

PADMASHREE DR. D.Y. PATIL INSTITUTE OF MCA [ DYPIMCA]

# National Conference on Recent Trends in Management & Computing

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RTMC 2014

17<sup>th</sup> – 18<sup>th</sup> January, 2014

At

Padmashree Dr. D.Y. Institute of MCA [DYPIMCA]  
Sector 29, Near Akurdi Railway Station, Akurdi, Pune - 411044

Report by

Mrs. Shilpa Kulkarni

Ms. Nirupama Mande

**Knowledge Repository**

303/A, Chandraneel Soc, 529/3, Sinhagad Road, Pune - 411030

Email – [info@knowledgerepository.co.in](mailto:info@knowledgerepository.co.in)

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## **Acknowledgement**

Padmashree Dr. D.Y.Patil Institute of MCA [DYPIMCA] wishes to thank Dr.D.Y.Patil Pratishthan for their support to conduct the conference.

DYPIMCA is indebted to the Chief Patron, Patrons and other members of Dr. D.Y. Patil Pratishthan for their constant support and encouragement.

Last but not the least, DYPIMCA is grateful to all the faculty members, staff and MCA & MBA students for rendering timely help in conducting this event.

## **Conference Management Committee**

### **Chief Convener**

#### **Col. S.K.Joshi (Retd)**

Campus Director, Dr. D.Y.Patil Educational Complex, Akurdi, Pune

### **Convener**

Prof. Rajesh Math, Director, DYPIMCA

Prof. Neha Sharma, Dy. Director, DYPIMCA

Dr. Vidyasagar T. J. – Dean, MBA, DYPIMBA

### **Organizing Committee**

- Ms. Anjali Mandke
- Ms. Kavita Suryawanshi
- Ms. Nilam Upasani
- Ms. Sushrish Toknekar

**Final Report on  
National Conference on Recent Trends in Management & Computing**

17<sup>th</sup> – 18<sup>th</sup> January, 2014

**1. Introduction and concept**

**Padmashree Dr. D. Y. Patil Institute of Master of Computer Applications** is organizing **National Conference on Recent trends in Management and Computing** on **17<sup>th</sup> & 18<sup>th</sup> January, 2014** at its Akurdi, Pune campus.

The world today is doorstep of new era which is not only lead by technology but also by the understanding of sustainable solutions. With breakthrough technologies, business houses have leaped forward into higher integration of financial goals with sense of ecological awareness. Today, the need of hour is understand the application of these technologies in further deep level which in turn helps mankind

**The conference aims to bring together researchers, academicians, scholars and students to exchange and share their experiences and new ideas about all aspects of recent trends in management, information technology and computers.**

**2. Objectives of conference**

The prime objectives of the conference were:

- To generate and disseminate new ideas and concepts
- To promote interdisciplinary areas of research
- To make comparative analysis of various recent trends in management, information technology & computers

*These objectives and the theme of the conference were decided by organizing committee and Knowledge Repository representatives. This meeting took place in July, 2013. There were 3 themes suggested by Knowledge Repository out of which the current theme was finalized at the end of the meeting. The track pointers were laid by Knowledge Repository and hence, the entire conference schedule was planned accordingly.*

### 3. Call for Papers

The national conference was organized with an objective to bring together academics and researchers from all over India, research institutions and agencies, civil society organizations and others on a common platform to deliberate on the recent business trends across disciplines and themes.

The conference was focused on below mentioned three key tracks. Each track comprised of some pre identified sub-themes for which we invited research papers from all over India. However, the sub-themes stated for each track were merely indicative and any topic within the broad framework of the track was included for the conference.

