



JSS MAHAVIDYAPEETHA

JSS ACADEMY OF TECHNICAL EDUCATION, NOIDA

In commemoration of 106th Jayanthi Celebrations of Mysuru
Srimanmaharaja Rajaguruthilaka His Holiness Jagadguru Dr. Sri Sri
Shivarathri Rajendra Mahaswamiji



Online
National Conference
On
Strategies for Sustainable Practices:
During & Post Covid Era

27 September 2021

Organized by
Department of Management Studies
In Collaboration with
Construction Industry Development Council, New
Delhi and JSSATE-STEP
JSS Academy of Technical Education
C-20/1 Sector 62, Noida

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JSS MAHAVIDYAPEETHA

JSS Mahavidyapeetha was established in the year 1954. The Jagadguru Sri Shivarathreeswara Mahavidyapeetha has been described by many eminent educationists as greater than a University, because under its aegis a child can begin its education in the kindergarten and proceed to earn a degree as well as a doctorate in several branches of learning. Simultaneously the Mahavidyapeetha has not neglected to strengthen the roots of our ancient knowledge, wisdom and culture and their application in the day-to-day life. Sanskrit Pathshalas, Yoga Kendras, Spiritual Retreats, Gurukulas, Art and Cultural forums are doing this work. Today the Mahavidyapeetha has grown into a center of learning that guides more than 350 institutions spread throughout Karnataka, neighbouring Tamil Nadu and also in Uttar Pradesh. JSS Mahavidhyapeetha has setup institutions in Mauritius, Dubai and USA. Every year thousands of aspirants of education and knowledge join the fold of the Mahavidyapeetha. Distinguished national leaders including the first President of India, Dr. Babu Rajendra Prasad, the former President Dr. A P J Abdul Kalam, Former Prime Minister Sri Atal Behari Vajpayee have visited JSS Mahavidhyapeetha and paid rich tribute to services rendered by the Mahavidyapeetha. <http://jssaten.ac.in/about/>

ABOUT JSSATE NOIDA



JSS Academy of Technical Education, Noida (JSSATEN) is one of the leading Technical Institutions in Delhi NCR. Established in the year 1998 by JSS Mahavidyapeetha, Ghaziabad. The Institution has set benchmarks every year, and grown into an Institution of Excellence in Technical Education. The Institution has MoUs with Texas Instruments Centre of Excellence, Nokia Mobile Innovation Labs, e-Yantra Embedded & Robotics Lab funded by MHRD under NMEICT, Schneider Electric Substation Automation Labs and Centre for Innovation & Design are additional facilities for the students to innovate new ideas. JSSATEN is proud to mention that it has created necessary manpower and infrastructure to implement Outcome Based Education from the year 2014-15.

Salient Features

1. JSSATE, Noida got the NIRF rank band 201 to 250 in 2020.
2. In a recent survey conducted by the Education World Magazine, JSSATE Noida, has secured 2nd Rank in the State of UP and 20th Rank at the National Level, among the top 100 Private Engineering Colleges in India,
3. Ministry of Education (MoE) Innovation Cell Gol awarded 4.5 Golden Star ranking for the academic year 2019-20.
4. Five Departments (CSE, IT, ECE, ME & EE) are accredited by National Board of Accreditation.
5. AICTE Clean and Green Campus Award 2017-JSSATE, Noida stood I Position in Northern Region and VII Position at the National Level.
6. Nodal Centres for the Grand Finale of Smart India Hackathon 2017, 2018 & 2019.
7. Received an award from Hon'ble HRD Minister Shri Prakash Javadekar on 21st November 2018 for the constitution of Institution Innovation Council (IIC).
8. JSSATE, Noida got the QSI-GUAGE Gold rating.
9. Selected as Nodal Centre for "Value Education" under Dr. ARJ AKTU Lucknow. Selected as Nodal Centre for Spoken Tutorial Training of IIT Bombay.
10. Nominated as National Cyber Defence Resource Centre under National Cyber Safety and Security Standards (NCSS) under NCDRC, New Delhi.
11. Central Government Flagship Projects Sanctioned:
 - Unnat Bharat Abhiyan (UBA), Swachh Bharat Abhiyan (SBA),
 - Sansad Adarsh Gram Yojana (SAGY),
 - Pradhan Mantri Kaushal Vikas Yojna (PMKVY-TI), Swachh Bharat Summer Internship [SBSI].
12. In the recent survey conducted by the Times Engineering Institute Ranking Survey 2021. JSSATE, Noida secured 72nd Position at all India Level.
13. JSSATE, Noida has selected for AICTE-IDEA Lab project with funding of 110 Lakhs.

