



AMITY UNIVERSITY

MADHYA PRADESH

OUTCOME REPORT

Of

International Conference

On

“Innovation in Business Management and Social Sciences”

Organized on 3rd Nov, 2017

By


Amity Business School

General

1. A nation cannot aspire to become a developed one without having an innovative environment. It requires a continuous supply of innovative, creative, and enterprising people. In fact, everyone has potential to excel but only some are able to do it and this mismatch leads to many socio-economic problems such as poverty, illiteracy, and unemployment. Therefore, there is an urgent need to create an environment of innovation (a process of transforming passion/ideas into business reality), self-employment, and enterprise creation, providing solution to unemployment and blocking sustainable economic growth. Amity Business School has conducted an International conference on “*Innovation in Business Management and Social Sciences*” on 3rd Nov, 2017 in the auditorium of the University to create a forum for discussion over this contemporary topic. Several distinguished guests from academic and industry background made their presence felt and participated in the programme to share their ideas and views on identified topics in the above area e.g. Innovation in Talent Management, New Age Entrepreneurship and its Significance for Indian Economy, Innovations in Small and Medium Enterprises, Artificial Intelligence and Innovation, and how innovation help person to become successful entrepreneur.

Objective(s) of the Conference

2. The International Conference was organized with following objectives:
 - (a) To create awareness amongst students, scholars and faculties about the need of innovation in business management and social sciences.
 - (b) Facilitate interaction among Indian industries, organizations, researchers, and academia with International experts.
 - (c) To explore thrust areas of research in this contemporary topic.


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- (d) To provide a networking opportunity to scholars, students, faculties and Industry Experts.
- (e) To provide a platform to scholars & faculties to showcase their research.
- (f) To foster Brand building of ABS and AUMP as a premiere educational Institution.
- (g) To add to the corpus of literature on the subject through the publication of a book of research papers.

Pre – Conference Outcomes

3. Tangible Outcomes.

- (a) The Conference attracted a fair amount of attention from Scholars & Educationists in the field of Innovation in Business Management and Social Sciences. More than 80 national and international papers were received out of them 52 were selected for publication in book of proceedings.
- (b) Rs. 2,20,000 were received against the sponsorship in this conference, from various sponsors like Carrier Launcher, Times, Gyanshala, Cronus Agritech, Prabha International, Sai Infotech, SRL Ltd, etc.
- (c) The enthusiastic response from the academic circle led to large scale registrations for the Conference and an amount of Rs 66,000 from the same was collected. Thus a total amount of Rs 2,86,000 was collected and deposited in AUMP account.

4. Intangible Outcomes.

- (a) The media campaign conducted prior to the conduct of the event resulted in wide coverage of the conference by all leading newspapers. This resulted branding of Amity.
- (b) The International conference was vigorously advertised on the social media as well as in a number of important social platforms such as Facebook and Whatsapp. A large number of persons who would have seen these posts would have got a very positive impression about ABS in particular and AUMP in general.
- (c) Promotion of International Conference was also done by physically visiting various Universities and Colleges in Gwalior. This has helped in brand building for AUMP.
- (d) Invitations for the international conference were sent through emails to all Vice Chancellors of AIU, Heads of Institutions of all Institutes of national repute. Now all of them are aware of ABS & AUMP and the kind of exposure that AUMP provides to its students and other stakeholders.

During Conference Outcomes

5. Tangible Outcomes.

- (a) Seven eminent speakers (as per Appendix-I) of International and National repute from academics and industry were invited. They enriched the sessions with their vast knowledge. Participants and students of ABS and other departments were benefited by their deliberations.


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- (b) Students and research scholars from ABV-IIITM, Institute of Hotel Management and Jiwaji University also attended the conference. In addition to faculty members and students of AUMP, approx 70 persons (research scholars and students from other Colleges/Institutes) attended the conference.
- (c) A Conference Proceeding containing fifty two selected national and international papers was published in the form of a book, named '**Innovation in Business Management and Social Sciences**' which has contributed significantly to the corpus of literature on the subject. Copy of this Proceeding is kept in Library for reference of students, scholars and faculties. A copy of the book is being sent to the FPO. It is pertinent to mention that all the papers published are from outside faculty and research scholars from across the world.
- (d) As per policy of the University all the talks were recorded and kept in Library for future reference of faculties, scholars and students.