**The conference focused on the following Tracks:**

<b>Finance &amp; Human Resources</b>	<b>Computing</b>	<b>Marketing &amp; General Management</b>
Financial & capital markets	Mobile Computing	Economic integration
WTO	Grid Computing	Macroeconomic aspects of international trade
Trade & Agriculture	Broadband Communication	Fiscal and monetary policies
Trade, Governance & Economic development	Wireless Communication	Corporate ethics and social responsibility
Trade & Policy Reforms	Optical Communication	Social entrepreneurship
Trade Barriers	VLSI / Embedded Systems	Trends in education
Market Efficiency	Nanotechnology	Trends in healthcare practices
Derivatives & Commodity Markets	Cryptography	Knowledge management
Central banks& Regulatory Issues	Artificial intelligence	Market structure& market performance
Foreign Direct Investment	Emerging technologies	Marketing communication issues
Labour Markets	E-learning	Consumer behavior
Globalization and trade	Bioinformatics & computing	Cross cultural marketing
HR Information System	Data mining	Innovations in selling
Compensation management	Image processing	Service marketing
Organizational development Employer branding	Cloud computing Telecommunication and Mobile Communications	Pricing of products
Change management	Intelligent computing	Social media marketing
Human resource audit	Education, Open Learning and Natural Language Processing	Advertising/marketing communication issues
Work-life balance	Power & Power Electronics; Sensors	Branding and consumer behavior studies
Human resource strategy	Remote Sensing, GIS, Instrumentation and Biomedical Engineering	International and cross cultural marketing
Organization culture	Cyber security	Prices, business fluctuations and cycle

We published all the abstracts selected for final paper presentations in the CD of conference proceedings with **ISBN No. 978 – 1494922979**.

*Knowledge Repository suggested names of reviewers and also designed the website for online marketing of the conference.*

*It was decided that all the selected abstracts will get published in conference proceedings [in CD] with ISBN No. Accordingly, the CD of abstracts was given to all the registered attendees along with the conference kit.*

#### **4. Review and Advisory Committee (RAC)**

RAC is the key for successful organization of any national level conference and RTMC conference was not exception to it. The primary role of RAC was to provide independent advice that will contribute to the quality enhancement of the conference regulatory decision-making and lend credibility to the review process. They may also recommend/suggest changes in the successful execution of the conference. The Convener and Organizing Committee were fortunate enough to get some of the renowned professors and researchers on the board of RTMC Conference.

#### **5. Conference Operating Model**

Every conference has its own model of operation in organizing the event. Because of the new API guidelines that UGC has enforced in the recent times, oral presentations add more value to the overall API score over poster presentations.

In view of this, the organizing committee resolved to opt for oral form of presentations and ruled out the possibility of poster presentations. Therefore, the model that RTMC opted was to conduct each conference track into two sessions wherein at the beginning of each track, the invited speaker spoke for 30 minutes about that track after which paper presentations took place for that track.

At the end of each track, the research papers presented during that track were discussed by the respective keynote speakers which then followed by the questions and answers.

#### **6. Guest of Honour for Inauguration**

##### **Rajesh Aggarwal, Secretary, IT, Government of Maharashtra**

A 1989 batch IAS officer, Rajesh Aggarwal's career, spanning more than two decades, has been marked by a number of challenging and exciting assignments. However, out of all the roles, he picks his stint as director, Election Commission of India during 2003-07 in Delhi as the most memorable.

Aggarwal finds his current role as secretary, IT, Government of Maharashtra, full of opportunities. He is responsible for formulating information and communications technology (ICT) guidelines and policies for facilitating e-governance and creation of common state-owned ICT infrastructure including cloud and data centres. The key focus areas for him are ensuring that every government department in the state becomes IT savvy and uses ICT to increase internal efficiency and effectiveness, and improves the citizen interface.

Commenting on upcoming technology trends, he says that the industry is set to witness an exponential increase in data usage, a convergence between fixed line and mobile networks, the emergence of machine-to-machine services, and widespread adoption of software-defined networking.

Aggarwal describes his management style as collaborative and one that encourages individual accountability in a team. He values teamwork and open communication.

### **Chief Guest for Valedictory**

#### **Mrs.Padmini Sundaram**

Former Banker.

Currently Associate Sapient Wealth Advisors and Brokers Pvt Ltd

National Core Team member CII-Young Indians (Innovations and Entrepreneurship)

Independent Financial and Behavioral Trainer

Padmini holds a Bachelor of Engineering degree and Master's in Business Administration in Finance from SIBM Pune. She is the recipient of the exclusive Private Banking certification from the Wealth Management Institute, Singapore. She is currently pursuing her PhD in Investments Law

Her major work thrust is Wealth Management and Training. Under the Wealth management practice, she focuses on Financial and Tax planning for Individuals (Resident and NRI) and Corporate Treasuries

She has been a *Mentor* for the seminal 10K - Goldman Sachs Women Entrepreneur Programme where she has guided women entrepreneurs in developing and executing Business Plan, and strategizing for the enterprise.

