



ABOUT THE UNIVERSITY:

Karnataka State Open University (KSOU) is a State Public Open University established by the Act of State Legislature in 1992, and was brought into force on 1st June 1996 with a motto “Higher Education to Everyone, Everywhere”. Ever since its establishment, KSOU has been pro-actively engaged in fulfilling the national objectives of higher education i.e., achieve Access, Equity, Quality, Affordability and Accountability. KSOU is the only and exclusive distance education provider in the Karnataka State. Government of Karnataka, vide its Gazette No. DPAL 43 SHASANA 2020 dated 30-12-2020 has notified that no University except KSOU shall offer the programme in Open and Distance learning (ODL) mode in Karnataka State.

KSOU is accredited with A+ Grade by NAAC. The programmes offered by the University are approved by the UGC from 2023-24 to 2027-28 vide notification No. UGC-DEB Letter No:4-1/2023 (DEB-III) Dated: 16.06.2023. Currently University is offering 43 UG & PG programmes under ODL mode & 10 Online Programmes are offered under Online Learning (OL) mode.

The UGC in its public notice F.No.1-9/2018 (DEB-I) dated 23.02.2018 stated that the Degree/ Diploma/ Certificate programmes awarded through Open & Distance Learning (ODL) mode are equivalent with that of corresponding Degree/ Diploma/ Certificate programmes obtained through Conventional Universities/ Institutions & formal system of education.

The University functions in a 3-tier system of student support service, namely Headquarters, Regional Centres and Learners Support Centres spread all over the Karnataka. For more information please visit www.ksoumysuru.ac.in

ABOUT MYSURU:



Mysuru is a historic city located in the southern part of India in the state of Karnataka. Renowned for its rich cultural heritage, palaces, and vibrant festivals, Mysuru holds a special place in the heart of Karnataka and KSOU is located in the heart of Mysuru City.

The city is most famous for the Mysuru Palace, a stunning architectural masterpiece that showcases a blend of Indo-Saracenic, Rajput, Hindu, and Gothic styles. The Wadiyar dynasty, a historical ruling family in Mysore, governed for centuries, leaving a legacy of cultural patronage and development. The Palace stands as a symbol of the city's royal past and is illuminated with thousands of lights during the annual Dasara festival, attracting visitors from far and wide.

Mysuru is also known for its thriving silk and sandalwood industries. The Devaraja Market is a bustling hub where locals and tourists alike explore the vibrant stalls offering silk sarees, sandalwood products, spices, and traditional handicrafts. The city's silk is particularly renowned for its quality and craftsmanship.

Chamundi hill in Mysuru is renowned for the Chamundeshwari Temple, panoramic views, and cultural significance. Apart from its historical and cultural significance, Mysuru is home to several educational and research institutions, contributing to its status as a major center of learning in Karnataka. The city's well-maintained Gardens & Lakes, such as the Brindavan garden, Karanji Lake and Kukkarahalli Lake offer serene escapes for residents and tourists.

Mysuru's culinary scene is diverse, with traditional South Indian cuisine, including the iconic Mysore Pak sweet, being a highlight. The city's vibrant atmosphere, coupled with its architectural marvels, cultural richness, and warm hospitality, make Mysuru a must-visit destination for those seeking a blend of history and contemporary charm in the heart of southern India.

ABOUT THE DEPARTMENT:

The Department of Studies and Research in Management was established in the year 1997. The Department is equipped with experienced Faculty from Academia and Industry. The Department is offering MBA Programme (Approved by AICTE) in 08 specializations namely; Finance, Marketing, Human Resource, Operations, Tourism, Corporate Law, Information Technology & Hospital and Health Care Management.

The Department also offers Bachelor Degree in Business Administration (BBA). Further, the Department is offering 03 PG Certificate programs namely; PG Certificate in Marketing Management, PG Certificate in Human Resource Management & PG Certificate in Business Administration.

The Management Department is also offering Ph.D. programme in regular mode, presently there are four Ph.D. Research Supervisors in the Department. Further, the Department is also offering Online MBA programmes (Approved by UGC & AICTE).

ABOUT THE CONFERENCE:

This National Conference is set to bring together Academicians, Scholars, Professionals and Experts to explore & discuss critical issues of **Sustainable Development and Innovative Management Practices**. Further, this conference aims to create a platform for knowledge exchange, fostering dialogue on sustainable solutions to meet contemporary challenges. The sub-themes of conference will include environmentally conscious business strategies, ethical management practices and the integration of technology for sustainable development. Participants will have the opportunity to engage in insightful discussions, share research findings and collaborate on identifying practical approaches for a sustainable future. The conference aspires to inspire a collective commitment to responsible and innovative management, promoting a holistic approach that considers economic, social and environmental dimensions for enduring global progress.