VISION OF THE INSTITUTE

JSS Academy of Technical Education, Noida aims to become an Institution of excellence in imparting quality Outcome Based Education that empowers the young generation with Knowledge, Skills, Research, Aptitude and Ethical values to solve contemporary problems

MISSION OF THE INSTITUTE

- Develop a platform for achieving globally acceptable level of intellectual acumen and technological competence.
- Create an inspiring ambience that raises the motivation level for conducting quality research.
- Provide an environment for acquiring ethical values and positive attitude.

ABOUT CONSTRUCTION INDUSTRY DEVELOPMENT COUNCIL

The Planning Commission, Government of India, jointly with the Indian construction industry has set up Construction Industry Development Council (CIDC) to take up activities for the development of the Indian construction industry. The Council, for the first time in the country, provides the impetus and the organizational infrastructure to raise quality levels across the industry. This helps to secure wider appreciation of the interests of construction business by the government, industry and peer groups in society. CIDC is a change agent to accelerate a process of self-reform that should enable the industry to answer the challenges of the future. Engineering Council of India was established in April 2002 as the apex Body of engineering profession in India by coming together of a large number of Professional Organizations/institutions of Engineers to work for the advancement of engineering profession in various disciplines and for enhancing the image of engineers, in society, by focusing on quality and accountability of engineers. Today there are 33 Indian Engineering Professional Associations/Institutions as members, representing practically all major engineering streams and with 8 associated government departments nominees.

ABOUT DEPARTMENT OF MANAGEMENT STUDIES

Master of Business Administration department is affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow. The department has excellent results and students are getting placements with reputed firms.

Our Department greatly enriches the educational experience of MBA students by providing a host of opportunities for interaction with one another and with faculty beyond the classroom. Here you will learn from guest speakers, and leaders of industry. Over a period of time, the alumni of the department have reached responsible positions both in public and private sector. Department has well qualified faculty with doctorate degree from reputed Institutes and the faculty members have Industrial background that ensure right blend of practical and theoretical knowledge thus students will get an inside look at the world's fastest-growing economies, and learn how to thrive in international business today. Our accomplished faculty members each individually committed to developing the next generation of business leaders.

VISION OF THE DEPARTMENT

Department of Management Studies aims to become a renowned centre of excellence fostering innovation, research and entrepreneurship to create ethical thought leaders for sustainable and inclusive growth.

MISSION OF THE DEPARTMENT

- To create a unique learning experience for the students with a blend of theoretical concepts, tools and techniques and the application of them to real life situations.
- To develop innovative business leaders, entrepreneurs, socially responsible and industry-ready managers by going beyond the curriculum with focus on assimilation of employability skills.
- To effectively enhance the knowledge for research based teaching-learning amongst student and teaching community.

ABOUT MBA IN INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

JSS Academy of Technical Education, Noida is proud to announce the approval by All India Council of Technical Education to start MBA (Innovation, Entrepreneurship and Venture Development) from the academic year 2021-22 onwards. This program is a 2 years PG program which is an action oriented and outcome based program. It aims to admit students with Innovative ideas and problem solving mindset who will be given access to incubation support. The program has been designed to produce New Generation Entrepreneurs capable of building innovative ventures and simultaneously earning master degrees in a span of two academic years.

This program will facilitate learning on the management of innovation, entrepreneurship, and venture development from foundation to advanced stages and simultaneously enable students to apply their entrepreneurial skills in real-life situations, validate ideas, build innovations, test the market and build a successful venture out.

