

9<sup>th</sup> NATIONAL  
**CONFERENCE** ON

CONFIGURING A ROAD MAP FOR TRANSFORMING  
BUSINESSES & ENTREPRENEURSHIP UNDER DIGITAL INNOVATION  
27 & 28 February, 2020

CRMTBEDI  
2020



**CRMTBEDI**  
**2020**

**COLLEGE OF BUSINESS STUDIES**

Venue:

JP Auditorium, University Campus, Khandari  
Dr. B.R. Ambedkar University, Agra

## Dr. MPS GROUP

### About Dr MPS Group of Institutions

Education does not mean the accumulation of knowledge from various resources. Good Education shapes the personality of a student, builds character and cultivates life skills. Modernization of the educational system has necessitated the evolution of ideal value-based learning. An ideal institution focuses on students success; invests all its resources for their development, giving them competence, capabilities, and confidence to face the global challenges. Investment in infrastructure, technologies and human resources always builds a powerful institution where the students can always mentor themselves as highly successful professionals. Dr. MPS Group of Institutions is a pioneer since its inception. In tunes with the time, it has been expanding its horizons beyond imagination to create an Educational Paradise for the generations to come. The group activities were started in 2001 and since then a series of highly successful ventures have been launched. Some of them are:

Mata Jhandewalan Educational and Welfare Society.

Dr. MPS College of Hotel Management, New Delhi

College of Business Studies, Agra

Dr. MPS Memorial College of Business Studies, Agra

Dr. MPS World School, Agra

Aasha Hostels Pvt. Ltd., New Delhi

## COLLEGE OF BUSINESS STUDIES

College of Business Studies (CBS), one of the groups constituent institutions, AICTE approved and affiliated to Dr. A.P.J. Abdul Kalam Technical University Lucknow, churned out its first batch of MBA in 2008 with high appreciation and acceptance from Industry.

The CBS unique pedagogy interweaves and interface Industry-Academia; wherein Experts from the Industry/Corporate participate and share their experiential learning, besides the chalk and talk model, the adoption of the flipped classroom, case studies, business simulations, role- playing, and the intensive Summer Internship Programme. This holistic mix of thoughtful traditional and innovative learning facilitates the students rational and emotional thinking of situation in the corporate world differentiating them as emphatic and socially sensitive decision- makers.

CBS two years MBA program follows the Semester System and offers Specialization in the area of Marketing, Human Resource, Finance, International Business, and Information Technology. Apart from classroom learning, academic quizzes, workshops, conference, seminars and regular study tours/visit to industry ensures up all-round development of the students making them industry-ready.

## CONFERENCE AIM

Amid the stunning digital innovation and progression achieved over the decade and adoption by the corporate world of these digital technology advancements which hold promises for deeper engagement with all stakeholders, delivering a superior experience across the life cycle of their business, fast decision making, managing cost and improving productivity.

However, the BIG QUESTION is what does the future hold for the sustainable growth of tomorrow's businesses?

In the last five years decision - making process has metamorphosed from experience-gut feeling to extremely using advanced data analytics. Today, data-driven decision-making culture across all levels of an organization is perceived as a roadmap to success. As a result, data-based understandings now form a critical part of predictive and prescriptive suggestions needed in critical decision making in day-to-day operations. However, numerous examples establish that leaders driven by organization their instincts had created global organizations. When starting, these leaders lacked enough data to prove that their ideas were worth pursuing. They relied on their gut feeling about their thoughts and chose to pursue them.

Therefore, the question of whether organizations can rely entirely on data in their decision-making processes remains unanswered.

Does an instinct hold the same amount of significance as data in the decision-making process and can make the difference between success and failure is a question yet to be validated.

During this two-day National conference Industrialists, entrepreneurs, corporate leaders, academicians, and research scholars will interact, debate and provide deep insights into building resilient and sustainable business models, unlocking human potential using digital technology, using AI, ML, IoT, Blockchain, Quantum Computation for developing tomorrow's products and services today, and many other similar issues, to the participants during their keynote deliberations, plenary technical sessions, and case studies.

### A few of the Referent to be discussed being

- Sustainable and profitable business models for digitalized 21st century.
- Technology and work culture change.
- Mapping complex technological forces that will reshape tomorrow's organization.
- HR practices and technology in the workplace.
- Digital technology disrupting the competitive advantage of Companies and Countries.
- Reassessing E-learning, E-education and E-pedagogy.
- An inevitable progression of Traditional business to Digital business economy.
- Entrepreneurial transition against digital revolution.



Chairperson Dr. MPS Group addressing National Seminar



Co Chairperson Dr. MPS Group addressing National Seminar

## **CALL FOR PAPERS**

Original research study/work and case studies on the theme of the conference (Humanities and all Management stream are welcome) are invited from academicians/industry professionals /researchers and students. The guidelines for submission of research papers are indicated below.

