

DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kaumarswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC) Cell
RESEARCH AND IPR CELL – (ANVESHANA)

Department: MBA-BU

Date: 27.03.2024

Sl. No.	Particulars	Event related Details
1.	Event	Conference – 2024
2.	Title of the Event	Student Research Conference (SRC) – 2024
3.	Date	Thursday, March 21st 2024
4.	Time	9:00 AM to 5:30 PM
5.	Venue	C D Sagar Auditorium and 501, 502, 503, and 509 of Building #13.
6.	Resource Persons Details** (Profile to be enclosed)	<ul style="list-style-type: none">• Dr. Shubha B N, Professor , Department of Management studies & Research Centre, BMS College Of Engineering, Bull Temple Road, Bangalore• Prof.Tabreez Pasha, Professor and Principal, Don Bosco Institute of Management Studies, Bangalore• Dr. Akshay Kumar, St. Joseph University, Bangalore• Dr. Mary Metilda, DSCE, Bangalore• Dr. Lubna Ambreen, Associate Professor, CMS Business School, JAIN (Deemed to be university)
7.	Topics Covered	<p>Finance:</p> <ul style="list-style-type: none">✓ Green Accounting, Green Finance, and Green Investment✓ Cryptocurrency and Blockchain✓ Digital Banking and FinTech practices✓ Blue Economy and Investments✓ Decarbonization and Carbon Tax✓ Value and Impact investing✓ InsurTech and ReguTech <p>Marketing:</p> <ul style="list-style-type: none">✓ Digital Marketing Trends✓ Consumer Behaviour and Psychology✓ Sustainability and Ethical Marketing✓ E-commerce and Omni-channel Marketing✓ Marketing in the Age of Disruption✓ Personalization and Customer Relationship Management (CRM)✓ Innovations in Marketing Communications <p>Human Resources:</p> <ul style="list-style-type: none">✓ Challenges in HR: Soft and Loud Quitting, Moonlighting, Gig Economy✓ Diversity, Equity, and Inclusion✓ Workplace Well-being and Mental Health, Happiness Quotient✓ Workplace Revolution: AI, Digitalization, and Hybrid Work✓ Social Capital, Mindfulness and Thriving at Work

Sl. No.	Particulars	Event related Details			
		<ul style="list-style-type: none"> ✓ HR Technology and Analytics ✓ Employee Relations and Conflict Resolution General Management: <ul style="list-style-type: none"> ✓ Women in Leadership Roles ✓ Innovation and Disruption: Strategies for Success ✓ Data Science and Analytics – Insightful for Decision Making ✓ Environmental, Social, and Governance (ESG) Practices ✓ Entrepreneurship and Innovation ✓ Technology Management ✓ Global Business Management 			
8.	Resource Person 2 Details** (Profile to be enclosed)	NA			
9.	Topics Covered	NA			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	6	External:	45
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	20	External:	210
12.	Faculty Coordinator/s	Dr. B R Venkatesh – Organizing Chair Dr. Kadambini Katke - Convener Dr. C B Venkata Krishna Prasad – Organizing Secretary Dr. Vinish P – Co-Convener Dr. Ameer Asra Ahmed – Co-Convener Dr. Sumera Aluru – Co-Convener			
13.	Student Coordinator/s				
14.	Total Expenditure (Details to be enclosed)				
15.	Sponsors and Amount (if any)	—			
16.	Agenda of the Event (Enclose a copy)	Program Sheet Attached			
17.	Report uploaded on college website? If yes, give details:	No			
18.	Report sent to media? If yes, give details:	No			
19.	Report uploaded in Social Media? If yes, give details:	No			
20.	Certificates Printed? (Enclose a copy***)	Yes			
21.	Feedback Collected? (Enclose a copy***)	Yes			
22.	Summary of the Event (Minimum 100 words)	The Student Research Conference (SRC) held by the Dept. of Management Studies (MBA-BU) of Dayananda Sagar College of Arts, Science, and Commerce on March 21st, 2024, was a resounding success, showcasing a diverse array of research topics within the realms of			

