

**INTERNATIONAL CONFERENCE ON ONGOING RESEARCH IN MANAGEMENT & IT
(INCON-XVII)**

Date: 15th-16th March, 2024

Time: 09:00 am onwards

Venue: IPS Auditorium

No. of students attended the Programme: 300

Introduction: The central conference theme is "Ongoing Research in Management Studies and Information Technology". Through this theme, ASM INCON 2024 intends to capture a comprehensive outlook featuring various pragmatic areas from management and information technology. Over the 2 days of conference, representatives from academia and corporate presents in-depth research papers to a jury comprising eminent personalities from academia and corporate.

Objective: The central theme of ASM's INCON 2024 revolves around "Ongoing Research in Management Studies and Information Technology," aiming to provide a comprehensive overview of various practical areas within management and IT.

Speaker /Guest: Dr. Jeanne Maes, Dr. Roland Livingston, Ms Gauri Das, Dr. Manimala Puri, Mr. Piyush Gupta

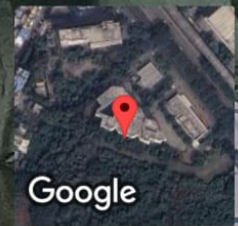
Report: The conference aims to facilitate a platform for researchers, academics, students, industry professionals, and foreign delegates to showcase and publish their original research work to a global audience. Over the course of two days, participants from esteemed institutions and corporate entities will present insightful papers across seven different tracks, covering diverse subjects. Track I focuses on Marketing Management, encompassing ongoing research in marketing, sales, analytics, digital marketing, and related areas. Track II delves into Financial Management, discussing research topics such as digital currency, fintech, data security, and digital transformation in banking. Human Resource Management is the focus of Track III, addressing areas like HR analytics, talent acquisition, and innovative HR tools and techniques. Track IV centers on Agricultural Business Management, exploring topics like agricultural finance, SMEs, and sustainable agriculture. Track V, Information

Technology and Data Science, covers research papers on IT management, big data analytics, and AI applications. Track VI, General Management, encompasses research across various domains including organization development, corporate governance, and entrepreneurship. Lastly, Track VII offers a platform for student researchers, encouraging them to present papers based on their MBA studies or summer internship projects. Overall, the conference aims to foster knowledge exchange and innovation across the fields of management and information technology. The Special Partners' Track event held on March 16th, 2024, brought together professionals and researchers from various disciplines, focusing on General Management (GM), Marketing (MKT), and Information Technology (IT). Dr. Ashutosh Kolte and Dr. Chetan Chaudhary diligently chaired the session, ensuring its smooth conduct and fostering engaging discussions throughout. The session commenced with an insightful presentation by Professor Dr. Andreas Zehetner, Vice President of International Relations and Outreach at the University of Applied Sciences Upper Austria. Dr. Zehetner's paper, titled "Are Marketing and Sales Allies or Still Adversaries? Unveiling Synergies and Roles in B2B Tech Enterprises," explored the intricate relationship between marketing and sales within B2B tech enterprises. Attendees gained valuable insights into optimizing the synergy between these functions, crucial for organizational success. Following Dr. Zehetner's presentation, Roland E Livingston, EdD, and Jeanne D. Maes, PhD, shared their research on "Optimizing Stakeholder AI: the Role of Educators." Their discussion centered on the integration of artificial intelligence (AI) in education and the pivotal role educators play in leveraging AI to enhance stakeholder engagement and satisfaction. Nafees Imtiaz Islam's presentation shed light on the impact of sanitary and phytosanitary (SPS) measures on trade between Bangladesh and India. Through a meticulous analysis of data and case studies, Islam delineated the complexities of SPS regulations and their influence on bilateral trade relations, offering valuable insights for policymakers and exporters alike. Syed Ali Fazal's conceptual study, "Managing Change in Education: Adoption of Bangladesh National Qualifications Framework (BNQF) across the Higher Education Sector in Bangladesh," addressed the challenges and opportunities associated with the adoption of the BNQF. Fazal's insights into effective change management strategies provided attendees with practical recommendations for navigating educational reform initiatives. Dr. Gregory Price's presentation on "Causation and Effectuation – Two Guiding Decision-Making Principles in Startups" elucidated contrasting decision-making frameworks utilized by startups. Through insightful analysis and real-world examples, Dr. Price highlighted strategic considerations essential for entrepreneurial success. Kangni Attiogbe's paper, "The Influence of Prosocial and Leadership Traits

on Work Engagement in a Social Work Setting," provided valuable insights into work engagement dynamics within social work. Attendees gained a comprehensive understanding of the factors influencing work engagement, contributing to both academic knowledge and practical application. The event concluded with a presentation by Ashwini Bari and Dr. Rajeev Yadav on "Numerical Simulation and Design of Improved Random Forest Based Amazon Product Review Sentiment Analysis." Their research aimed to enhance sentiment analysis accuracy in Amazon product reviews, offering practical implications for e-commerce platforms. Thee Special Partners' Track event facilitated enriching discussions and provided attendees with valuable insights into various facets of GM, MKT, and IT, underscoring the importance of interdisciplinary collaboration in addressing contemporary challenges.

Photos:





Pimpri-Chinchwad, Maharashtra, India
 JQJX+WPX, Service Rd, MIDC, Pimpri Colony, Pimpri-Chinchwad, Maharashtra 411019, India
 Lat 18.632309°
 Long 73.799378°
 15/03/24 10:26 AM GMT +05:30

GPS Map Camera



Pimpri Chinchwad, MH, India
 Pimpri, Pimpri Chinchwad, 411018, MH, India
 Lat 18.632230, Long 73.799439
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Outcomes:

1. New research findings on organizational behaviour, management practices, or leadership strategies are presented and discussed.
2. Insights and thought leadership from prominent experts in the field are shared.
3. In-depth discussions on pressing issues or emerging trends in organizational management, featuring multiple perspectives.
4. Interactive sessions designed to provide practical skills or tools for managing and leading organizations effectively.
5. Opportunities for attendees to connect with peers, potential collaborators, and industry leaders.
6. Conference papers and discussions are often compiled and published, contributing to the body of knowledge in the field.
7. Presentation of innovative solutions or case studies showcasing successful organizational strategies.