She is the Core Team Member for the CII-Young Indian's (CII-Yi) Council on Entrepreneurship, Innovation and has been a Past National Co Chair for Employability for CII-Yi and Past Chapter Chair Pune. Padmini has been a Rotary Exchange Professional to USA.

### **7. Invited Speakers**

#### **Track – Human Resources & General Management**

**Prof .Dr.Harold Andrew Patrick**, - Head - OB and HRM & Coordinator MPhil (Management) Program at Christ University Bangalore ,Head - OB and HRM area at Christ University

Qualifications: PhD on the topic 'Managerial power processes, leadership and its behavioural implications on managers in information technology organizations' from the Bangalore University. M.Phil in Industrial Psychology from the Delhi University and Masters in Industrial Psychology from Bangalore University. Post Graduate Diploma in Business Administration and a Post Graduate Diploma in Public Relations and Journalism.

Experience: Presently working as coordinator MBA program and Professor in Organizational Behaviour and Human Resource Management, Christ University Institute of Management. He has over 18 years of postgraduate management teaching and corporate training experience. Has guided more than 500 Masters Level and a dozen M.Phil dissertations in the areas of Organizational Behaviour and Human Resource Management.

## Track – IT & Computing

**Dr. Rabindra Kumar Jena**

**Associate Professor, IMT Nagpur**

Information Management

Area Chairperson - Information Management

Ph.D (Information Technology) in 2010 from Indian Institute of Information Technology and Management (IIITM), Gwalior, India

M.Tech. (Computer Science & Engineering) in 1997 from Guru Jambheshwar University, Haryana, India

## Track – IT & Computing

**Dr. Debajyoti Mukhopadhyay**

**PhD(JU),MS(Stevens,USA),DCS(Queen's,UK),BE(Calcutta)**

**FIE,FIETE,SMIEEE,CEngg,SMACM,SMCSI,MIMA**

**Dr. Debajyoti Mukhopadhyay** is the **Dean (Research & Development)** of MIT Group of Institutions and **Professor & Head of Information Technology Department** at **Maharashtra Institute of Technology Pune**. Prior to this, he was the Director of **Balaji Institute of Telecom & Management Pune, India**. He is the Founder Director of the Web Intelligence & Distributed Computing Research Lab (**WIDiCoReL**). During 2008-2010 for almost three years, he was the founding Head and Professor of the Information Technology & MIS at **Calcutta Business School**.

Dr. Mukhopadhyay is a **Distinguished Adjunct Professor** at **Curtin University** (Australia). He also holds **Adjunct Professorship** at **Monarch Business School** (Switzerland), **College of Engineering Pune** (India) and **Thapar University** (India). Earlier, he was a full Professor of Computer Science & Engineering at the **West Bengal University of Technology** affiliated Engineering Colleges during 2001-2008. Dr. Mukhopadhyay was a Visiting Professor in the Division of Electronics & Information Engineering at **Chonbuk National University**, (Korea) (2006-2007). He had also taught at **Stevens Institute of Technology**, New Jersey (USA) (1982-1984) and at **Bengal Engineering College** affiliated to Calcutta University, West Bengal (India) (1980-1981). He worked as a Research Fellow at **Indian Statistical Institute**, Calcutta (India)(1979-1980).

## Track - Marketing



**Dr.B.M.Ghodeswar, Professor NITIE.**

B.Sc., Nagpur University, Nagpur, India  
M.B.A. (Marketing), Osmania University, Hyderabad, India  
Ph. D. (Marketing), Osmania University, Hyderabad, India

**Area of Expertise**

Marketing Management ,Business-to-Business Marketing ,Consumer Behaviour, Brand Management ,International Marketing

I. Teaching and Research interests

- Marketing Management
- Business-to-Business Marketing
- Consumer Behaviour
- Brand Management
- International Marketing

II. Research Projects undertaken

1. Completed the following Research Project:

“CSR Initiatives in Empowering Low-Income Communities”, under Teaching and Research Fellowship awarded by British Council at International Centre for Corporate Social Responsibility, University of Nottingham, UK during 2007.