The program will help students identify, recognize, manage and grow their entrepreneurial talent and take them through a progressive journey along various tracks from the Foundation of Management & Entrepreneurship Track to Entrepreneurship Intensity Track, and from Start-up Experiential Learning Track to Start-up Establishment Track, and along with three Capstone projects (under the guidance of mentor experts).

The experts/mentors will guide and hand-hold students from an understanding the basics of business, management, and entrepreneurship, acquiring the necessary skills, to refining the idea into a proof of concept, to further building & testing the prototype, and subsequently developing the final product offering or process into a desirable commercial model or an enterprise.

By the end of the program, students will have a knowledge and understanding of

- Key concepts of innovation, entrepreneurship and new venture development
- How to take an idea, build a prototype and launch to early customers in the market.
- Demonstrate how to Market and idea/prototype to early customers.
- Knowledge of scale up of ventures
- Knowledge of venture growth strategies
- Knowledge of Business Models and Fund Raising
- Knowledge of Hiring and Talent Management

ABOUT JSSATE-STEP

JSS STEP is engaged in the promotion of entrepreneurship and acts as a catalyst in business establishment and success of the business ventures incubated with it; Starting in 2004, the JSS STEP business incubator is India's first Technology Business Incubator (TBI), supported by DST under TBI scheme. It has graduated over 150 start-ups and currently incubating over 20, with 6 successful exits. The aim of the business incubator is to invite, enable and thrive the technology ventures (also called start-ups) through sharing know-how, mentorship, connections, and funds.

JSS STEP has the vision to catalyze and promote the development of knowledge-based and innovation-driven technology ventures that promote employment opportunities amongst youth.

The key objectives of JSS STEP include:

1. Identify, engage and hand-hold potential ideas to convert into formal business opportunities;
 2. Support founders in capacity and capability building;
 3. Build knowledge pool of mentors, suitable for new ventures and provide them on demand;
 4. Engage with govt. departments and private investors to create a channel of their funds to reach deserving technology ventures;
 5. Understand challenges from founders and if a pattern emerges, take them to the Govt, for policy intervention;
 6. Create opportunities for cross-subsidization of certain services by negotiating with vendors;
- Enable local, national, and/or global market access through connections and partnerships and facilitate it to its incubated ventures.

ABOUT THE CONFERENCE



Sustainable development is among the greatest challenges facing humanity. Efforts to realize sustainable development seek to secure human and environmental well-being. As scholars and practitioners seek to understand better how global and local sustainability can be leveraged to realize human well-being, interest in this and related interdisciplinary fields are drastically increasing. Under such condition, we would like to organize this multidisciplinary conference, in order to bring together researchers, engineers and Management practitioners interested in the field on both theoretical and practical aspects about fundamentals, transitions, applications and standards that ensure sustainable development of our life. The Corona virus pandemic has pushed businesses and governments to mobilize faster and at a scale not seen in modern memory, with mass store closures and shelter-in-place orders that have stretched on for months. Some analysts believe the crisis response serves as a preview for how society might deal with worsening climate change, even if such existential issues are not necessarily top-of-mind for consumers. But for marketers, climate change and sustainability might need to be top-of-mind as a means of both building public trust during a period of deep uncertainty and safeguarding against future disasters. The conference will provide a platform for researchers to exchange ideas on knowledge, creative, cross-disciplinary approaches, and thoughtful problem-solving solutions, and to find global partners for collaboration.

The main premise of the conference is "Strategies for Sustainable Practices: During & Post Covid Era". This conference aims to bring together researchers and practitioners to facilitate discussion on broad topic of the theme. Some of the key features of the conference are Keynote speeches by thought-leaders and experts from industry and academia and best paper awards etc.

