



Poornaprajna Institute of Management, India

in association with

Management University of Africa, Kenya

ORGANISES

**Indo-Kenyan Conference on
Advances in Management and
Information Technology
on 10th & 11th of May 2025**

 **Venue: Prajna Hall**



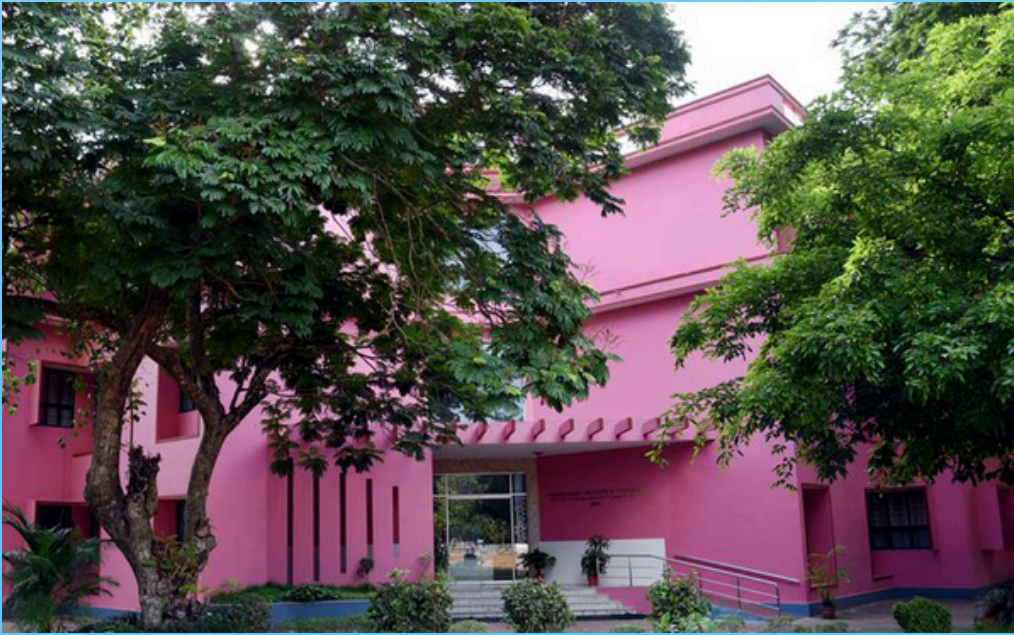
Poornaprajna Institute of Management, India

Managed By: Udupi Shree Adamaru Matha Education Council

Approved by AICTE & Affiliated to Manglore University

MBA & MCA

About the Poornaprajna Institute of Management, India



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).



About the Management University of Africa, Kenya



The Management University of Africa (MUA), located in Nairobi, is a distinguished private university committed to nurturing ethical, visionary, and transformational leaders for Africa and the global stage. Established in 2011 under the sponsorship of the Kenya Institute of Management, MUA was founded with a clear mandate: to provide innovative, practical, and high-quality education in management, leadership, governance, and entrepreneurship.

MUA offers a range of undergraduate, postgraduate, and executive programs that are designed to meet the evolving demands of today's competitive and technology-driven business environment. The university emphasizes experiential learning, critical thinking, and research-driven solutions—equipping graduates to become catalysts of change in both the public and private sectors.

Guided by its core values—academic freedom, lifelong learning, integrity, creativity, and social responsibility—MUA is not only a center of academic excellence but also a platform for thought leadership and sustainable development.



Organizing Committee

Chief Patron

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

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Dr. P.S. Aithal, Director, PIM

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Dr. S. Sandhya**

Conveners

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



Key Note Speakers

**Prof Dr. Washington Okeyo,
Hon.VC, The MUA, Nairobi**

**Prof Dr. P. S. Aithal,
Hon. Director, PIM, Udupi**

**Dr. Robin Manohar Shinde,
Hon. Director, Department of Business Administration, VCET, Puttur**

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**Prof Dr. John Cheluget,
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**Prof Dr Juster, N.,
Hon. Dean, The MUA, Nairobi**

**Prof Dr J Satpathy,
PIM, Udupi**

**Prof Dr S Sandhya,
NITTE - SOM, Bengaluru**



About the conference

The rapid growth of global industries demands skilled managers who can efficiently leverage resources and harness the power of emerging technologies. In today's digital age, advancements in Information Technology have opened new avenues for innovation, efficiency, and strategic decision-making.

This Indo-Kenyan Conference on Advances in Management and Information Technology is a collaborative initiative between Poornaprajna Institute of Management, India, and the Management University of Africa, Kenya. The event is designed to serve as a dynamic platform for thought leaders, visionary managers, academicians, and IT experts from both countries to engage in meaningful dialogue, share pioneering practices, and explore collaborative opportunities.

The conference also reflects the aim of Poornaprajna Institute of Management—to nurture future-ready leaders through value-based, innovative management education—and the mission of the Management University of Africa—to develop transformational leaders through practical, technology-driven, and sustainable knowledge dissemination.

Together, this exchange of ideas and expertise will contribute not only to the professional growth of participants but also to the strengthening of Indo-Kenyan academic and industrial ties.



Call for papers

Consistent to the 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
- 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 to get updated information about conference.

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Important Dates:

Abstract submission	:	28 th of April 2025
Full paper submission	:	5 th of May 2025
Last Date of Registration	:	5 th of May 2025
Dates of the Conference	:	10 th and 11 th of May 2025

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. 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.1000/-
For Students :	Rs.500/-

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

Contact Address

The Chairman, -2025
Poornaprajna Institute of Management
Poornaprajna Campus
Volakadu, Udupi – 576101
Phone: 0820 2531401/9880197175 /9880156947/9844361289
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**INDO -KENYAN CONFERENCE ON
ADVANCES IN MANAGEMENT AND
INFORMATION TECHNOLOGY**

ON 10TH & 11TH OF MAY 2025



Poornaprajna Institute of Management

Managed By: Udupi Shree Adamaru Matha Education Council
Poornaprajna Campus, Volakadu, Udupi - 576101

Phone: 0820 2531401, 9880156947, 9844361289

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

www.pim.ac.in