2. Ongoing Research Project:

“Study of Attributes and Associations in Building Service Brands”, with special reference to Hospitality industry.

**Articles in Newspapers/Business Magazines:**

A series of articles have been published in Indian Newspapers and Magazines. A total of 17 articles have been published in Financial Express, Mumbai.

F. Other Publications

Edited four Special Issues of UDYOG PRAGATI (a quarterly publication of NITIE) on following themes:

- MARKETING, April-June 2003.

- NEW DIRECTIONS IN MARKETING: IMPACT OF INFORMATION TECHNOLOGY, July-Sept. 2000.
- EXCELLENCE IN CUSTOMER SERVICE, July-Sept. 1999.
- MARKETING, July-Sept. 1998.

#### **IV. Visiting Assignments**

1. Visiting Professor of Marketing, School of Management, Asian Institute of Technology, Bangkok, Thailand on deputation and faculty secondment by the Ministry of Human Resource Development, Government of India, for teaching Master's level courses in marketing during 2007.

2. Visiting Scholar, Nottingham University Business School, University of Nottingham, Nottingham, UK, under Research Fellowship awarded by British Council for research in the field of Corporate Social Responsibility during 2007.

#### Membership of Professional Bodies

1. Member, American Marketing Association, USA
2. Member, Strategic Management Society, USA

#### Academic/ Administrative responsibilities handled in NITIE

- Member, NITIE Board of Governors, wef. January 01, 2013.
- Dean (Academics), NITIE, 2008-2011.
- Chairman, NITIE PGP (Post-Graduate Programmes) Committee, 2008-2011
- Chairman, PGP Admissions Committee, NITIE, 2008-2011.
- Member, NITIE Board of Research, 2007-2011.
- Chairman, NITIE Officers Club, 2001-2003, and 2007-2009.
- Member, NITIE Library Committee, 1998 to 2006 and 2008-2011
- Member, NITIE PGP (Post-Graduate Programmes) Committee, 1998-2003 and 2007-2008.
- Honorary Secretary, NITIE Alumni Association, 2000-2003.
- Professor-in-Charge, Information, Publications and Publicity Cell, NITIE, 2000-2001.
- Editor, Udyog Pragati (a quarterly journal of NITIE), 2000-2001.

#### XII. Work Experience

- Professor, Marketing Area, National Institute of Industrial Engineering (NITIE), Mumbai, India, 2006 to date.
- Associate Professor, Marketing Area, National Institute of Industrial Engineering (NITIE),

Mumbai, India, 2000-2006.

- Assistant Professor, Marketing Area, National Institute of Industrial Engineering (NITIE), Mumbai, India, 1996-2000.
- Assistant Director, Industrial Management and Training, Small Industries Development Organisation, New Delhi, India, 1990-1996.
- Small Industry Promotion Officer, Industrial Management and Training, Small Industries Development Organisation, New Delhi, India, 1982-1990.
- Technical Supervisor, Central Research Institute, Kasauli, India, 1978-1982.

### XIII. Executive Development Programmes

A. Management Development Programmes conducted on following topics

1. Marketing Strategy in Competitive Environment
2. Customer Service Management
3. Strategic Marketing

Company Based Programmes: Conducted Company Specific Programs of short duration (upto 5 days) for many companies. A few of them are:

- "Management Orientation" for Bharat Heavy Electricals Ltd, Bhopal
- "Marketing Strategy" for Bombay Chamber of Commerce & Industry, Mumbai
- "Strategic Management" for Indianoil Management Academy, Haldia
- "Strategic Marketing Management" for Bharat Heavy Electricals Ltd, Bhopal
- "Managerial Excellence for Sales Personnel" for Alkem Laboratories, Mumbai
- "Marketing Strategy" for Asian Paints, Mumbai
- "Marketing Strategy" for National Stock Exchange-IT Ltd., Mumbai

### XIV. Consultancy

Associated as a team member in consultancy assignments in the area of management (manpower planning and recruitment, restructuring) / marketing for following companies.

1. Ghodupdeo Engineering, Mumbai.
2. Deepak Fertilizers and Chemicals Ltd, Mumbai.
3. Bharat Heavy Electricals Ltd, Bhopal.
4. Dredging Corporation of India Ltd, Visakhapatnam.
5. Nuclear Power Corporation Ltd, Mumbai.
6. Maharashtra State Electricity Board, Mumbai.

