



S.E.ACET/ACADEMIC/MBA/2021-22/09

23/12/2022

CIRCULAR

The Department of MBA is organizing **ONLINE NATIONAL CONFERENCE ON ROLE OF DIGITAL PLATFORMS IN CORPORATE DEVELOPMENT AND MANAGEMENT** in the institution in Association with IQAC, IIC on 27-07-22. The Inauguration for the program will be held at online by following given Google Meet link by, 10.00 AM. I Kindly Request all the HOD and faculty members to encourage the event by your presence.

HOD
Head of the Department of Management Studies
S.E.A. College of Engineering & Technology
Ekta Nagar, Basavapura
Bengaluru - 560037

Principal

HODs of

IOT & BCT	FIRST YEAR DEAN	OS
CSE	PHYSICS	
ISE	CHEMISTRY	
ME	MATHEMATICS	
CV	LIBRARIAN	
AI&ML	PLACEMENT	
MBA		

*IQAC COO - 2021-22
Internal Quality Assurance Cell
S.E.A. College of Engineering & Technology
Vijaynagar, Basavapura, Bangalore - 560037*





SOUTH EAST ASIAN EDUCATION TRUST®

S.E.A. COLLEGE OF ENGINEERING & TECHNOLOGY

(Approved by All India Council for Technical Education (AICTE), New Delhi)

Affiliated to Visvesvaraya Technological University (VTU), Belagavi, Recognized by Government of Karnataka)

REPORT ON ONE DAY ONLINE NATIONAL CONFERENCE

About Conference

A One Day Online national Conference on ““ROLE OF DIGITAL PLATFORMS IN CORPORATE DEVELOPMENT AND MANAGEMENT” was organized by Department of MBA in Association with IQAC Cell, Bangalore on 27th July,2022. The timings for Morning Session was 09.30 am to 12.30 pm and afternoon Session was 01.45 to 05.00 pm. There were 110 enthusiastic participants and Authors from other than Karnataka states like, Andhra Pradesh, Tamil Nadu, Telangana, and Rajasthan Universities, colleges, Institutions and industries across India. Participants attended the Conference through online mode (Google Meet). The function was presided by Dr. B. Venkatanarayana, Principal, SEACET and introduction of resource persons were given by Dr. S.B. Anil Kumar, HOD, MBA, SEACET.

Objective of the Conference

The broad objective of this conference is

1. To Collaborate Students, Research Scholars, Faculty, Industrialists for discussing on digital platforms and its roles in present scenario with corporate development and management.
2. To enhance the quality of academic research for industrial growth and development.
3. Taking forward step to publish all research papers in the ISBN Book.

Guest and Resource Person of the Conference

Resource Person for the Conference was from Sri Krishnadevaraya University, Anantapur, Andhra Pradesh he briefed about the concept in detail.

IQAC COORDINATOR
S.E.A. COLLEGE OF ENGINEERING & TECHNOLOGY
Virgonagar Post, Bangalore, INDIA

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Conference Brochure

S.E.A. College of Engineering & Technology, Bengaluru - 49

ONE DAY ONLINE

NATIONAL CONFERENCE

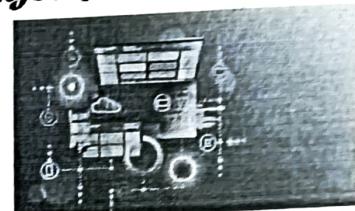
on

"Role of Digital Platforms in Corporate Development & Management"



on
27/07/2022

Organising by



MBA Department - VTU

Send your abstract before 18-07-2022 and full paper for publication upto 25-7-2022

Registration Charges:

For Participation: Free (With soft copy of Participant Certificate)

For Presentation: Rs. 250/- per each author (With softcopy of certificate of presentation)

Publication opportunity: Every author will get softcopy of ISBN book having their published article without any extra charges.

Payment Details:

Favor Name: Principal, SEA College of Engineering & Technology

Bank name: Punjab National Bank

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Branch: Ekta Nagar, College Campus, Bengaluru

Link for Registration: https://docs.google.com/forms/d/e/1FAIpQLSemXdoNMZaSUClVVorZebvlVHgVFH-7lj7ETD8KDG0a1Yaq1g/viewform?usp=sf_link



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In association with Jayvee Digital Publishing, Bengaluru - 560083

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IQAC Coordinator
Internationalization Coordinator
S.E.A. College of Engineering & Technology Cell
Virgonagar Post, Bangalore - 560049

MOE'S INNOVATION CELL INSTITUTION'S INNOVATION COUNCIL

SEA COLLEGE OF ENGINEERING & TECHNOLOGY, ONLINE NATIONAL CONFERENCE ON "ROLE OF DIGITAL PLATFORMS IN CORPORATE DEVELOPMENT AND MANAGEMENT

OVERVIEW

Objective:

To form an association for discussing the subject of Digital implementations in corporate world.

Benefit in terms of learning/Skill/Knowledge obtained:

Authors were presented research papers and had good collaboration with research Scholars, students, faculty and industrial exports as well.