Sl. No.	Particulars	Event related Details
		<p>Marketing, Human Resources, Finance, and General Management. Spanning from 9:00 AM to 5:30 PM, the event provided a platform for 230 students from 24 colleges and universities to present their innovative research findings and exchange ideas.</p> <p>In the field of Marketing, presentations delved into emerging trends, consumer behavior analysis, and effective branding strategies. Students explored the impact of digital marketing, social media, and e-commerce on contemporary business practices, offering insights into market segmentation, product positioning, and customer relationship management.</p> <p>Human Resources discussions centered around talent acquisition, employee engagement, and organizational development. Participants examined strategies for fostering a positive workplace culture, enhancing employee motivation, and addressing challenges related to diversity and inclusion in the workforce.</p> <p>Finance presentations elucidated on topics such as investment analysis, risk management, and financial decision-making. Students showcased their research on capital budgeting techniques, portfolio management strategies, and the role of financial derivatives in mitigating market risks.</p> <p>In the realm of General Management, discussions encompassed a wide range of interdisciplinary subjects, including strategic planning, leadership development, and corporate governance. Participants analyzed case studies, evaluated management practices, and proposed innovative solutions to contemporary business challenges.</p> <p>The SRC served as a platform for intellectual exchange and collaboration, fostering a spirit of innovation and academic excellence among budding business professionals. Through engaging presentations, interactive discussions, and networking opportunities, students gained valuable insights into current industry trends and best practices. The event not only showcased the academic prowess of the participants but also highlighted the commitment of Dayananda Sagar College of Arts, Science, and Commerce to nurturing future leaders in the field of business management.</p>
23.	<p>Photographs of the Event (At least 10 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached)</p>	<p>Enclosed</p>



Notes:

* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

** Name / Organization / Designation / Area of Expertise

*** Format Copy need to be attached and hard copy need to be filed

PS: Whichever column is not applicable, write as NA.

Event Coordinator
[Signature]
 27/3/2024

[Signature]
 HOD/Director
 Dayananda Sagar College of Arts,
 Science & Commerce
 Kumara - nity Layout, Bengaluru - 560 111

[Signature]

[Signature]
 Mr. Principal
 Dayananda Sagar College of Arts, Science & Commerce
 George Mathew Road, Indira Nagar, Bengaluru - 560 111



Figure 1: Dr B R Venkatesh, Director - MBA(BU) addressing the gathering during the Valedictory function



Figure 2: Audience attending the valedictory function



Figure 3: Dr Krishna Prasad, Conference Secretary presenting the summary of the conference



Figure 4: Faculty Coordinators with student Coordinators





Figure 5: Faculty Coordinators with Track Head, Finance



Figure 6: Department Faculty



Figure 7: Inauguration of the Conference- Director (MBA-BU) with Dr Shubha, Chief Guest



Figure 8: Director -MBA(BU) handing over memento to the Chief Guest



Figure 9: Winners of Finance Track



Figure 10: Winner of HR Track



DAYANANDA SAGAR COLLEGE
OF ARTS, SCIENCE AND COMMERCE

SHRIJEE MALLESWARA HILLS, HUNARASWAMY LAYOUT,
BENGALURU-56001, KARNATAKA

Research Centre
MBA (BU)

Student Research Conference

2024

Thursday, March 21, 2024

Win Best paper
award and cash
prize in every track

Email ID: studentresearch@dayanandasagar.edu

Mobile Number: 9885429867 / 8867431143

Sub Themes:

FINANCE

- Green Accounting, Green Finance, and Green Investment
- Cryptocurrency and Blockchain
- Digital Banking and Fintech practices
- Blue Economy and Investments
- Decarbonisation and Carbon Tax
- Value and Impact Investing
- InsurTech and RegurTech

MARKETING

- Digital Marketing Trends
- Consumer Behaviour and Psychology
- Sustainability and Ethical Marketing
- E-commerce and Omni-channel Marketing
- Marketing in the Age of Disruption
- Personalisation and Customer Relationship Management (CRM)
- Innovations in Marketing Communications

