



**Poornaprajna Institute of Management**

Managed By: Udupi Shree Adamaru Matha Education Council

Approved by AICTE & Affiliated to Manglore University



**MBA & MCA**

**organises**

**National Conference on  
“Sustainable Leadership and  
Technological Innovation for a  
Resilient Future”  
(NCSLTIRF) – 2024**

 **Venue: Prajna Hall**  **21<sup>st</sup> of December 2024**

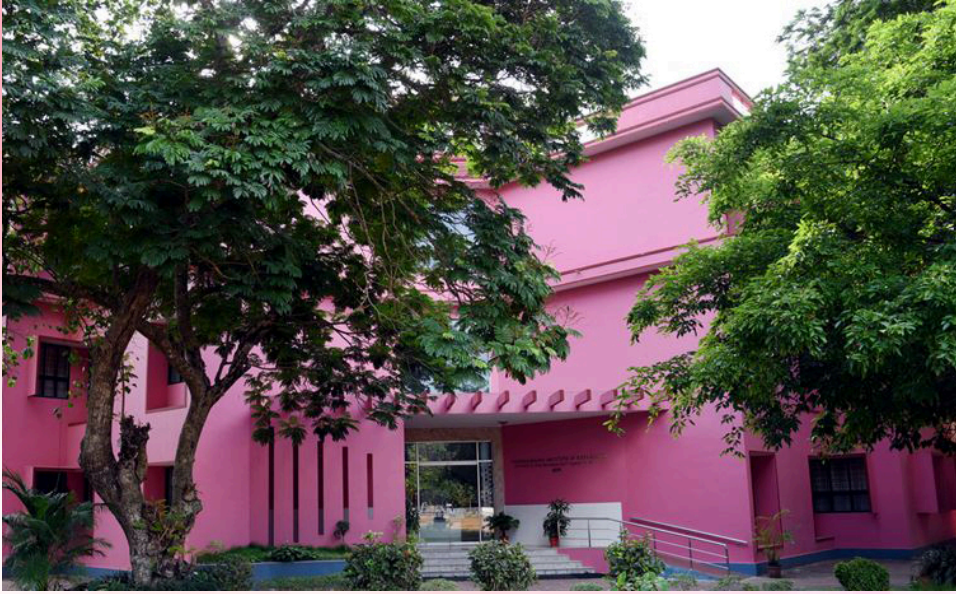
**Poornaprajna Campus, Volakadu, Udupi - 576101**

**Phone: 0820 2531401, 9880156947, 9844361289**

**Email: office@pim.ac.in, conference@pim.ac.in**

**www.pim.ac.in**

## About the Institute



Poornaprajna Institute of Management was established in the year 2006 under the aegis of Udupi Shree Adamaru Matha Education Council® with the prime objective of providing the right professional education in the field of Management studies. With the approved in-take of 60 students for the MBA program institute has been successful to cater the need of the professional education aspirants in the past 18 years. Institution offers specialization of Finance, Marketing and HR to its students. Institute has proven track record of academic excellence in the form of its students' accomplishments and achievements. Proud to mention that every batch passed out of the institution has secured rank/gold medal by the Mangalore University without any exception.

With the legacy of success, the institute has decided to expand its service to the needy and deserving students. Accordingly the MBA in-take has been enhanced to 120 and also a new program Master of Computer Application has been introduced in the institution from the current academic year. The management has zero compromise policy in terms of providing conducive environment for the academic activities. Accordingly state of the art laboratories, good classrooms and adequate library facility has been set up in the institution. The combined efforts of the Management and teaching fraternity of the institute is well appreciated and a reflection of this, "A+" accreditation was conferred by National Academic Accreditation Council (NAAC).

## **Organizing Committee**

### **Chief Patron**

**His Holiness Shree ShreeEeshapriyaThreetha Swamiji,  
Shri Adamaru Matha, Udupi,  
President, USAMEC & Chairman, PIM Governing Council**

### **Patrons**

**Dr. G. S. Chandrashekhar, Honorable Secretary, PIM, Udupi  
CA T. Prashantha Holla, Honorable Treasurer, PIM, Udupi  
Dr. M.R. Hegde, Joint Secretary, PIM, Udupi**

### **Chairman**

**Dr. P.S. Aithal, Director,PIM**

### **Conveners**

**Dr. Bharath V  
Dr. Bharathi Karanth  
Prof. Venugopala Rao A S**

## Keynote Speakers

**Dr. Guruprasad Rao**  
Principal Consultant, L. T. Mindtree,  
Bengaluru

**Prof. Dr. Ramanathan Srinivasan**  
Fellow, IAS, Simla

**Prof. Nandan Prabhu**  
TAPMI, Manipal

### About the conference

The exponential growth in the industry demands for skilled managers to make the best usage of the resources. With the help of advancements in Information Technology, a lot more can be done for the betterment of the organization. This conference is aimed at bringing in such experts who have the skills of great leaders/managers with exemplary accomplishments and also the experts from IT sector to exchange their thoughts and innovation for the betterment of industry and also professional growth.

