

University of Mumbai



The IQAC & Research Cell of  
Nirmala Memorial Foundation College  
of Commerce & Science

**In Collaboration with**

Department of MBA

Andhra Loyola Institute of Engineering  
and Technology

and

University of Mumbai

**Organises**

National Conference on Multidisciplinary  
Approach to Innovation Prospects and  
Challenges in Modern Business  
Landscape

*(Virtual Platform)*

**On**

**Saturday, 29th April 2023**

# OUR PATRONS

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Memorial  
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College of  
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**PRIN. DR. AJAY M BHAMRE**  
*OFFG. PRO-VC OF UNIVERSITY OF MUMBAI*

# ABOUT THE NMFCG

Nirmala Memorial Foundation College of Commerce and Science is permanently affiliated to University of Mumbai and the college made its humble genesis in 2003, through the enlightened vision and guidance of, Late Shri Thakorbhai Desai, recipient of the Best Teacher Award from the Government of Maharashtra in 1986. The college aims to impart quality education to the learners of all creeds in general and Gujarati linguistic minority in particular.

The college strives to nurture and develop the intellectual power through constant, participative and interactive methods. It also trains learners to be responsible and worthy citizens of the country. The college offers a number of traditional and specialized under-graduate and postgraduate programs, catering to the needs of about 3,600 students. A perfect blend of dedicated and forward-looking management and committed teaching & non-teaching staff is steering the college on the right path, in the right direction.



# ABOUT

## UNIVERSITY OF MUMBAI

The University of Mumbai is one of the oldest and premier Universities of India. I am honoured and greatly privileged to lead this great Institution; and continue to address the imminent challenges and to harness the overt and covert opportunities, in order to satisfy our stake holders. A unique of its kind, currently the University has 56 Departments, 12 specialized Centres, 781 Affiliated Colleges, 2 main Campuses, 2 sub Campuses, 2 Model Colleges, and the 'School of Engineering and Applied Sciences' at Kalyan as the University's own Engineering College. It has perhaps the largest geographical area under its jurisdiction from Thane district to Sindhudurg district, a spread of more than 600 km.



# ABOUT ALIET

Andhra Loyola Institute of Engineering and Technology (ALIET), a sister Institute of Loyola College Chennai, St. Xavier's Mumbai, St. Xavier's Calcutta, XLRI, St. Joseph's Bangalore, is one of the premier Institutions that sets high standards in Engineering and Management Education in and around the Capital Region of Amaravati, A.P, ALIET was established in the year 2008 by the Loyola College Society, Guntur-Vijayawada, to realize the Jesuit Vision and with an aim to take technical and management education to students, especially to the underprivileged and the more deserving youth of the state. The institution is accredited by NAAC at A+, NBA, and ISO 9001:2015 Certified.



# ABOUT THE CONFERENCE

The prospects in the field of business management are promising, as the pace of innovation continues to accelerate. Rapid technological advancements, such as artificial intelligence, blockchain, are creating new opportunities for businesses to enhance their operations and customer experiences. Additionally, there is a growing demand for sustainable and socially responsible business practices, which can also drive innovation and provide competitive advantages. However, the field of business management also faces significant challenges in managing the speed and complexity of change, increase in competition, marketing strategies etc. Companies must be able to adapt quickly to new technologies, changing consumer preferences, and shifting market conditions. This requires a culture of innovation, agility, and continuous learning. Overall, the field of business management is both exciting and challenging. Successful organizations must embrace innovation, manage risk effectively, and operate with integrity and responsibility to create sustainable value for their stakeholders.

# Registration Details

Registration and Presentation Fees: Rs.100/-. Payment details are as follows:

Bank Name	ABHYUDAYA CO-OPBANK LTD
Account No	021011100037925
IFSC Code No	ABHY0065021
Branch	Malad - East

Registration Link: <https://forms.gle/xeiUA2XfZC5BX7sN8>

## NOTE:

- E-mail us the full research paper on [researchcentre@nirmala.edu.in](mailto:researchcentre@nirmala.edu.in) by Monday, 24th April, 2023 along with registration fees.
- After being reviewed by the conference review panel, the chosen paper will be published in ISSN Journal or UGC Care list. However, charges will be informed accordingly.
- Within 15 days following the conference, participants will receive E-Certificates in the mail to their email address.

## Organising Committee

Dr. Poonam Kakkad - 98331 25784  
Dr. Megha Juvekar - 9619551391  
Dr. Vijaya Jacqueline - 9892935425  
Mr. Vineet Khamrai - 7715091244

Dr. T. Subba Rayudu - 8639915696  
Dr. U. Gangadhara Rao - 9398787969  
Mrs. V Nagalakshmi - 8309142245  
Mrs. Lavanya PB - 9908520192

# Programme Schedule

1.	<b>Inaugural Session</b>	<b>10.00 am to 11.00 am</b>
2.	<b>Technical Session - I</b>	<b>11.00 am to 12.30 pm</b>
3.	<b>Technical Session - II</b>	<b>11.00 am to 12.30 pm</b>
4.	<b>Valedictory</b>	<b>12.30 pm to 1.30 pm</b>

## Technical Session I

- Business Development Analytics
- International Business
- Banking and Finance

- Human Resource Management
- Corporate Social Responsibility
- Financial Inclusion

## Technical Session - II

- Media education
- Education and health care
- Entrepreneurial Development

- Role of IT
- E - Commerce
- Artificial Intelligence