**Track – Finance**

## **Mrs.Padmini Sundaram**

Former Banker.

Currently Associate Sapient Wealth Advisors and Brokers Pvt Ltd

National Core Team member CII-Young Indians (Innovations and Entrepreneurship)

Independent Financial and Behavioral Trainer

Padmini holds a Bachelor of Engineering degree and Master's in Business Administration in Finance from SIBM Pune. She is the recipient of the exclusive Private Banking certification from the Wealth Management Institute, Singapore. She is currently pursuing her PhD in Investments Law.

In a professional career spanning over a decade and half, Padmini has worked with reputed organizations which include leading Foreign and Private Banks where she has been recognized for her professional acumen. During her professional stints in these organizations she has successfully handled Maharashtra and Goa region for Wealth Management Business and later on *singlehandedly* built from inception a successful Private Client Practice of over INR 6500Mn, before branching out to setup her own enterprise.

Her major work thrust is Wealth Management and Training. Under the Wealth management practice, she focuses on Financial and Tax planning for Individuals (Resident and NRI) and Corporate Treasuries.

Padmini simultaneously nurtures her passion for training. She regularly undertakes training for modules on Business Finance, Entrepreneurial Finance, Mergers and Acquisition, Behavioral Finance, Investment Banking, Wealth Management, Marketing of Financial Services and Sales at leading B-Schools in India. She has also helped design curriculum for specialization subjects and participated in workshops on the same.

She has been a *Mentor* for the seminal 10K - Goldman Sachs Women Entrepreneur Programme where she has guided women entrepreneurs in developing and executing Business Plan, and strategizing for the enterprise.

She is the Core Team Member for the CII-Young Indian's (CII-Yi) Council on Entrepreneurship, Innovation and has been a Past National Co Chair for Employability for CII-Yi and Past Chapter Chair Pune. Padmini has been a Rotary Exchange Professional to USA.

### **8. Conference website**

A special website was developed for the conference keeping in view the need of communication with researchers, reviewers and guests. All the details of abstracts and full paper submission were given on the website and it was connected to the main website of DYPIMCA.

The website helped the prospective paper presenters and delegates in getting important details such as guidelines for abstracts & full papers submission, important dates with respects to submission of abstracts & full papers, venue of the conference, etc.

Link of conference website – <http://dypimconference.weebly.com>.

### **9. Conference email id**

A special email id was created on Gmail platform for all the official communication about the conference with invited speakers, paper presenters and delegates for the following activities –

- Marketing of the conference
- Invitation to invited speakers and further communication with them Submission of abstracts by paper presenters
- Submission of abstracts & full papers by paper presenters
- All other official communication with authors such as sending review of abstracts/ full papers, sending conference program schedule, etc.
- Communication with sponsorers

Email id – [rtmc2014@dypimca.org](mailto:rtmc2014@dypimca.org)

### **10. Response to the conference**

The conference started receiving overwhelming response from all states of India soon after the conference information was advertised on conference alerts ([www.conferencealerts.com/management.htm](http://www.conferencealerts.com/management.htm)). This response was evident from the fact that large number of abstracts/research papers that we received for the conference from different states of India such as Tamilnadu, Andhra Pradesh, Madhya Pradesh, Gujarat, Goa, Rajasthan, etc.

Below mentioned table gives the details of geographical representation of research paper presented

Geographical area	No. of papers received
Tamilnadu	2
Madhya Pradesh	2
Andhra Pradesh	3
New Delhi	1
Rajasthan	1
Gujrat	1
Goa	1
Maharashtra	37
<b>Total papers presented at the conference</b>	<b>48</b>