HUMAN RESOURCE

- Challenges in HR: Soft and Lead Gating, Misalignment, Gig Economy
- Diversity, Equity, and Inclusion
- Workplace Well-being and Mental Health, Employee Engagement
- Workplace Revolution: AI, Digitalization, and Hybrid Work
- Social Capital, Mindfulness and Thriving at Work
- HR Technology and Analytics
- Employee Relations and Conflict Resolution

GENERAL MANAGEMENT

- Ethics in Leadership Roles
- Innovation and Disruptive Strategies for Success
- Data Science and Analytics - Insights for Decision Making
- Environmental, Social, and Governance (ESG) Practices
- Entrepreneurship and Innovation
- Technology Management
- Virtual Business Management

Organising Chair
Dr. B.R. Venkatesh

Convener
Dr. Kadambini Katke

Co-Conveners
Dr. Vinish P, Dr. Ameer Asra Ahmed, Dr. Chelan Shetty

Organising Secretary
Dr. C.B.V. Krishna Prasad

Abstract Submission: 01.03.2024
Full Paper Submission: 15.03.2024
Date of Conference: 21.03.2024

Note:

Maximum 3 authors for a research paper.
All student participants will get certificate.
Faculty members will also get a guidance certificate.

Registration Fees: Rs. 200/- Per Student

Payment Details

Beneficiary Name: Dayananda Sagar College of Arts, Science and Commerce
Bank A/c No.: 74378100081133
IFSC Code: BARB04IDASC (The 9th Character is zero)

*Any other relevant topic will be considered.

Dayananda Sagar College of Arts, Science & Commerce

Kumaraswamy Layout, Bengaluru.

Department of Management Studies (MBA-BU)

Student Research Conference 2024

21.03.2024

1. Registration - 8:30 AM - 9:15 AM
Venue: C D Sagar Auditorium, Building #10.
2. Inauguration - 9:30 AM - 10:15 AM
Venue: C D Sagar Auditorium, Building #10
3. Sessions:

Track	Building #	Floor #	Room #	Time
Marketing -1	13	5 th Floor	501	10:30 AM to 12:30 PM
Marketing -2			502	10:30 AM to 12:30 PM
Marketing -3			502	1:30 PM to 3:30 PM
General Management			510	10:30 AM to 12:30 PM
Finance - 1	10	2 nd Floor	C D Sagar Auditorium	10:30 AM to 11:45 AM
Finance - 2			C D Sagar Auditorium	12:00 Noon to 1:30 PM
Finance - 3			C D Sagar Auditorium	1:30 PM to 3:30 PM
HR -1	13	5 th Floor	503	10:30 AM to 12:30 PM
HR -2			503	1:30 PM to 3:30 PM

4. Lunch Break: 12:30 PM to 2:00 PM
5th Floor Corridor, Building #13
5. Valedictory: 4:00 PM to 5:00 PM
Venue: C D Sagar Auditorium, Building #10

Note:

1. All the students are expected to enter from Gate #1, DSI, Campus 1, and proceed to C D Sagar Auditorium.
2. Participants must carry proof of registration fee payment (Softcopy / Hardcopy) and ID card for verification and confirming the registration.
3. Participants must be in formal attire.
4. Tea will be served during the sessions.
5. Students are expected to be present at respective rooms at designated times.
6. Participation / presentation certificates and mentor certificates will be issued after the completion of respective tracks.
7. Certificate of Merit and Best Paper Awards will be announced and issued during valedictory.
8. All the student participants are expected to stay back till conclusion of valedictory function.

Department of MBA-BU
Dayananda Sagar College of Arts, Science & Commerce

Ref. No: BU/DSCASC/MBA/2023-2024/ 026

Date 02/02/2024

The Chairman,
DSI,
Bangalore.

Through: Secretary/ Joint Secretary.

Dear Sir,

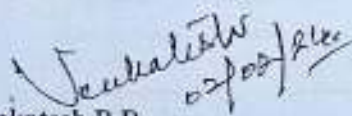
Subject: Student Research Conference – MBA (BU) – Scheduled on 15-3-2024.

