



Sponsored  
Two Day National E-Conference  
On

## INNOVATIONS IN MANAGEMENT TEACHING AND RESEARCH METHODS

18<sup>th</sup> & 19<sup>th</sup> September, 2020



Organized by

Department of Business Management

**VAAGDEVI COLLEGE OF ENGINEERING**  
AUTONOMOUS

Accredited by NAAC with 'A' Grade

Accredited by National Board of Accreditation (B.tech, EEE,ECE&CSE)

Approved by AICTE, New Delhi & Affiliated to JNTU,Hyderabad.

Bollikunta, Warangal - 506 005 (TS)

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### ABOUT VAAGDEVI COLLEGE OF ENGINEERING:

Vaagdevi College of Engineering is established in the year 1998 and sponsored by Viswambhara Educational Society of Warangal established by philanthropists and elite people, with a view to impart technical education to students of rural background. Since its commencement, Vaagdevi College of Engineering has produced more than 15000 graduates who are technically sound in their fields and thus enjoy the enviable reputation among the reputed institutions. The institution has been constantly growing in every aspect including infrastructure, placements and strength of students. The campus is located in a sprawling area of 25.4 acres land with picturesque surroundings prevailing serene and calm atmosphere. It is situated on the Khammam highway about 10 km from Warangal railway station. Today Vaagdevi College of Engineering is known for its academic excellence with well planned classrooms, well-equipped laboratories, Seminar Halls and an Auditorium with 600 seating capacity and built-in Audio-Visual aids and good sport facilities along with Gymnasium. The college has a huge collection of books and also subscribed to various National and International journals. A state-of-art digital library has been established in order to provide access to NPTEL video lectures, several e-books and e-journals. The campus is Wi-Fi enabled and accommodate excellent infrastructure, and well designed buildings with aesthetic beauty.

### ABOUT THE DEPARTMENT:

The Department of Business Management was established in 2007 in Vaagdevi Colleges, Bollikunta campus to offer two years full time programme in Business Administration with the annual intake of 180 students. Presently MBA course is being offered Autonomous, affiliated to JNTUH. The continuous effort of Faculty, Staff, Students and Management has led the department on to the path of academic excellence with a number of achievements during the last few years. It has been continuously contributing to the generations and spreading of knowledge in the area of Business and Management to different target groups. Students are being well placed in different reputed organizations. The department has an updated Computer lab, Library and Class Rooms for the students to make lectures interactive and interesting journals. A state-of-art digital library has been established in order to provide access to NPTEL video lectures, several e-books and e-journals.

### ABOUT THE NATIONAL E-CONFERENCE "INNOVATIONS IN MANAGEMENT TEACHING AND RESEARCH METHODS"

Management Teaching has revolutionized the conventional methodology of teaching. Innovations in teaching pedagogy and approach are the need of the hour to cope-up with ever changing requirements of Industry. The Management Teaching provides a path which facilitates the budding managers to excel. Hence, the management teaching requires innovative methods. Developing Case studies, simulations, actively participating in seminars, industry interactions, participative learning, role-playing, brainstorming and Flipped Classroom teaching can enable the management teaching to change the conventional teaching methodology to incorporate innovation in curriculum design encourages the cognitive innovation and entrepreneurship ability of management students.

The demands raised in the education industry due to uncertainty forcing the need for developing innovations in conventional management teaching. Today the profession of management teaching has become quite challenging; Management teachers are expected to be both effective teachers and researchers. The innovations in research methods formulate the management teacher to undertake emerging areas of business and industry to develop reporting that fulfills the existing research gap. It has become imperative to identify the research problems with the objective of creating knowledge for the benefit of business, economy and society at large. The present day teaching fraternity, may be technically sound in many aspects but coming to research particularly in developing, understanding the research these are some constraints to equip the above said observations. The e-conference brings Management teachers, researchers, management students and industry official under one virtual platform. This conference facilitates the delivery of innovative thoughts, ideas and ways of implementation of innovation in management teaching and research methods.

