

DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kaumarswamy Layout, Bangalore-560111

Internal Quality Assurance Cell (IQAC) Cell

Department: MBA-BU

Date: 30.03.2024

Sl No.	Particulars	Event related Details			
1.	Event	Conference – 2025			
2.	Title of the Event	Student Research Conference (SRC) – 2025			
3.	Date	March 14 th , 2024 Friday			
4.	Time	9:00 AM to 5:30 PM			
5.	Venue	Dr. P C Sagar Auditorium, Building #13 and17.			
6.	Resource Persons Details** (Profile to be enclosed)	<ul style="list-style-type: none"> • Harold Andrew Patrick, Professor & Dean – Academics, CMS Business School, Jain (Deemed-to-be University) 			
7.	Topics Covered	<ul style="list-style-type: none"> ✓ Business And Management ✓ Commerce and Social science ✓ Computer Applications 			
8.	Resource Person 2 Details** (Profile to be enclosed)	<p>Management: Dr. Santhosh M, Dr. Meera Uday, Dr. Madhusudhan T K, Dr. Pradeep Kumar S V, Dr. Jhansi Rani M R, Dr. Charithra, Dr. Pavan Mahesh, Dr. Lubna Ambreen</p> <p>Commerce: Dr. R. Venkatesh, Dr. Chitra Shashidhar,</p> <p>Computer Applications: Dr.Senthil Vadivu, Prof. Suchithra R, Prof. Prashanthi</p>			
9.	Topics Covered	NA			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	6	External:	250
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	30	External:	370
12.	Faculty Coordinator/s	<ul style="list-style-type: none"> • Convenor - Dr. C B Venkata Krishna Prasad , DSCASC • Coordinator - Dr. Suplab Kanti Podder , R&D Cell, DSCASC • Co-Convenors: <ul style="list-style-type: none"> ○ DSCASC - Dr. Vinish P, Dr. Monica Ranka, Prof. Srivatsala V ○ DSBS - Dr. Geetha K Joshi, ○ DSU – Dr. M M Bagali, ○ DSBA - Dr. Meera. 			
13.	Student Coordinator/s				



Sl. No.	Particulars	Event related Details
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:	Yes
18.	Report sent to media? If yes, give details:	No
19.	Report uploaded in Social Media? If yes, give details:	Yes
20.	Certificates Printed? (Enclose a copy***)	Yes
21.	Feedback Collected? (Enclose a copy***)	Yes
22.	Summary of the Event (Minimum 100 words)	<p>The Student Research Conference (SRC) held by the PG departments of Dayananda Sagar College of Arts, Science, and Commerce on March 14th, 2025, was a resounding success, showcasing a diverse array of research topics within the realms of Business and Management, Commerce and Social science, Computer Applications. Spanning from 9:00 AM to 5:30 PM, the event provided a platform for 400 students from 21 colleges and universities to present their innovative research findings and exchange ideas.</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.	Photographs of the Event (At least 10 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached)	Enclosed

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

HOD/Director

IQAC

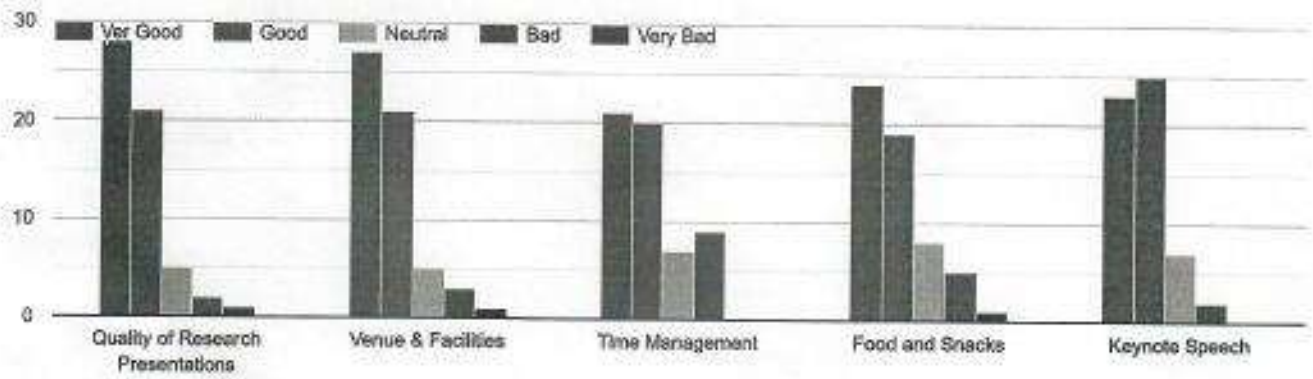
Principal

IQAC Co-ordinator
Dayananda Sagar College of Arts,
Science & Commerce
Kumara Swamy Layout, Bengaluru - 560 111

Principal
Dayananda Sagar College of Arts
& Commerce
Kumara Swamy Layout, Bengaluru - 560 111