Academic Year:

2021-22

Program driven by:

Self-driven Activity

Month:

July

Program /Activity Name:

Online National Conference on "Role of Digital Platforms in Corporate Development and Management

Program Type:

Conference

Other:

null

Program Theme:

R&D and Innovation

Other:

NA

Date & Duration (Days):**External Participants, If any:**

07/27/2022-07/27/2022-0

2

Student Participants:

98

Faculty Participants:

22

Expenditure Amount, If any:

20000

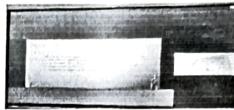
Remark:

null

ATTACHMENTS

Video: null

Photograph1:



Photograph2: /uploads/institutes/monthlyReport/Photograph2/7709-IC202216814.jpg

Session plan, If any: <https://api.mic.gov.in/uploads/institutes/monthlyReport/report/1942-IC202216814.pdf>

This report is electronically generated against report submitted on Institution's Innovation Council Portal.

REPORT ON ONE DAY ONLINE NATIONAL CONFERENCE

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ABOUT CONFERENCE

**S.E.A. COLLEGE OF ENGINEERING AND TECHNOLOGY**

Silver Jubilee

Ekta Nagar, Near Ayyappa Nagar Circle, Devasandra Main Road, K.R.Puram, Virgonagar Post, Bangalore, Karnataka (State), INDIA - 560049

Online.
NATIONAL CONFERENCE
on
"ROLE OF DIGITAL PLATFORMS IN CORPORATE DEVELOPMENT AND MANAGEMENT"
(RDPCDM-2022)
Organizing by
DEPARTMENT OF MBA

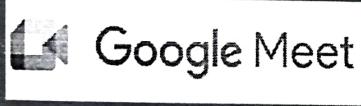
BANGALORE, KARNATAKA, INDIA

 27th July, 2022

CLICK / SCAN HERE TO REGISTER 
https://docs.google.com/forms/d/1Fnj0L3mXoHm2ASUCHVaz2bJNt6VFH-7t7ETDkDG4t1g/viewform?usp=pp_url

Last Date for Abstract Submission: 18th July, 2022.

DIGITAL PLATFORM

 Google Meet

ABOUT CONFERENCE

CONFERENCE THEMES

Here, we would like to invite everyone who can showcase their industry and subject according to the following themes:

Digital Platforms in Finance Sector

- App-based Digital platforms in financial services
- E-Commerce
- Digitalization in banking, insurance services
- Digitalization in stock markets and other issue markets

Digital Platforms in Marketing Management

- Digital Marketing
- Social Media Marketing
- Digitalization in Supply Chain Management
- E-Markets
- Digitalization in Rural Marketing

Digital Platforms in Human Resource Management

- Human Resources Analytics
- Human Resource Management and Development through digitalization
- Digital Selection and Placements
- Concept of Work from Home
- Digitalization in Human Resource Performance Analysis

Digital Platforms in 4.0 Industrial Development

- Big data
- Artificial Intelligence (AI)
- Internet of Things (IOT)
- Business Analytics

CONFERENCE OBJECTIVES

- To highlight the holistic research contributions in accordance with current trends and future challenges of digitalization for corporate development
- To congregate the contemporary researches across various academic and industrial domains for upbringing corporate development through digital Platforms.
- To act as a platform for global knowledge sharing and information dissemination channel for overall understanding of various research aspects towards digital transformation, sustenance and growth
- To encourage and promulgate the research acumen of students, researchers, scholars, academicians and practitioners from various academia, organization and industry / corporate

Guest and Resource Person of the Conference

Resource Person for the Conference was from Sri Krishnadevaraya University, Anantapur, Andhra Pradesh he briefed about the concept in detail.

About Resource Person

Dr. K. Venugopal Rao, Dean, Department of Commerce and Management Studies and he has been working as Professor in M.B.A department of Sri Krishnadevaraya University Ananthapuram, Andhra Pradesh. for the past 33 years. He served as Interview Board Member of UPSC for selecting IAS and IPS offices, New Delhi, Dr. K.V. Rao also a member Co-ordinator for NAAC Bengaluru, and he appointed as Chairman, and member co-ordinator of NAAC Peer Team and visited many colleges since 2010. And also, Member of AICTE inspection teams. As an expert visit committee (EVC) member from AICTE, he visited 50+ new colleges form all over the Nation. Expert for UGC committees. He attended Faculty Development Programme in Indian Institute of Management, Ahmedabad during 1992-93. He served as Member of Search Committee for the appointment of Vice Chancellor of Alagappa University, Karaikudi Tamilnadu in 2018. 28 Ph.D.'s were awarded under his guidance. He has published 6 books and 60 articles in National and International Journals. He was a guest faculty for Police Training College Ananthapuram. As a Resource person and Keynote speaker he addressed a greater number of national and international conferences, workshops, FDP's and webinars. From India he is the only person who attended Rotary International Cultural Exchange Programme and he visited several industries across US, Canada such as General Motors, Ford Assembly Plant, World Trade Center etc....

GUEST OF HONOUR AND KEYNOTE SPEAKER



Dr. K. VENUGOPAL RAO

Dean, Department of Commerce and Management Studies, S.K. University
Ananthapuram, A.P.

Objective of the Conference

The broad objective of this conference is to Collaborate Students, Research Scholars, Faculty, Industrialists for discussing on digital platforms and its roles in present scenario with corporate development and management. It will help to share knowledge around the academic and industrial communities to upgrade.

Points Discussed by the Resource Person

1. Reasons to adapt Digitalization in present Corporate World.
1. Role of Digital Platforms in corporate Development and Management
2. Live examples in the history of corporate development
3. Industrial significance of Digitalization
4. Digital role in Educational institutions



08/09/2022

Head of the Department of Management Studies
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Bangalore - 560 049