



**SDM COLLEGE OF BUSINESS MANAGEMENT POST GRADUATE  
CENTRE FOR MANAGEMENT STUDIES AND RESEARCH,  
MANGALURU.**



**CORDIALLY INVITE YOU TO THE  
TWO DAYS INTERNATIONAL E-CONFERENCE**



# **INTERNATIONAL E-CONFERENCE 2024**

**“Innovation and Disruption:  
Navigating Tomorrow’s Business Landscape”.**

**Disrupt the Future: Join Our International E-Conference On  
Innovation & Disruption!**

**22<sup>ND</sup> & 23<sup>RD</sup> MARCH, 2024**

**MODE: HYBRID (ONLINE OR OFFLINE PARTICIPATION)**



# ORGANISING TEAM



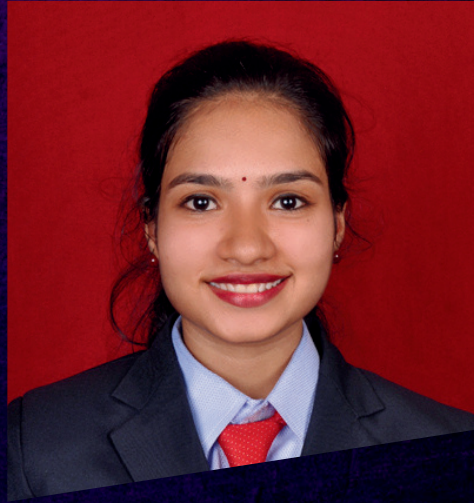
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Director



**MR. DAWN PRAKASH**  
Faculty Coordinator



**MR. ASIM**  
Student Coordinator



**MS. K NAMITHA  
KAMATH**  
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**MR. VIPIN SHETTY**  
Student Coordinator



**MS. JAVERIA**  
Student Coordinator



**MR. ABHISHEK ALVA**  
Student Coordinator

## ORGANISING COMMITTEE MEMBERS

- Dr. Prameela S. Shetty
- Mrs. Sumathi
- Mr. Prashanth Kumar

## CONTACT US

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Click here to get complete Information:  
[CLICK HERE](#)

OR

SCAN QR  
CODE





## **ABOUT THE INSTITUTE:**

SDM College of Business Management Post Graduate Centre for Management Studies & Research, Mangaluru is managed by SDME Society Ujire. SDME Society charts the destiny of SDM Institutions under the stewardship of Padmavibhushana awardee Dr. D. Veerendra Heggade. The institute was established in the year 2007 and is housed in a magnificent building situated in Kodialbail, Mangaluru, with state of art infrastructure. The institute is well known for imparting quality management education with innovative teaching practices.

## **ABOUT INTERNATIONAL E-CONFERENCE:**

We are delighted to welcome you to our 2024 International E-Conference on Innovation and Disruption. In today's highly dynamic business landscape shaped by technological advances, shifting consumer preferences and emerging startups, the ability to innovate and respond to disruption is imperative for organizations seeking to retain their competitive edge. Through two days of insightful keynotes, engaging interactions and research paper presentations, this conference aims to unpack best practices and frameworks businesses can leverage to promote innovation from within while also addressing the threats posed by disruptive challengers. By bringing together perspectives from public and private sector leaders, entrepreneurs, academicians and technology experts, we hope to facilitate meaningful conversations and ideation on how firms can foster cultures of innovation as well as formulate disruption-ready strategies that position them for long-term success. We warmly welcome you and invite you to join us – let the innovation begin!

## **CALL FOR PAPERS:**

We invite you to participate in this conference by presenting your papers in the following fields related to the theme of the conference:

*Complete sub-themes and topics can be found in the below link: [CLICK HERE](#):*



## **GENERAL MANAGEMENT:**

- Leadership Strategies for Change, Organizational Resilience and Agility, Strategic Management in Disruptive Times, Change Management Best Practices, Corporate Governance and Ethics etc.

## **MARKETING:**

- Innovative Marketing Strategies, Digital Marketing Trends, Customer Experience and Engagement, Branding in the Digital Age, Social Media and Influencer Marketing etc.