## **GUIDELINES FOR CONTRIBUTORS**

Participants are required to prepare an abstract of the paper with not more than 150 words, 5-6 keywords typed in Times New Roman, font size 12 on A4 size along with **full-length paper on conference theme in the area of HR, Marketing, Finance, IT and IB**. The soft copy of the paper is to be e-mailed to the conference convener at the mail id **drmpsconference2020@gmail.com**.

All authors need to register in order to get the paper presentation certificate.

Papers in absentia are allowed. Researches who are willing to present their paper in absentia, also need to send the PowerPoint presentation of maximum 10 slides on **drmpsconference2020@gmail.com**.

## **IMPORTANT DATES**

Last date for submission of Abstract along with full length paper	January 30, 2020
Notification of acceptance of Paper	Within 5 days after receiving the paper

## **REGISTRATION FEE**

Participants	Amount
Students	Rs. 250/-
Research Scholars	Rs. 750/-
Academicians	Rs. 1000/- (250/- extra for in absentia presentation)
Industry Representative	Rs. 1500/-

**Registration fee includes Conference kit, souvenir (soft copy) and refreshment on both days**

## **ACCOMMODATION**

Paid accommodation can be arranged on request. Confirmation of Hotel/Guest Houses will be done only after the registration process is completed by the participant. For travelling assistance and accommodation details please contact Mr. Himanshu Arya at 9897450100 or Mr. Manoj Sharma at 9927088857.

## MODE OF PAYMENT

For registration please send registration fee through Bank Demand Draft in favor of "College of Business Studies" Payable at Agra / Electronic wire transfer using the following information along with the registration form

Name : Mata Jhandewalan Educational & Welfare Society  
A/C No. : 005088700000733  
Bank Name : Yes Bank, Sanjay Place, Agra U.P.  
IFSC Code : YESB00000050  
A/C Type : Current

### Organizing team

#### Chief Patron

Sqn Ldr AK Singh (Retd.)  
Chairperson, Dr. MPS Group of Institutions

#### Patron

Ms Neelam Singh  
Chairperson, Dr. MPS Group of Institutions

#### CONFERENCE ADVISORY COMMITTEE

Col. (Dr.) C K Singh  
ceekay19@gmail.com  
9837190455

Dr. Udit Jain  
principal@mpsgroup.org.in  
93595867703

Dr. A K Goyal  
dean@mpsgroup.org.in  
Mob.: 8899158899

Dr. A.K. Jain  
drakjain@mpsgroup.org.in  
Mob.: 9412651463

#### CONVENER

Dr. Chandra Prakash Gupta  
Director, Dr. MPS Group of Institutions  
Mob.: 9412588353  
E-mail: gupta11.cp@gmail.com

#### CO-CONVENERS

Mr. Jitendra Dubey  
Mob.: 9368286655

Mr. Ajay Raj Singh  
Mob.: 8218267776

#### ORGANIZING SECRETARY

Mr. Rahul Sharma  
Mob.: 9837025905

#### CO-ORGANIZERS

Mr. Shekhar Gupta  
Mob.: 8279433613

Mr. Sandeep Saxena  
9027827101

#### TECHNICAL SUPPORT

Mr. Vikas Chand Sharma  
Mr. Varun Modi  
Mr. Shiv Kumar

#### GUEST COORDINATION COMMITTEE

Mr. Himanshu Arya  
Mr. Manoj Sharma

#### CONFERENCE COORDINATORS

Mr. Amendra Singh  
Mr. Vineet Mishra  
Mr. Vijay Bhadauria  
Ms. Seema Dhingra

Mr. Pawan Kumar Gupta  
Mr. Mudit Sahani  
Ms. Jyoti Bhadauria

Mr. Satish Kumar  
Mr. Vikrant Kishor  
Ms. Kakul Kaur

Mr. Chandrashekhar Arora  
Mr. Sanjay Jain  
Mr. Kamini Saxena  
Ms. Urvashi Rana

Dr. Shiv Om Pratap  
Dr. Atul Tiwari  
Dr. Khalid Hussain Ansari  
Dr. Praval Pratap Singh  
Mr. Vikas Vishwakarma

New Delhi Campus  
E-9, Ram Dutt Enclave,  
Uttam Nagar, New Delhi-59  
Cell: 09212049086

Agra Campus  
Agra-Delhi Highway,  
Near Navin Sabji Mandi,  
Sikandra, Agra-282007

visit us at : [www.mpsgroup.org.in](http://www.mpsgroup.org.in), [www.mpsworldschool.com](http://www.mpsworldschool.com)

2016

Jagran Destiny Makers-2016



2014

Squadron Leader A K Singh Awarded  
JEWELS OF WESTERN UP AWARD



2012

Education Excellence Awards 2012



2011

Education Excellence Award 2011



2015

I-next Achiever Award-2015



2014

Awarded Best Management College of Uttar Pradesh



2011

Ms Neelam Singh Awarded  
as the Most Glorious Women by The Times of India



2009

"Gems of the Education Industry"