We from the department of MBA (BU) have planned and scheduled to organized an "Intercollegiate students Research Conference" on Friday, the 15th of March 2024 at CD Sagar Auditorium, Campus 1, DSI.

An optimal budget is worked out towards the above and the details are attached herewith for your kind approval and needful disbursement. You may kindly note that Rs.64, 000/- (sixty four thousand only) is the total budgeted expenditure that has been highlighted.

We request you again to kindly approve the above as solicited.

With Regards,


Dr. Venkatesh B R
Director - MBA (BU)

Dayananda Sagar College of Arts Science and Commerce (DSCASC)

Department of Management Studies (MBA-BU)

Budget for Student Research Conference Scheduled on 15th March 2024

#	Particular	Count	Amount (₹)	Total (₹)	Remarks
Printing expenses					
1	A3 Posters	50 nos.	₹50.00	₹2,500.00	To promote the conference among postgraduate (P.G.) institutions in Bengaluru. Designing Poster, Certificate, Proceedings
	Conference Brochure	50 nos.	₹50.00	₹2,500.00	
	Participation and Prize certificates for students	60 nos.	₹25.00	₹1,500.00	
	Designing Charges		₹1,000.00	₹1,000.00	
Distribution of conference posters and brochures by students to various colleges					
2	Conveyance Allowance	2 days	2000 per day	₹4,000.00	Each team consist of 2 students
3	Conference Kit	50 nos.	₹50.00	₹2,500.00	Notepad, Pen, File, Schedule Copy
Inaugural Session					
4	Seatings for Guests	4 nos.	₹250.00	₹1,000.00	
	Water Bottles	20 nos.	₹10.00	₹200.00	
	Flower decoration expenses for the C.D. Sagar Auditorium	1 no.	₹1,500.00	₹1,500.00	
Honarium for Guest					
5	Session Chair	3 nos.	₹2,500.00	₹7,500.00	Remuneration includes conveyance
	Keynote Speaker	1 no.	₹3,000.00	₹3,000.00	Remuneration includes conveyance
Prizes for Best Paper					
6	Best paper -External (Note :Each track, such as Marketing, Finance, and HR, will receive one)	3 nos.	₹1,500.00	₹4,500.00	External students participation
	Best paper -Internal (Note :All tracks, including Marketing, Finance, and HR, will collectively be eligible for a single prize.)	1 no.	₹1,500.00	₹1,500.00	Internal students participation
Food					
7	Lunch (125 Students + 5 Guests + 20 Faculty & Staff)	150 nos.	₹125.00	₹18,750.00	
	Snacks	150	₹40.00	₹6,000.00	Post Vaidictory
	Guest Refreshment	-	₹500.00	₹500.00	
8	Publication of abstracts in an ISBN book	10 copies	₹150.00	₹1,500.00	
9	Miscellaneous			₹4,000.00	
Grand Total				₹63,950.00	
#	Expected Revenue	Count	Amount (₹)	Total (₹)	Remarks
Conference Participation Fee					
1	Expected internal students registration	20	200 per paper	₹4,000.00	Based on selected papers for presentation
	Expected external students registration	50	200 per paper	₹10,000.00	Based on selected papers for presentation
Grand Total				₹14,000.00	

Department of MBA-BU
Dayananda Sagar College of Arts, Science & Commerce

Ref. No: BU/DSCASC/MBA/2023-2024/030

Date :12/04/2024

To
 The Secretary,
 DSL,
 Bangalore.

Dear Sir,

Subject: Expenditure details of Student Research Conference – MBA (BU).

This has reference to our letter dt.02.02.2024 on the subject.

Following are the details of expenditure.

