

REGISTRATION DETAILS:

Registration Fee: There is no registration fee for participation.

Publication Fee: Rs 1,000 towards publication fee in UGC Approved journal/Google scholar Indexed Journal/ Journals having good impact factor.

Payment can be made by RTGS/NEFT to Indian Bank, New Horizon College of Engineering Branch, S.B A/C No: 484700078, IFSC: IDIB000N112

REGISTRATION LINK : [HTTPS://LNKD.IN/GGR7YQ3](https://lnkd.in/gGR7YQ3)

DATES TO REMEMBER

Abstract Submission last date:	30 th September 2020
Notification of acceptance of abstracts	2 nd October 2020
Full Paper Submission last date:8th Oct	07 th October 2020
Final Notification of full-length paper	09 th October 2020
Last date of Registration:	10 th October 2020



CHIEF PATRON

DR. MOHAN MANGHANI

CHAIRMAN, NEW HORIZON EDUCATIONAL INSTITUTION

PATRON

DR. MANJUNATHA

PRINCIPAL, NEW HORIZON COLLEGE OF ENGINEERING

ADVISORY COMMITTEE :

MR. SURYA MOHAPATRA,

GLOBAL HEAD, TALENT TRANSFORMATION,
LEARNING & DEVELOPMENT AT
WIPRO DIGITAL OPERATIONS & PLATFORMS

MS. ANNAPOORNA,

CEO EMOTIONALYTICS & CO.

DR. GANESH PRASAD, DEAN,

DEPT OF MECHANICAL ENGINEERING, NHCE

DR. GOPAL KRISHNA,

DEAN, R & D, NHCE

DR. SHEELAN MISRA

PROF & HEAD, DEPT OF MANAGEMENT STUDIES, NHCE,

PROF. BHOLANATH DUTTA,

FOUNDER & PRESIDENT, MTC GLOBAL

DR. PRIYAMEET KAUR KEER,

PROF, DEPT OF MANAGEMENT STUDIES, NHCE

PROF. LOKESH KN,

DEPT OF MANAGEMENT STUDIES, NHCE

PROF. SRIKANTH RAJATH KG,

DEPT OF MANAGEMENT STUDIES, NHCE

ORGANIZING COMMITTEE:

DR. A.R.SAINATH

CONFERENCE CHAIR & CONVENER

PROF. SAUMI ROY

CONFERENCE COORDINATOR NO: 9945586671

PROF. SANTOSH KUMAR

CONFERENCE COORDINATOR NO:9964377796

FACULTY COORDINATORS:

PROF. SANJEEV NINGOMBAM, PROF. SHESHU NAIDU. A

PROF. PAVITHRAS, PROF. JAYSHREE. N

STUDENT COORDINATORS:

ANKAN CHAKRABORTHY: MOBILE NO:9513012944

VANDHANA: MOBILE NO:8951568606

New Horizon College of Engineering,
Knowledge park Ring Road, Near Marathalli, Bangalore-560103
Contact:91-08-66297777, 91-9880534935
nationaleconferencenhcempa2020@gmail.com
www.newhorizonindia.edu



**NEW HORIZON
COLLEGE OF ENGINEERING**

Autonomous College Permanently Affiliated to VTU, Approved by AICTE & UGC
Accredited by NAAC with 'A' Grade, Accredited by NBA



AICTE

**SPONSORED NATIONAL
E-CONFERENCE 2020**

**THEME :
"THE ROLE OF MANAGEMENT PRACTICES
IN BUSINESS SUSTAINABILITY IN AN ERA
OF TECHNOLOGY DISRUPTIONS"**

12.10-2020 TO 18.10.2020

ORGANIZED BY
DEPARTMENT OF MANAGEMENT STUDIES

KNOWLEDGE PARTNERS



L&D Global



MTC Global

MANAGEMENT TRAINING CENTRE



ABOUT THE COLLEGE

New Horizon College of Engineering (NHCE): NHCE is an autonomous college permanently affiliated to Visvesvaraya Technological University (VTU) approved by the AICTE and UGC. It is accredited by NAAC with 'A' grade & NBA. It is an ISO 9001:2008 certified Institute. New Horizon College of Engineering has been Ranked 114 amongst the Top Engineering Colleges across India, by National Institutional Ranking Framework (NIRF 2020) by MHRD, Govt. of India. It is honored with the distinguished "Most Preferred Institute for Providing Global Exposure" award in 2020. The college is also honored with the distinguished " Excellence in providing preferred environment for campus placements " Award by ASSOCHAM in feb 2020

