन्होंने आर्थिक स्थिरता और उद्यमता के मामले पर अपने दृष्टिकोण को साझा किया। इस सम्मेलन ने व्यावसायिक प्रबंधन, आर्थिक विकास, और मानव संसाधन प्रबंधन के क्षेत्र में नई दिशाएँ स्थापित

करने का मंच प्रदान किया। इस अवसर पर इंस्टीट्यूट के डायरेक्टर श्री जयपाल मिल, डायरेक्टर (एकेडमिक्स) डॉ.एस एल सुराणा, विभागाध्यक्ष डॉ.ओना लड़ीवाल, डॉ. मुकेश अरोडा, पुनीत शर्मा भी उपस्थित रहे। इस अंतरराष्ट्रीय संगोष्ठी के समन्वयक डॉ. अतुल गुप्ता एवं डॉ. सविता चौधरी रहे।



The Department of Management Studies at SKIT, Jaipur, recently hosted an international conference centred on the theme "Management, Business, and Economy." The event, held at SKIT on Wednesday, featured esteemed guests including Dr Rakesh Mohan Joshi, Director of the Indian Institute of Plantation Management, Bangalore, and Professor SS Somra, Head of the Economics Department at the University of Rajasthan. Director Jaipal Meel, along with Dr SL Surana, Dr Ona Ladiwal, Puneet Sharma, and conveners Dr Atul Gupta and Dr Savita Choudhary, graced the occasion with their presence.

दो दिवसीय अंतरराष्ट्रीय सम्मेलन आर्थिक मुद्दों पर अपने साझा किए विचार



बेधड़क | जयपुर

स्वामी केशवानंद इंस्टीट्यूट ऑफ टेक्नोलॉजी, मैनेजमेंट एवं ग्रामोथान के मैनेजमेंट स्टडीज़ विभाग द्वारा आयोजित दो दिवसीय अंतरराष्ट्रीय सम्मेलन के पहले दिन चीफ गेस्ट प्रोफेसर राकेश मोहन जोशी, भारतीय प्लानिंग एवं प्रबंधन संस्थान बेंगलुरु के निदेशक, ने विभिन्न आर्थिक मुद्दों पर अपने दृष्टिकोण को साझा किया। इस संगोष्ठी में अन्य अतिथियों ने भागीदारी ली जिसमें सर्वप्रथम अर्थशास्त्र विभाग, राजस्थान विश्वविद्यालय के प्रोफेसर एस.एस. सोमरा ने अपने विशेष विचारों को साझा किया। विशेषज्ञ अनुसंधान विजय, एस डीएम मार्केटिंग, महिंद्रा लाइफ स्पेस डेवलपर्स ने समृद्धि और प्रबंधन के क्षेत्र में अपने अनुभवों को

साझा किया। इस अवसर पर स्विट्जरलैंड से एक्सपर्ट नरेन प्रसाद, इंटरनेशनल लेबर डायरेक्टर आईएलओ, रिसर्च डिपार्टमेंट ने ऑनलाइन जुड़कर विचार-विमर्श किया। उन्होंने आर्थिक स्थिरता और उद्यमिता के मामले पर अपने दृष्टिकोण को साझा किया। इस सम्मेलन ने व्यावसायिक प्रबंधन, आर्थिक विकास, और मानव संसाधन प्रबंधन के क्षेत्र में नई दिशाएं स्थापित करने का मंच प्रदान किया। इस अवसर पर इंस्टीट्यूट के डायरेक्टर जयपाल मिल, डायरेक्टर (एकेडमिक्स) डॉ.एस एल सुराणा, विभागाध्यक्ष डॉ ओना लड़ीवाल, डॉ मुकेश अरोड़ा, पुनीत शर्मा भी उपस्थित रहे। इस अंतरराष्ट्रीय संगोष्ठी के समन्वयक डॉ. अतुल गुप्ता एवं डॉ. सविता चौधरी रहे।

एसकेआईटी मे प्रबंधन, व्यापार और अर्थव्यवस्था' पर 2-दिवसीय अंतरराष्ट्रीय सम्मेलन का आयोजन