## **HUMAN RESOURCE:**

- Future of Work and Employee Well-being, Innovative HR Practices, Diversity and Inclusion Strategies, Talent Acquisition in the Digital Era, Employee Engagement and Motivation etc.

## **FINANCE:**

- Financial Innovations in the Digital Age, Sustainable Finance Practices, Risk Management Strategies, Financial Technology (FinTech) Innovations, Impact of Digitalization on Financial Markets etc.

## **STRATEGY:**

- Business Disruption and Strategic Planning, Competitive Intelligence in a Dynamic Market, Business Model Innovation, Strategic Partnerships and Alliances, Innovation in Corporate Strategy etc.

## **BUSINESS DISRUPTION:**

- Disruptive Technologies in Industry, Crisis Innovation and Resilience, Impact of Global Events on Business, Regulatory Challenges in Disruption, Business Continuity and Innovation etc.

## **TECHNOLOGY:**

- Artificial Intelligence in Business, Emerging Technologies and Business Impact, Cybersecurity in a Connected World, Digital Transformation in Industries, Technology Adoption Strategies etc.



## OPPORTUNITY FOR PUBLICATION:

Selected articles would be published in the institutes e-journal "Journal of Management Studies & Advanced Research" with ISSN No: 2455 4960 in March 2025 edition on payment of processing fees.

*Please note: First 50 registrations get the above early bird benefit. Post that the registration charges are double.*

## NOTE:

- Registration process to be completed through Google Link only after the formal acceptance of abstract.
- Payment to be done through Google Pay / Bank Transfer and the payment details to be attached in the Registration form.

## REGISTRATION FEES:

| Particular                  | Indian Delegate | International Delegate |
|-----------------------------|-----------------|------------------------|
| Participation               | Rs. 100         | \$ 1.5                 |
| Paper / Poster Presentation | Rs. 200         | \$ 2.0                 |
| A/C no.                     | 2858201000173   | 2858201000173          |
| IFSC                        | CNRB0002858     |                        |
| SWIFT CODE                  |                 | CNRBINBBBFD            |

Google Pay / Bank Transfer

Account Name : SDM PG CENTRE MANGALURU

Account Number : 2858201000173

IFSC : CNRB0002858

Bank : Canara Bank

REGISTRATION LINK: [CLICK HERE](#)

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CODE





## **IMPORTANT DATES:**

- **CONFERENCE DATES** : **22ND & 23RD MARCH 2024.**
- **ABSTRACT SUBMISSION DEADLINE** : **1ST MARCH 2024.**
- **FULL PAPER SUBMISSION DEADLINE** : **13TH MARCH 2024.**

## **AUTHOR GUIDELINES:**

### **Guidelines for abstract submission:**

Should include Aims & Objectives, Material and Methods, Results & Conclusion.

### **Guidelines for Full Paper Presentation**

- The article should not be presented/published elsewhere.
- The manuscript should not exceed 4000 words.
- Maximum 3 authors permitted for one article.
- First Page: Title of Paper, Name of Authors, Name of Institute, Email & mobile of corresponding authors.
- Second Page: Abstract with less than 150 words.
- Text should be in Times New Roman, Font Size 12, "title 14", 1.5 line spacing, left side 1.5" margin, all other sides 1"margin, Justified Alignment, fitting to A4 size, figures & charts should be numbered and source should be mentioned at the bottom wherever necessary.
- References in APA Format
- All submissions would be checked for plagiarism, peer reviewed and selected articles will be published on payment of the processing fees. Further correspondence will be continued with only those authors whose papers are selected.
- Soft copy of articles should be mailed to: [internationalconference@sdmmba.ac.in](mailto:internationalconference@sdmmba.ac.in)

## **POSTER PRESENTATION GUIDELINES:**

The contents of the poster should include Title, Introduction, Methods, Results, Conclusion & Recommendations, Acknowledgement/ Further informations.

- Use short sentences, simple words and bullets to illustrate your points.
- Text should be broken by including graphics or photos.
- Self-explanatory graphics should dominate the poster
- The success of a poster directly related to the clarity of your illustrations and table.
- Avoid using jargon, acronyms or unusual abbreviations
- Use a non-serif font (e.g., Arial) for the poster.