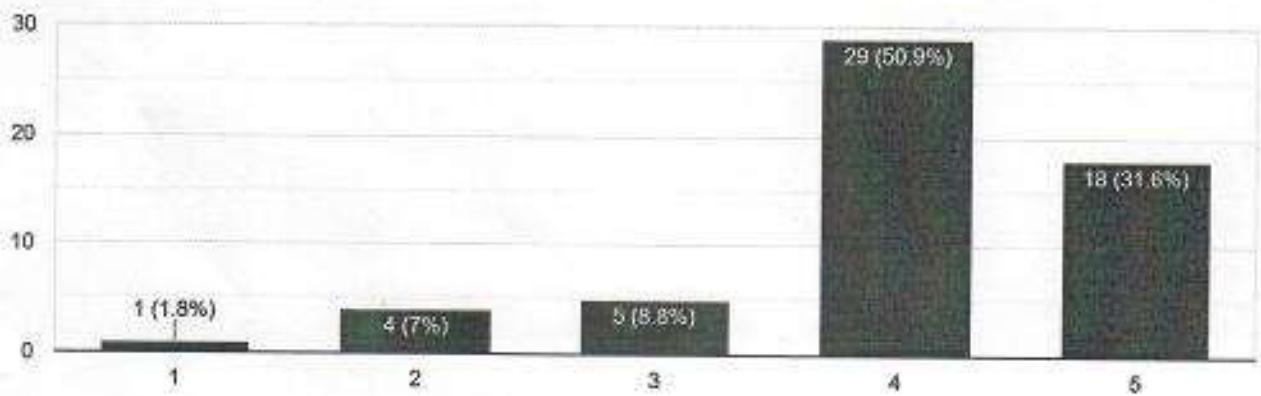
SRC 2025 Student Feedback:

How satisfied were you with the following aspects?



Overall Conference Experience

57 responses





















DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

SARASWATI MAHESHWARA HILLS, KUMARAWAHY LAYOUT, BENGALURU-560078, KARNATAKA



2025

2nd NATIONAL LEVEL STUDENT RESEARCH CONFERENCE

In association with IQAC

Dr. P C Sagar Auditorium  14 March, 2025 

CO-ORGANIZERS



School of Commerce & Management Studies



Dayananda Sagar Business Academy



Dayananda Sagar Business School



 GUIDELINES



 REGISTRATION LINK



 PAYMENT LINK

Bank Details
Name: Dayananda Sagar College of Arts, Science and Commerce
A/C no: 7437090088113
Bank: Bank of Baroda
Branch: Kumarawahy layout
IFSC Code: BARB00JAOASC
(5th Letter Zero)

ONLY FOR PG STUDENTS

Full Paper Submission: 28 Feb 2025
Date of Conference: 14 March 2025
Registration Fee: 2399/- Per Student (inc. of GST)
Email ID: studentresearch@dayanandasagar.edu

THEMES

Business and Management

Marketing, Consumer Behaviour, and Branding | Financial Management, FinTech, and Investment Strategies | Human Resource Management and Workplace Dynamics | Entrepreneurship, Innovation and Digital Transformation in Business

Contact - Dr. Vinish P - 88674 31143



Commerce and Social science

Global Trade, Economics, and Financial Markets | E-Commerce and Digital Business Trends | Sociology, Social Change, Diversity, Urbanization, Psychology, Workplace Psychology | Governance, Sustainable Development and Social Responsibility

Contact - Dr. Monica Ranka - 99012 34309



Computer Applications

Artificial Intelligence and Machine Learning | Cybersecurity and Data Privacy | Cloud Computing and Big Data Analytics, Blockchain | Automation, Robotics, and Future Technologies

Contact - Prof. Srivatsala V - 99864 90028



*Any other relevant topic will be considered.

Win Best paper award and cash prize in every track

Selected Papers will be Published in ISBN Book

Note:

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

Organizing committee

Dr. Balu L - Principal, DSCASC
Dr. Venkatesh B R - Director-MBA, DSCASC

Convener - Dr. C B Venkata Krishna Prasad, DSCASC
Coordinator - Dr. Sujaloo Kanti Padder, RSD Cell, DSCASC
Co-Convenors:
DSCASC - Dr. Vinish P, Dr. Monica Ranka, Prof. Srivatsala V
DSBS - Dr. Geetha K Joshi, DSU - Dr. M M Bogaal, DSBA - Dr. Meera



**Dayananda Sagar College of
Arts, Science, and Commerce**

Shavige Malleshwara Hills, Kumaraswamy Layout, Bengaluru-560111

Cordially invites you to the

**INAUGURATION OF
2nd NATIONAL LEVEL STUDENT RESEARCH CONFERENCE
(SRC -2025)**

on

**Friday, the 14th March 2025 at 9.30 am
Venue: Dr P C Sagar Auditorium, DSI Campus**

Chief Guest

Dr. Harold Andrew Patrick

Professor and Dean
CMS Business School
JAIN (Deemed-to-be University)

Presided by

Sri. Galiswamy

Secretary, DSI

in the august presence of

Ms. Tintisha H Sagar

Joint Secretary, DSI

Mr. Nishan H Sagar

Joint Secretary, DSI

Prof. Hemant Uppala
Vice Principal

Dr. Balu L.
Principal

Dr. Mahalakshmi V
HOD - M. Com

Dr. Kumudavalli M V
Deputy Director - MCA

Dr. Venkatesh B R
Director - MBA

Dr. C B V Krishna Prasad
Convenor - SRC 2025

Dr. Suplab Podder
Head - R&D Cell

Dr. Gurunath R
Head - IQAC



Dayananda Sagar College of Arts, Science, and Commerce

Shavige Malleshwara Hills, Kumaraswamy Layout, Bengaluru-560111

Cordially invites you to the

VALEDICTORY OF 2nd NATIONAL LEVEL STUDENT RESEARCH CONFERENCE (SRC -2025)

on

**Friday, the 14th March 2025 at 4.00 pm
Venue: Dr P C Sagar Auditorium, DSI Campus**

Chief Guest

Dr. Balu L

Principal
DSCASC

Presided by

Dr. Venkatesh B R

Director - MBA

Prof. Hemant Uppala
Vice Principal

Dr. Mahalakshmi V
HOD - M. Com

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