P3 Police Public Politics

जयपुर। स्वामी केशवानंद इंस्टीट्यूट ऑफ टेक्नोलॉजी, मैनेजमेंट एंड ग्रामोथन, जयपुर के प्रबंधन अध्ययन विभाग ने 24-25 अप्रैल को प्रबंधन, व्यापार और अर्थव्यवस्था पर 2-दिवसीय अंतरराष्ट्रीय सम्मेलन का आयोजन किया। 25 अप्रैल को सम्मेलन का आखिरी दिन था। दिन के पहले वक्ता डॉ. अंजू चौहान थीं, जो कि महर्षि अरविंद विश्वविद्यालय, जयपुर के कॉमर्स और प्रबंधन के क्षेत्र की हेड हैं। उन्होंने व्यवसाय प्रबंधन और सतत विकास पर अपने विशेष व्याख्यान को प्रस्तुत किया। उन्होंने कहा कि व्यापार के नेता सतत विकास की पहलों को आगे बढ़ाने में महत्वपूर्ण भूमिका निभाते हैं। उनके पास अपने संगठनों के निर्णय-निर्माण पर प्रभाव डालने और उद्योगों में परिवर्तन लाने की शक्ति होती है। श्रीमती अपूर्वा शर्मा, डेटा विश्लेषण सलाहकार संयुक्त राज्य अमेरिका से एक और एक्सपर्ट थीं। उन्होंने कहा कि सतत विकास का उद्देश्य वर्तमान की आवश्यकताओं को पूरा करना है बिना भविष्य की पीढ़ियों



की आवश्यकताओं को कमजोर किए बिना। यह आर्थिक, सामाजिक, और पर्यावरणीय आयाम को समाहित करता है। तीसरे वक्ता थे श्री नितिन ढिंगरा, मुख्य डिजिटल अधिकारी (सीडीओ), सोमनी इम्प्रेसो ग्रुप, गुड़गांव। उन्होंने अपने व्याख्यान में वैश्विक व्यापार अर्थव्यवस्था के पर्यावरणीय मुद्दे और चुनौतियों पर बल डाला। उन्होंने उद्योग 4.0 पर जोर दिया और कहा कि उद्योग 4.0 व्यवसायों

के लिए वृद्धि, उत्पादकता, और लचीलापन में वृद्धि जैसे कई लाभ प्रदान करता है। कई प्रतिभागियों ने अपना शोध पत्र भी प्रस्तुत किया। डॉ. ओना लडिवाल, हेड-डीएमएस ने मेहमानों और प्रतिभागियों को धन्यवाद दिया। सम्मेलन के वैलिडेटरी सत्र में अंतरराष्ट्रीय संगोष्ठी के समन्वयक डॉ. अतुल गुप्ता एवं डॉ. सविता चौधरी ने संगोष्ठी की रिपोर्ट पेश की।

200 से अधिक प्रतिभागी मुद्दों पर करेंगे चर्चा

प्रबंधन, व्यापार और अर्थव्यवस्था पर हुआ अंतरराष्ट्रीय सम्मेलन

बेधड़क | जयपुर

स्वामी केशवानंद इंस्टिट्यूट ऑफ़ टेक्नोलॉजी मैनेजमेंट एंड ग्राम उत्थान, जयपुर के प्रबंधन अध्ययन विभाग की ओर से “प्रबंधन, व्यवसाय और अर्थव्यवस्था” पर एक अंतरराष्ट्रीय सम्मेलन 24-25 अप्रैल हो होगा। सम्मेलन के एफडीआई के विशेषज्ञ और भारतीय प्लानिंग प्रबंधन संस्थान, बेंगलुरु के निदेशक, प्रोफेसर राकेश मोहन जोशी मुख्य अतिथि होंगे। सम्मेलन में 200 से अधिक प्रतिभागी भाग ले रहे हैं। 3-4 देशों के विशेषज्ञ प्रतिभागियों



को अपना विशेषज्ञता प्रस्तुत करेंगे। सम्मेलन में प्रबंधन, व्यापार और अर्थव्यवस्था से जुड़े विभिन्न मुद्दों पर विचार विमर्श किया जाएगा। इसमें विभिन्न विशेषज्ञ, प्रोफेसर,

और अन्य अतिथि भाग लेंगे जो अपने अनुभवों और शोध के परिणामों को साझा करेंगे। इसके साथ ही, विभिन्न विभागों के अनुसंधानकर्ता भाग लेंगे।