List of paper presenters from different parts of India

Sr. No.	Name	Affiliation
1	Dr. Pranav Saraswat	Nirma University, Gujrat
2	Mrs. Puja Mangutkar – Patil	Govt. College of Arts, Science & Commerce, Khandola, Marshela, Goa
3	Ms. Mala Das	Dept. of Computer Science & Application, St. Aloysius' (Auto.) College, Jabalpur, MP, India
4	Ms. Mita Sengupta	JJT University, Rajasthan
5	Dr. T.Sujatha	McGAN'S Ooty School of Architecture Ooty, The Nilgiris, Tamilnadu
6	Ms. Kritika Nagdev	Vivekananda Institute of Professional Studies (Affiliated to GGSIP University, Delhi).
7	Mr. Umesh Singh Visen	Department of IT, BIST, Bhopal, Madhya Pradesh
8	Mr. Karthickraka S., et all [ 3 authors]	Sri Krishna Arts and Science College, Coimbatore, Tamilnadu
9	Mr. Vishal Patil	Kshatriya college of Engineering, CSE, Chepur, A.P., India

10	Mr. Vivek Patil	Kshatriya college of Engineering, CSE, Chepur, A.P., India
11	Mr. Santosh Korde	Kshatriya college of Engineering, CSE, Chepur, A.P., India

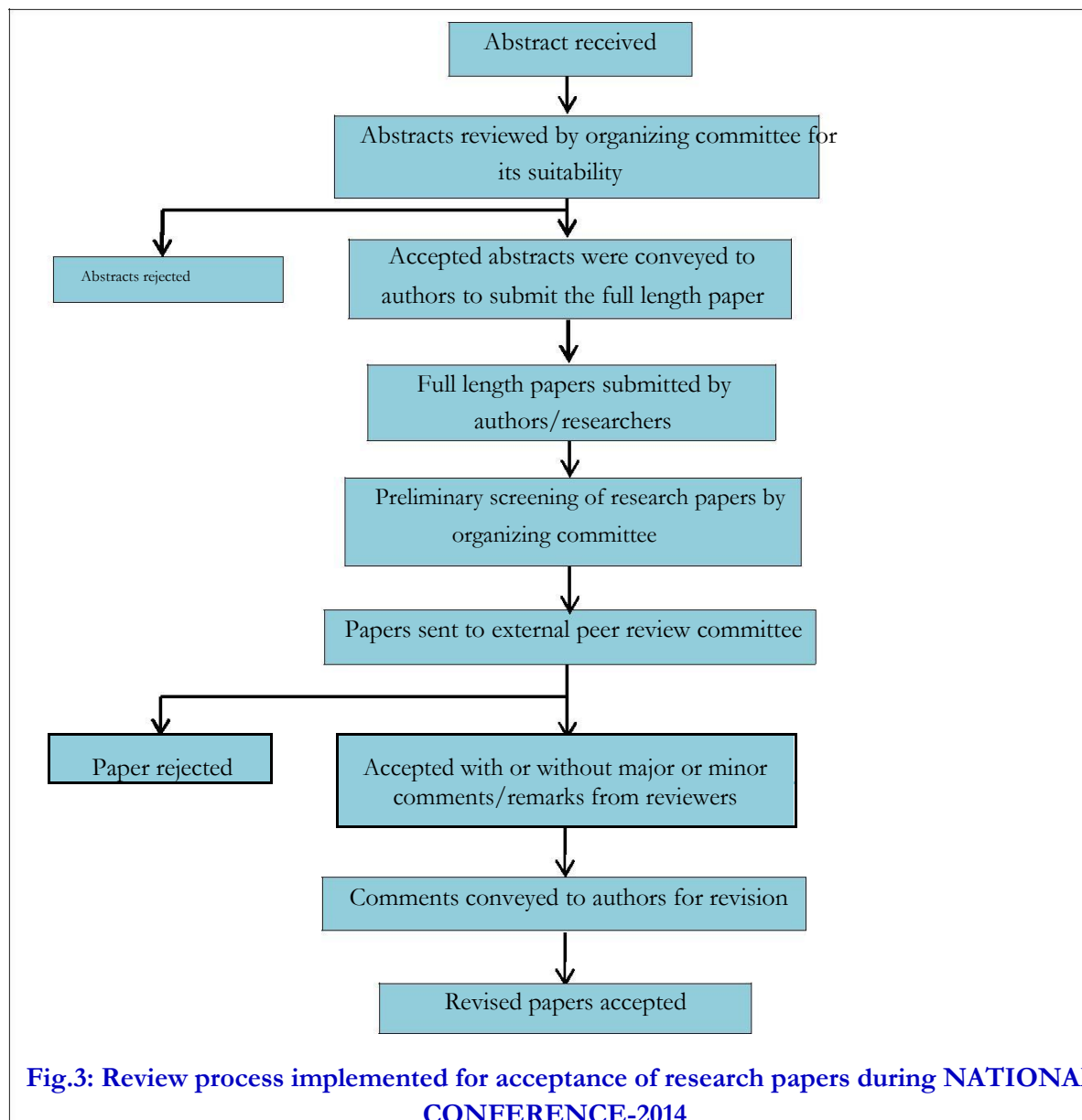
### 11. Research metrics

Data in **below given table** depicts the response received for the conference in terms of number of research abstracts & papers received, accepted and presented.

