



- Our Patrons -

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Sport and Youth Affairs, Maharashtra

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Shirpur

Hon'ble Rajgopal C. Bhandari

Director, R. C. Patel Educational Trust,
Shirpur

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Industrialist, Vice President,
Shri Vile Parle Kelvani Mandal, Mumbai,
Director, R. C. Patel Educational Trust,
Shirpur

Hon'ble Dr. K. B. Patil

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North Maharashtra University, Jalgaon
Executive Director, RCPET's S.E.S.,
Shirpur

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Vice-Chancellor,
Kavayitri Bahinabai Chaudhari
North Maharashtra University, Jalgaon

Prof. S. T. Ingle

Pro Vice-Chancellor,
Kavayitri Bahinabai Chaudhari
North Maharashtra University, Jalgaon

-Key Resource Person -
Dr. Deepak S. Sharma
Dy. Director,
Datta Meghe Institute of Higher
Education & Research, Wardha (MH)

- Session Chair -
Prof. Dr. Madhulika A. Sonawane
Director, School of Management Studies,
Co-ordinator, Visharad The Skill
Development Centre,
KBC NMU, Jalgaon

- Advisory Committee -
Dr. Anil P. Dongre
Dean- Faculty of Commerce & Management
KBC NMU, Jalgaon

Dr. Arvind N. Chaudhari
Principal, Art, Commerce & Science College,
Bodwad

Dr. Preeti V. Agrawal
Director, G. H. R. Institute of Business
Management, Jalgaon

Prof. Dr. S. S. Rajput
Principal, S.P.D.M. Arts, S.B.B & S.H.D.
Commerce, And S.M.A. Science College Shirpur

- Organizing Committee -
Mr. Manoj N. Behere Dr. Manoj B. Patel
9881033312 9850156700
Dr. Tushar R. Patel Dr. D. M. Marathe
9604829450 9767678704
Dr. Laxmikant M. Sharma Dr. Rupali P. Agrawal
8149901314 820833216

- Co-ordination Committee -
Mr. Hiral S. Patel Mr. S. R. Jadhav
Mr. Kishor D. Sonawane Mr. Dipak G. Dorik

- Venue -
Late S. M. Patel Memorial Auditorium Hall
RCPET's IMRD, Karvand Naka Campus,
Shirpur, Dist. Dhule

Visit us - www.rcpimrd.ac.in 02563-251028



National Level Conference on Global Business Transformation: Technology, Trends & Practices On Friday, 22nd March, 2024



- Organized by -
**R. C. Patel Educational Trust's
Institute of Management Research and
Development, Shirpur, Dist- Dhule.**
Affiliated to KBC North Maharashtra University,
Jalgaon
NAAC Accredited B+ grade (1st Cycle)

Prof. Dr. Vaishali B. Patil
Conference Chair
Director, RCPET's IMRD, Shirpur

Dr. Priyanka V. Bhandari
Convener

♦ About IMRD ♦

Institute of Management Research and Development is highly enlivened by the words of Alvin Toffler – “The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.” In today's world where the potential management leaders and the IT experts needs to innovate and redesign themselves perpetually; IMRD nurtures them and provide them with a lavish platform to adapt the radical environment in management and information technology education. Since its inception in 1997, IMRD has established itself as an unsurpassed institute in the whole Kavayitri Bahinabai Chaudhari North Maharashtra University region. Institute's curriculum is an absolute blend of academic and applied knowledge which allows the students from any discipline to develop the skills and knowledge relevant to their own career paths.

♦ About Conference ♦

Business transformation is becoming more urgent in a world where things are changing quickly and personalized, real-time experiences with predictive insights are becoming more and more important in global contexts. The paradigms of business management are changing dramatically, requiring organizations to change, innovate, and reinvent themselves. This conference will provide academicians, research scholars and students a vital forum to exchange knowledge and perspectives on cutting-edge international business practices in the rapidly changing digital landscape. The conference will provide an opportunity to research scholars to present their research among students, faculty members and industry personnel.

♦ Objectives ♦

- To become acquainted the most recent advancements and trends in business and commerce, as well as their implication in organizations.
- To provide an opportunity for participants to upgrade their knowledge in the context of global business.
- To discuss on adoption of emerging technologies and analyze the challenges and opportunities in different business domains.

Invitation

Dear Sir / Madam,

We feel an immense pleasure in inviting you to the “National Level Conference on Global Business Transformation: Technology, Trends & Practices” organized by RCPET's Institute of Management Research and Development, Shirpur on Friday, 22nd March 2024.

♦ Conference Themes & Sub-themes ♦

- ♦ **Finance:** *Fintech, E-governance, Digital Financial Inclusion*
- ♦ **Marketing:** *Social Networking, Digital Media, Marketing Trends*
- ♦ **HR & Organizational Behavior:** *Employee Engagement, Consumer Loyalty, Business Ethics, Cross-Culture Management.*
- ♦ **Global Business & Technology:** *Global Business issues, AI in Business Practices, Block Chain, Entrepreneurship.*

Any other topics relevant to above themes can be sent.

♦ Registration Details ♦

♦ Registration Fees:

Faculty / Research Scholar/ Industry person : Rs.500 per Author
Participants/ Students (UG / PG) : Rs.200 per head

♦ Author Guidelines:-

- *Original research papers in word file, A4 page, Times New Roman font with 12-point size, double line spacing.*
- *Citation should have reference at the end of manuscript in alphabetical order following APA style of references.*
- *Check plagiarism before submission.*
- *Selected papers will be communicated to UGC care Journal.*

♦ **Presentation Mode** : Hybrid

♦ **Last Date of Registration** : 20th March 2024

♦ **Payment Mode** : Online

Bank Name : **State Bank of India**
(Branch - Shirpur)

Account No : **31058990385**

Account Name : **Institute of Management**
Research and Development

IFSC Code : **SBIN0000482** Branch Code : **482**



♦ Web-link for online registration ♦

<https://forms.gle/LKJrETU6wsDGuELN8>

♦ E-mail ID for Correspondence ♦

imrdresearch24@gmail.com

- Programme Schedule -

Friday, 22nd March 2024

- Registration and Breakfast -

Time: 09.00 a.m. to 10.00 a.m.

Session - I

Inaugural Function

Time: 10.30 a.m. To 11.00 a.m.

Session-II

Key Note Address

Dr. Deepak S. Sharma

Time: 11.00 a.m. To 12.00 p.m.

Session-III

Paper Presentations

Time: 12.15 p.m. To 01.30 p.m.

Lunch Break

Time: 01.30 p.m. to 02.30 p.m.

Session-IV

Paper Presentations

Time: 02.30 p.m. To 03.30 p.m.

Tea Break

Time: 03.30 p.m. To 04.00 p.m.

Valedictory Function

Time: 04.00 p.m. To 04.30 p.m.

- Important Dates -

- Full Paper Submission : 14th March 2024
- Acceptance Notification : 17th March 2024
- Last date of Registration : 20th March 2024

Conference will be in Hybrid mode