ABOUT MANAGEMENT STUDIES

The Dept offers 2 years full time autonomous program "Master of Business Administration" affiliated to VTU. The MBA program comes with dual specialization in the areas of Marketing, Finance, Human Resource, Business Analytics and Operations. It is an approved research centre to offer Ph.D program in the field of Management. The dept is recently honored with the distinguished "B-School providing "Preferred Environment for Campus Placements" award during the 13th ASSOCHAM Higher Education, Skill & Livelihood Conclave held on 25th & 26th February 2020 at New Delhi. The department has also been awarded with the best B-School in India –South by ASSOCHAM, New Delhi, MTC Global Outstanding Industry Institute Interaction Award at World Edu Summit in 2018.

ABOUT NATIONAL E-CONFERENCE-2020:

Our National E-Conference "The Role of Management Practices in Business Sustainability in an era of Technology Disruptions" tries to bring in the wide range of best practices that business managements practice to bring in sustainability to their businesses. The environment in which businesses operate today is characterized by Volatility, Uncertainty, Complexity and Ambiguity (VUCA). The impact of VUCA world on current businesses needs a special emphasis in this context. Technology is Disrupting businesses today like never before. Our National E-Conference emphasizes on the discussion of all relevant topics to provide holistic facets as to what best management practices would bring in sustainability in an era where technology gets out dated quickly by disrupting businesses. The National E-Conference is inclusive of Plenary sessions, Panel discussions, Paper presentations and Q & A sessions. It aims at bringing together business executives, professionals, policy makers, academicians, researchers and students to share their knowledge and it intends to provide an E-Platform to promote and exchange their ideas and opinions on all relevant issues pertaining to the theme.

SUBTHEMES & TOPICS/TRACKS

- **General Mgt** : Sustainability challenges ,Trends in business practices, Business model & sustainability, Entrepreneurship, Innovation & business, Value creation,
- **IT** :Design thinking, Technology & business, Latest practices, Disruptions Re-Inventions in technology
- **Analytics** : Role of AI & Robotics for business sustainability, Data science and its applications ,Business analytics and business decision making.
- **Operations**: Supply chain management, Agile management
- **HR** :Leadership style and business sustainability, Automation

- **Marketing**:Marketing strategies and business sustainability, Digital Technology &Logistics.
- **Finance** : Financial competitiveness ,Financial modeling
- Any other theme that supports business sustainability and technology disruptions.

**The above-mentioned themes are indicative and not exhaustive

TWO BEST PAPER PRESENTATION CERTIFICATES WILL BE ISSUED IN ALL THE TRACKS

CALL FOR PAPERS & PUBLICATION :Theoretical, Conceptual, Empirical papers which are original and not published elsewhere are invited from academicians, researchers, and other professionals on various sub -themes or any other topic related to the main theme of the conference.

SUBMISSION PROCESS: The abstract and full-length paper are to be submitted on the given email address:
nationaleconferencenhcempa2020@gmail.com

GUIDELINES TO AUTHORS:

Manuscript Should strictly adhere to
APA/IEEE guideline and formats as applicable

1. Paper Format MS Word File (.doc or .docx)
2. Paper Size A4.
3. Margins 19mm or 0.75" from all sides
4. Orientation Portrait
5. Single Column
6. Font Family Times New Roman
7. Title of the Paper 20 pt., bold and center aligned
8. Headings 11 pt., bold and center aligned
9. Subheadings 10 pt., bold and left aligned
10. Images, Charts, Figures, Graphs, etc. 10 pt, normal Placement: Below the figure
11. References 10 pt., normal and justified.