BENEFITS TO PARTICIPANTS

The role of a conference is to gather like-minded individuals from across the country or across the globe, to learn, discuss thoughts, network, share ideas, create new ideas, and to ignite motivation. By attending a conference, Participants are expanding their professional and personal development, and are provided with insightful information. Participants will experience a blended learning environment with multiple opportunities for individuals to learn and engage in a wide array of formats. Navigating the implications of the COVID-19 pandemic is unprecedented. The global COVID-19 pandemic has challenged companies to manage their enterprises in newfound ways. In the short term, they're facing enormous scope changes to their business plans; in the long term, they must adapt and continue to make progress on their original goals. Expected change can be hard enough in ordinary circumstances. Leading forced change management for an organization, all while being virtual, can be even harder. Depending on the magnitude of the working environment, people may feel that they are not equipped to manage the dynamic uncertain change. While many companies have an organizational change management (OCM) program around technical aspects, focusing and evolving contingency plans and business continuity best practices around. Teaching fraternity especially in Management field has to go along with these changes to pass on the knowledge to the students to prepare them Job ready and we are trying to give a platform for the same.

CALL FOR PAPER

National Conference on Strategies for Sustainable Practices: During & Post Covid Era is an attempt to discuss the advances in the field of Management. Topics include, but are not limited to, the following

Track 1: Marketing

Brand Strategy | Content Marketing | Digital Marketing | Inbound Marketing | Marketing Campaign Planning | Marketing Plan and Budget

Track 2: Human Resource

Transformational Leadership | Strategic Human Resource Management | Employee Engagement and work culture | Transformational Leadership

Track 3: Information Technology

Technology Management & Competition

| Block chain Management | Industry 5.0 | Cloud computing & virtualization | Artificial intelligence

Track 4 Finance

Ethical Practices in Finance | Socio-Economic Impacts of pandemic | Block chain implementations | Green finance

*Any other topic of relevance in each theme

SUBMISSION GUIDELINES

- Paper Submission link is active from August 15, 2021 to September 15 2021.
- The paper must be written strictly conforming to API format & specifications.
- All papers must be written in English only.
- All papers must be original and not simultaneously submitted to another journal or conference.
- Conference strictly abides to Plagiarism Policy, and authors are advised to check plagiarism prior to paper submission.
- Papers must be submitted in PDF format.
- At the time of submission, choose topics within Track under which your paper broadly falls in. This information will be used by the committee for assigning appropriate reviewers and scheduling sessions.
- Please Feel Free to Contact Convener If Your Paper Meets the Conference Theme and Area is not listed in the Topics
- Please quote this in all correspondences.
- Authors will be advised via email of acceptance of the paper before September 18, 2021. If revisions are required, authors will be notified accordingly.
- The detail schedule for presentation of accepted paper will be mailed to the author.

IMPORTANT DATES

Call for papers	August 15, 2021
Last date of registration	September 15, 2021
Last date of Paper submission	September 15, 2021
Date of Notification of accepted papers	September 18, 2021
Last date for receiving camera ready papers	September 20, 2021
Date of Conference	September 27, 2021

HOW TO SUBMIT PAPER

- Please fill the details required in form on the below link for Registration: <https://www.shorturl.at/yzQ27>
- August 15, 2021 till the closing date of submissions
- Upload PDF file of the paper publication.

PAPER SUBMISSION

All the paper must be submitted through the following Email Address
mba.conference2021@gmail.com

PUBLICATION

All accepted and presented papers will be published in conference proceedings with ISBN number.

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REGISTRATION DETAILS

(A) For participation certificate Registration-

Category		Registration Till 15 September 2021
		National
Author	Student/Research Scholar	500.00 INR
	Academician/ Industry	500.00 INR
Delegate (Five delegates are allowed)	Student/Research Scholar	2,000.00 INR
	Academician/ Industry	2,000.00 INR

*GST @ 18% Extra as per institute norms

(B) For submission of research paper-

Category		Registration Till 15 September 2021
		National
Author	Student/Research Scholar	1000.00 INR
	Academician/ Industry	1000.00 INR
Delegate (Five delegates are allowed)	Student/Research Scholar	2,000.00 INR
	Academician/ Industry	2,000.00 INR

*GST @ 18% Extra as per institute norms

To Register Visit: <https://www.shorturl.at/yzQ27>

Submit your paper at: mba.conference2021@gmail.com



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