SLNo.	EXPENDITURE HEADS	AMOUNT (Rs.)	Remarks
1	Lunch for Research Scholars Staff and Students	36550.00	Voucher & Bill attached
2	Honorarium for session chair.	18000.00	Voucher attached
3	Purchase of Stationery (folder)	9000.00	Voucher & Bill attached
4	Best Paper Award	6000.00	Voucher attached
5	Purchase of Paper plates, Glass & Tap	2670.00	Voucher & Bill attached
6	Poster for SRC	1925.00	Voucher & Bill attached
7	Purchase of Certificate	2242.00	Voucher & Bill attached
8	Purchase of Stationery (folder, notepad &pen)	1475.00	Voucher & Bill attached
9	Certificate Printing	1168.00	Voucher & Bill attached
10	Purchase of Dry fruit box	989.00	Voucher & Bill attached
11	Conveyance Expenses	250.00	Voucher & Bill attached
12	Snacks-Dukes Butter Biscuits	240.00	Voucher & Bill attached
13	Snacks-Unibic Biscuits	420.00	Voucher & Bill attached
14	Tips for Serving food	200.00	Voucher attached
15	Tips for House Keeping	200.00	Voucher attached
16	Conveyance Expenses	200.00	Voucher & Bill attached
17	Purchase of Spoon & plates	600.00	Voucher & Bill attached
18	Lunch for students Research Scholars	400.00	Voucher & Bill attached
19	Purchase of Stationery (folder, notepad &pen)	2700.00	Voucher & Bill attached
20	Conveyance expenses-SRC	100.00	Voucher & Bill attached
21	Conveyance expenses-SRC	200.00	Voucher & Bill attached
22	Purchase of Water bottles	200.00	Voucher & Bill attached
23	Conveyance expenses-SRC	500.00	Voucher & Bill attached
24	Flex Banner	1888.00	Voucher & Bill attached
25	Purchase of Certificate	1975.00	Voucher & Bill attached
26	flower Bouquet	900.00	Voucher & Bill attached
27	Printing for SRC	100.00	Voucher & Bill attached
28	Purchase of Stationery	120.00	Voucher & Bill attached

30	Conveyance expenses-SRC	200.00	Voucher & Bill attached
31	Purchase of Stationery	170.00	Voucher & Bill attached
32	Refreshment for session chair	120.00	Voucher & Bill attached
33	Purchase of Stationery	700.00	Voucher & Bill attached
34	Lunch for Guest	510.00	Voucher & Bill attached
35	Lunch for Guest	420.00	Voucher & Bill attached
36	Vehicle Parking charge	25.00	Voucher & Bill attached
37	Conveyance expenses-SRC	333.00	Voucher & Bill attached
38	Conveyance expenses-SRC	610.00	Voucher & Bill attached
39	Conveyance expenses-SRC	360.00	Voucher & Bill attached
40	Conveyance expenses-SRC	567.00	Voucher & Bill attached
41	Conveyance expenses-SRC	200.00	Voucher & Bill attached
42	Lunch for students Research Scholars	740.00	Voucher & Bill attached
43	Refreshment for SRC	588.00	Voucher & Bill attached
	Total	96,955.00	

(Rupees ninety six thousand nine hundred and fifty five only)

Amount Received:	Rs. 64,000/-
Budgeted amount through registration:	(-)14,000/-
Total:	-50,000/-
Actual registration amount received:	(+)47,800/-
Total Amount:	97,800/-
Total Expenditure:	Rs. 96,955/-
Balance	Rs. 845/-

Refunded = 845/- (Rupees eight hundred and forty five only) is paid to college account number vide UPI Ref no: 446516358879 on 08.04.2024. Details enclosed.

Note:

Total registration amount : Rs.47800/- (credited/received in to college bank account)

Sanctioned Registration amount: (-)Rs.14000/-

Amount to be Reimbursed: **Rs.34800/-**

We request you to kindly arrange earliest reimbursement of the same to the following account.

Bank Name - Bank of Baroda
 Account Holder - Dr. B R Venkatesh
 Account No. 74370100013083
 IFSC No. -BARB0VJDASC

Soliciting your kind approval for the above.

With Warm Regards,

Dr. Venkatesh B R
 Director, MBA-BU

Encl: Copy of Approval letter
 Copy of Payment return

Heets

12/4/24

*Received
 12/4/2024*