## Call for papers

Consistent to the NCETMITB-2024 theme, we invite contributions from researchers, educators, professionals and students to submit articles, which may be conceptual, theoretical or empirical in nature. They may document research activity, case studies or best practices, shedding light on the theory or practice of Management practices, technology or innovation in the related fields. Original contributions from the authors are invited in the following topics/areas (but not limited to):

- **Data Mining**
- **Data Analytics**
- **Big data Analysis**
- **Cyber Law and Security**
- **IT Infrastructure**
- **Block-chain technology**
- **New-age Technologies for business**
- **Computer Vision**
- **IoT**
- **High Performance Computing**
- **Mobile Computing**
- **Neural Networks**
- **Robotics and Automation**
- **Financial Econometrics**
- **Market efficiency**
- **Capital Structure**
- **Sustainable leadership**
- **Building Resilient Organizations Through Sustainable Leadership**
- **Sustainable Leadership and Employee Engagement**
- **Transforming Business Models**
- **Innovative Management Strategies**
- **Sustainability-Oriented Innovation in Supply Chain Management:**
- **Financial Engineering**
- **AIML for E-Commerce etc.**

## Guidelines for Authors

- The full length paper must be prepared in IEEE paper format, restricting to a maximum of 12 pages ( A4 size).
- The abstract must be in about 200-250 words with key words, in Times New Roman, Font size: 12, Single spacing.
- Both the full length paper and the abstract should be submitted in electronic format (.doc/.docx) through email to [conference@pim.ac.in](mailto:conference@pim.ac.in)
- All the papers will be evaluated by a technical review committee through a fair and rigorous peer review procedure to guarantee a conference of the highest quality. All accepted papers will be included in the conference proceedings and scheduled for presentation only on the condition that the author(s) personally will be making the presentation at the Conference. Delegates are requested to frequently check the website of the host institution: [www.pim.ac.in](http://www.pim.ac.in) to get updated information about NCSLTIRF 2024.

Article for reference -

[https://drive.google.com/file/d/1l3neAH-noN-U41DI3RNUD\\_hFD6GKMeTF/view?usp=drive\\_link](https://drive.google.com/file/d/1l3neAH-noN-U41DI3RNUD_hFD6GKMeTF/view?usp=drive_link)



## Important Dates:

Abstract submission	:	22th November 2024
Full paper submission	:	15th December 2024
Last Date of Registration	:	15th December 2024
Dates of the Conference	:	21st December 2024

## Registration Details

Participants are requested to fill in the registration form and send it along with the registration fee to the contact address given. The registration form may also be downloaded from [www.pim.ac.in](http://www.pim.ac.in). At least one author of each accepted paper must register to get the paper included in the Conference Proceedings. Only one paper will be considered for presentation against each registration.

## Fee Details:

For Faculty & Research Scholars	Rs.400
For Students :	Rs.200

Delegates can remit the registration fee by Bank Transfer to the given bank details:

### Bank Account Details:

**Bank A/c Name: Poornaprajna Institute of Management, Udupi**

**Bank & Branch: Karnataka Bank, Carstreet Branch, Udupi**

**SB A/C No: 8022500101474301**

**IFSC Code: KARB0000802**

**VPA:80225001014743@kbl**



Note: After remittance, kindly email the acknowledgement to [conference@pim.ac.in](mailto:conference@pim.ac.in)

### Contact Address

**The Chairman, -2024**

**Poornaprajna Institute of Management**

**Poornaprajna Campus**

**Volakadu, Udupi – 576101**

**Phone: 0820 2531401/9880197175 /9880156947/9844361289**

**Email: [conference@pim.ac.in](mailto:conference@pim.ac.in)**

**REGISTER NOW:**



<https://forms.gle/iag1nSfPRPWfduyk7>

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**(NCSLTIRF) – 2024**

**On 21<sup>st</sup> of December 2024**



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