#### Themes of Conference

#### Track1: Innovations in Management Teaching

- Sub themes:
- Activity Based Learning
- Case Study based Learning
- Business Analytics for Industry 4.0
- Industry Projects & Internships
- Technology Enabled Teaching
- Virtual Conferencing & Learning
- Industry Institute Interaction Cell (IIIC) in Management Teaching
- Post COVID-19 impact on Management Teaching
- Augmented Reality in Teaching

#### Track2: Innovations in Management Research

##### Sub themes:

- Intellectual Property Rights in Management Research
- Improving Citations in Management Research
- Social Platforms in Management Research
- Managing Plagiarism in Management Research
- Research Project Schemes (RPS) (AICTE, ICSSR-IMPRESS, UGC, EDI & DST etc.)
- Entrepreneurship Development (ED) Cell
- Memberships of Professional Bodies (AIMA, ICA, ISSA etc.)

#### Track3: Innovations in Human Resources & Marketing

##### Sub themes:

- Diversity at Work Place
- Innovative HR Branding Strategies
- Organizational Communication and Information Management
- Creating Team Building & High-performance Workplaces
- Innovations in Talent Management Practices
- Innovations in Rural Markets
- Innovations in Social Media Marketing
- Innovations in Green Marketing
- Innovations in Corporate Branding and Product

#### Track4: Innovations in Finance & Operations

##### Sub themes:

- Financial Econometrics
- Lessons from Global Financial Crisis due to COVID-19
- Asset Pricing and Risk diversification
- Impact of COVID-19 on Mutual Funds performance
- Sovereign Wealth Funds
- Mergers and Acquisitions in Corporate Restructuring
- Emerging Trends in Accounting
- Lean Six Sigma
- Project Management
- Innovations in Logistics and Supply Chain Management
- Enterprise Resource Planning.

The areas are not limited to the above, but papers can also be submitted on other topics related to the theme of the conference. The conference solicits contributions of high quality research papers and articles, poster presentations describing original and unpublished results of conceptual, constructive, empirical, experimental and theoretical work in all areas of Business, Economy, Commerce, Management, IT and Society to the addressed themes and topics of the conference. All the papers submitted and presented will be published in e-proceedings.

#### GUIDELINES FOR SUBMISSION OF PAPERS

Quality Research Papers are invited from Professionals, Academicians, Research Scholars and Students on any one of the above related themes and selected papers only will be allowed for presentation. The abstract of the paper should be in 200 to 250 words with 4-5 keywords. Full paper should be in MS word format in around 2500 to 3500 words, text type; Times New Roman in 12 font size with heading in 14 font size 1.5line spacing and 1 inch margin on all sides. References should be given at the end of the paper with APA style of referencing sorted alphabetically. Each paper should include a cover page indicating the name, title, affiliation and detailed postal address. Paper must be original and unpublished. Authors of the paper are informed to submit the abstract and full paper to the email id: [aictenecef@gmail.com](mailto:aictenecef@gmail.com)

All received papers will be reviewed in a double-blind peer-review process. The selected papers, which are more qualitative in content, innovative and empirical studies with less than 20% plagiarism will be accepted to publish in Scopus Indexed and UGC Recognized Group-I Journals (subject to recommendations suggested by Journals' Editorial Board, if any) or in an Edited Volume with ISSN No. based on the content and quality of the paper.

The author and co-authors of the selected papers may have to pay an additional amount based on the nature of the journal or edited volume as a publication fee.

However, all the accepted papers are published in the Conference Proceedings and issued in the Inauguration Ceremony of the Conference.

#### Category Registration Fee

- |                              |         |
|------------------------------|---------|
| 1. Delegates from Industries | - 500/- |
| 2. Delegates from Academic   | - 300/- |
| 3. Research Scholars         | - 200/- |
| 4. Students                  | - 200/- |

#### Important Dates

- |                            |                                 |
|----------------------------|---------------------------------|
| Submission of Abstract     | - 31 <sup>st</sup> JULY, 2020   |
| Submission of Full Paper   | - 14 <sup>th</sup> August, 2020 |
| Last date for Registration | - 31 <sup>st</sup> August, 2020 |

#### Online Registration Link

<https://forms.gle/udgPnpzYuk7gc6W49>

#### Online Payment Details

Account Holder Name: Mr. Shaik Mahaboob Syed  
Account Number: 17242193000194  
IFSC Code:ORBC0101724  
and other Mode of payment: Gpay, Phone Pay  
Phone number: 9949909522

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