Total No. of abstracts received	197
Total No. of abstracts rejected	105
Total No. of abstracts accepted	95
Total No. of full papers received	75
Total No. of full papers rejected	20
Total No. of full papers accepted for the conference	55
Total No. of papers registered for the conference	48
Total No. of papers from Outside Pune / Maharashtra [include papers from Andhra Pradesh, Goa, Tamilnadu, Gujrat, Rajasthan & Madhya Pradesh]	11

### 12. Review Process

Quality of any conference is primarily based on three important pillars. They are – (1) Quality of abstracts/papers received, (2) Peer review committee and (3) Model of operation. The full length papers received for the conference were screened on the basis of objectives of the paper, hypothesis, concept, empirical data and analysis, language and turn it in report and were then sent to the external review committee for their comments/remarks. Each paper was reviewed by minimum two/three reviewers. Detail review process is shown in **Figure**.



### 13. Conference Kit

Following materials were the part of conference kit which was given to all the conference guests and delegates. The kit included the folder, CD with ISBN No. consisting of abstracts, pen, conference programme copy, profiles of keynote speakers, DYPIMCA brochures and feedback form.

### 14. Activity chart

Figure shows the month wise distribution of various planned activities accomplished for NATIONAL CONFERENCE-2014.



**Fig.: Activities accomplished for NATIONAL CONFERENCE-2014**

	<b>Activity</b>	<b>Activity months</b>
1	Concept formation & guests decided	August – November,2013
2	Website development	August,2013
3	Brochure printing	August,2013
4	Brochure mailing	August,2013
5	Abstract receipt	October,2013
6	Abstract review	October,2013
7	Abstract acceptance communication	October, 2013
8	Application for funding to AICTE, New Delhi	December,2013
9	Full length paper receipt	December ,2013 – January,2014
10	Plagiarism check up	December ,2013 – January,2014
11	Paper External review	December ,2013 – January,2014
12	Full paper acceptance communication	December,2013
13	Registration Enhancement	September,2013 – January,2014
14	Getting ISBN No. for abstract book	January,2014
15	Making abstract book ready	January, 2014
16	Conference kit and printing material decision	January,2014
	Event management	January,2014
	Food, venue, stage, guest, etc.	January,2014
17	Event Preparation on actual event day	January,2014
18	Post conference work – final report & expenses	January – February, 2014

#### **15. Feedback about NATIONAL CONFERENCE-2014**

Obtaining feedback from the conference guests/delegates helps the organizer of the conference to strengthen the retrospection aspects to conduct similar kind of event in future. The feedback that we received from all the conference participants was overwhelming and the same has been compiled and depicted in **below given table** which was collected through the feedback form.

**Table : Overall feedback in terms of remarks from guests, paper presenters and delegates**

Category	About conference theme, arrangements, guest speakers, etc.	Ideas/improvements for the next conference	Overall remarks
<b>Guests</b>	Innovative ideas Discussed, excellent arrangements	Separate track for research scholars & students	Excellent platform for knowledge sharing
<b>Paper Presenters</b>	Very much contemporary Conference, excellent keynote speakers, overall good arrangements	More time for presentation; Inclusion of panel discussion	Overall very good  Experience

## **16. Takeaways from the conference for DYPIMCA**

### **Students:**

The students and research scholars got the **exposure** to various national guests and speakers. Some of the student's volunteers also got the opportunity to have **one-to-one (face-to-face) interaction** with all the invited speakers the conference.

### **Faculty:**

Faculty got the opportunity to **exchange their knowledge, thoughts, innovations and research experiences** in the broad field of Recent Trends in Management & Computing on the common platform along with the renowned academic experts from India.