KARNATAKA STATE OPEN UNIVERSITY

Mukthagangothri, Mysuru - 570 006

(Accredited with A+ Grade by NAAC)

(Recognized by UGC & Approved by AICTE)

National Conference

on

“Sustainable Development and Innovative Management Practices”

05th & 06th March, 2024

Venue: Kaveri Auditorium, KSOU



Organized By

Department of Studies and Research in Management
Karnataka State Open University

Mukthagangothri, Mysuru - 570 006

www.ksoumysuru.ac.in

Email:- mbaconference2024@gmail.com

CONFERENCE SUB-THEMES:

General Management:

- Sustainable Business and Leadership
- Innovations for Sustainability
- Issue and challenges of SDGs
- Social Entrepreneurship
- Culture and Business Management
- Corporate Social Responsibility (CSR)

Finance:

- Financial Innovation & Analytics
- Sustainable Development through Microfinance
- Mutual Funds, Portfolio and Fund Management
- Fintech and Financial Services
- Financing and Budgeting of CSR
- Corporate Governance and Ownership

Human Resource:

- Green HR and Sustainable Business
- Human Resource Data and Analytics
- Human Resource Information System
- HR Accounting
- Ethical HR for Sustainable Development
- Employee Engagement for Attrition Management

Information Technology:

- Artificial Intelligence, Data Science & Machine Learning
- Digital Transformation
- E-Business and Sustainability
- Data Security and Cyber Crime
- ICT and Applications for Sustainable Development
- Blockchain Technology

Marketing:

- Marketing and Branding
- Sustainability and Logistics
- Sustainable Consumer Behaviour and Social Practices
- Social Media Marketing and Green Marketing
- Critical Perspectives on Marketing and Sustainability

Operations:

- Operational Excellence for Sustainable Development
- Material Management - Advance Practices
- Supply Chain Management
- Operation Research - Innovative Global Operation
- Sustainable Production Technologies

Corporate Law:

- Consumer Protection
- Compliance Beyond Labour Regulations
- Legal Purview of Information Technology
- Labour Dispute Resolution Mechanism
- Employee Participation and Social Dialogue
- Governance for Sustainable Development
- Intellectual Property Rights

Note:- Any other sub-themes related to conference theme are also accepted.

PAPER SUBMISSION GUIDELINES:

The full paper should be submitted in Microsoft Word format, using A4 size, Times New Roman font, with headings in size 14, the text in size 12 with line spacing of 1.5. Ensure proper citation and documentation following the APA style. Include a separate page for the abstract, detailing the paper's title, authors' name, institution, mobile number, and email ID.

Send your research paper to **Email:- mconference2024@gmail.com**

PUBLICATION OPPORTUNITY:

The Research Paper will be published in ISSN peer reviewed journal. However, author(s) will have to pay separate publication charges.

Note:- All Research papers will be checked for plagiarism.

REGISTRATION FEE DETAILS:

Category	Fee Details
Industry Delegates	₹ 1500/-
Academicians	₹ 1000/-
Research Scholars	₹ 800/-
Students	₹ 600/-

If any author/s wishes to present more than one paper, they need to register separately. Co-authors, who wish to have individual certificates, also need to register separately.

Registration includes Conference Kit, Lunch and Certificate. For outstation participants accommodation facility is also provided at nominal charge on request.

Note:- Spot Registration is also allowed only for accepted papers and Posters.

ONLINE REGISTRATION FEE TRANSFER:

Name	Account Details
Account Number	64183088694
IFSC Code	SBIN0040166
Bank & Branch	Manasagangothri Branch, Mysuru

The Research Paper accepted will be informed to concerned authors to complete the registration and fee payment process.

IMPORTANT DATES:

Deadline for Submission of Abstract	05 th Feb, 2024
Communication of Acceptance	10 th Feb, 2024
Deadline for Submission of Full Paper	20 th Feb, 2024
Last Date for Registration	29 th Feb, 2024

POSTER PRESENTATION:

Poster Presentation facility is also provided only for students, please send your Poster (PDF) to **Email:- mconference2024@gmail.com** for acceptance on or before **20-Feb-2024**.

Registration Fee for Poster Presentation: Rs. 500/-

Guidelines for Poster Presentation:-

- Poster Presentation size should be within 4 ft x 6 ft
- The poster (text and graphics) should be easily readable from a distance of about 2 metres.
- Title should be in large fonts and attract potential viewers.

REGISTRATION LINK:

<https://forms.gle/6M2xVYJMwZByWqJLA>

OR

Scan below QR Code to get Registration link



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DOS&R in Management

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