Thought provoking discussion and interaction with the keynote speakers of international repute & the participating paper presenters from different parts of the country by DYPIMCA faculty, had already **sown the seeds which will start sprouting in due course** by way of academic and research collaborations, faculty exchange, invited talks, panel discussion events, etc.

All abstracts presented by the faculty were published in the conference CD with ISBN No. and included in the conference kit.

### **DYPIMCA:**

The conference organized by DYPIMCA has further strengthened the overall **brand image** across India.

## 17. Revenue Analysis

Source of revenue	Amount [in Rs.]
Registrations [ on the basis of papers presented & certificates issues at the conference] & delegates	Rs.1,08,500/-
Sponsorship from DYPIMCA's sources	Unknown
<b>Total Revenue</b>	<b>Rs. 1,08,500/- *</b>

\*Rs. 26,000/- to be received from DYPIMCA faculty & students. Rest amount [Rs. 82,500/-] received from outside paper presenters & delegates.

## 18. Application for Funding

Government of India encourages Institutes and colleges to organize conferences on national and international level by giving them funding for financing various activities of the conference.

RIHSM applied for the following government organizations for funding –

**AICTE, New Delhi** – Applied on 26<sup>th</sup> December, 2013 for funding of Rs. 2, 00,000/- [against the maximum level of funding of Rs.3, 00,000/-]

The application is under progress and since the Institute has applied for the first time for funding, there are good chances that the funding application will be approved.

## 19. Lapses & learnings

**Quality of Paper presentation** – It was observed that the quality of the paper presentations can be improved with the help of proper support to the faculty.

**Faculty involvement** – The faculty of the institute participated enthusiastically in the management of the conference.

However, only 3 papers were presented by the faculty of the Institute [1 from MCA department & 2 from MBA department]. The number of paper presenter faculty could have been increased if more time was available to them.

**Student papers** – Total 8 papers were presented by DYPIMCA students [in a group of 2 to 3 students]. This conference gave an excellent opportunity to the students to present their research in front of eminent keynote speakers & get feedback from them.

## 20. Way forward

As the conference is over, Institute can look forward to the following activities –

- **ISSN no Journal** – On the basis of the review received on the paper presentations by the invited speakers, selected papers will be published in a special journal with ISSN No.
- **Research focused teaching methodology** – The faculty will be encouraged to write research papers and all the resources will be made available to them for the same

## 21. Expenses

Activity	Amount [in Rs.]
Keynote speakers [3]	Rs.50,000/-
Conference web management	Rs.15,000/-
Conference proceedings in CD along with reviewers honorarium	Rs.30,000/-
Catering	Rs.70,000/-
Conference kit	Rs.30,000/-
Conference marketing	Rs.50,000/-
Miscellaneous expenses	Rs.15,000/-
Total Expenses	<b>Rs.2,63,000/-</b>
<b>Service tax (@12.36%)</b>	<b>Rs. 32,506.8/-</b>
<b>Total Budget</b>	<b>Rs.2,95,507/-</b>

## 22. MoU Promises & beyond

Sr.No.	MoU Promises	Beyond MoU	Additional cost incurred
1	Souvenirs for all the paper presenters – to be given along with conference kit	Gifts for all the invited guests on behalf of DYPIMCA – executive dairies	Rs. 600/- * 20 dairies = <b>Rs.12,000/-</b>
2	Catering – breakfast + tea [ 2 times] + lunch – for all the attendees	Executive breakfast for 30 special guests	Rs. 120/- * 30 guests = <b>Rs. 3,600/-</b>
3	Keynote speakers – 3 to be brought from Knowledge Repository	Additional one more keynote speaker from Knowledge Repository	<b>Rs. 25,000/-</b> [ travel + honorarium]
4	-----	Guest Speaker from IT department of Govt. of Maharashtra for inaugural & one more guest speaker for valedictory session	<b>Rs. 10,000/-</b> [ honorarium + transport + sundry expenses]
5	-----	Best paper awards – 2 per day	Rs. 250/- * 4 trophies

		= total 4 trophies	= <b>Rs.1,000/-</b>
		<b>Additional expenses incurred by Knowledge Repository which were beyond MoU</b>	<b>Rs. 56,600/-</b>

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