6. Intangible Outcomes.

- (a) International Conference resulted in knowledge sharing by researchers of various institutes in the form of high quality paper presentations. The participants presented innovative research ideas in various sessions. This has resulted in enhancement of knowledge of participants and delegates.
- (b) Knowledge was disseminated not only to the students of ABS but also to other students of AUMP who attended the Conference.
- (c) The technical sessions amplified the awareness on various diversified issues that have increased research skills among the students, research scholars and the faculties.
- (d) Papers presented by the researchers from outside Amity University Madhya Pradesh have ensured the reach of ABS, AUMP in the country.

Post Conference Outcomes

7. Tangible Outcomes.

- (a) The most important outcome of the International Conference is the publication of Conference Proceedings which enriched the research publications of AUMP.
- (b) The event was covered by leading newspapers/ news-sites including Dainik Bhaskar, Nai Duniya, Nav Bharat etc. (Web-links for news clippings are given in Appendix-II). This has resulted in brand building of AUMP and is likely to result in enhanced admissions in the forthcoming session.
- (c) The strong relationship was built with various Institutes like ABV-IIITM Gwalior, Indian Institute of Finance, Faculty of Management Study-Delhi University, Banaras Hindu University, Allahabad University and Jiwaji University.
- (d) A data base of all the keynote speakers and participants have been developed and maintained for future reference.


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- (e) Data base of eminent speakers will give us opportunity for selecting external Co-Guides for our Research Scholars.
- (f) International speakers have also given consent for the guest lecture series for students of ABS-AUMP.
- (g) Against Rs 2.86 lakh collected for the event, only Rs 2.50 lakh was spent, resulting in net savings of Rs 36,000 towards AUMP account.
- (h) Certificates were distributed to all the participants. This will also enhance our brand visibility in other Institutes.

(Harendra Singh)
Convener

(Naresh Kedia)
Convener

Prof. (Dr.) Anil Vashisht
Director-ABS

Director Outcome

Pro – Vice Chancellor

Hon'ble Vice Chancellor


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Appendix –I

Sl. No	Name of the Speaker	Designation with Organization	Topic of the Talk
1	Prof. (Dr.) Ashish Chandra	Professor, School of Business, University of Houston, USA.	Innovation in Talent Management
2	Mr. Rick Cran	Founder & CEO, Cran Enterprises, Mumbai.	New Age Entrepreneurship and its Significance for Indian Economy
3	Prof. J D Agrawal	Director, Indian Institute of Finance, Noida.	Innovations: Profitable & Facilitator.
4	Prof. (Dr.) B. K. Singh	Professor, Banaras Hindu University, Varanasi.	Innovations in Marketing.
5	Prof. Ramendu Roy	Professor, Allahabad University, Allahabad.	Innovations in Small and Medium Enterprises.
6	Mr. Sanjiv Tipnis	Senior Vice-President and Plant Head, SRF Industries, Gwalior.	Technological Innovation.
7	Prof. (Dr.) Vivek Suneja	Professor, Faculty of Management Studies, Delhi University, Delhi.	Artificial Intelligence and Innovation.

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Appendix-II

Links of news clippings –

International Conference on Innovation in Business Management and Social Sciences

3rd Nov 2017

1. [31/10/2017] https://portal.amity.edu/backoffice/Uploads/media/1330_EducationalDuniya.com-31.10.2017-PrePressReleaseABS-InternationalConferenceon3rdNovember-Amity.jpg
2. [31/10/2017] https://portal.amity.edu/backoffice/Uploads/media/1326_Bharat-Mat-31.10.2017-PrePress-Release-ABS-International-Conference-on-3rd-November-Amity.jpg
3. [31/10/2017] https://portal.amity.edu/backoffice/Uploads/media/1319_VisharadTimes.com-31.10.2017-PrePress-Release-ABS-International-Conference-on-3rd-Nov-Amity.jpg
4. [1/11/2017]https://portal.amity.edu/backoffice/Uploads/media/1333_PradeshToday-1.11.2017-ABSInternationalSeminarPrepressRelease-Amity.jpg
5. [2/11/2017] https://portal.amity.edu/backoffice/Uploads/media/1334_Dainik-Bhaskar-2.11.2017-ABS-Prof-Dr-JD-Agarwal-on-International-Conference-Amity.jpg
6. [3/11/2017] https://portal.amity.edu/backoffice/Uploads/media/1335_Dainik-Bhaskar-3.11.2017-ABS-Prof-Dr-Ashish-Chandra-USA-on-International-Conference-Amity.jpg
7. [4/11/2017]https://portal.amity.edu/backoffice/Uploads/media/1345_VisharadTimes.com-04.11.2017-ABSInternationalconferenceinBusinessManagementandSocialScience-Amity.jpg
8. [4/11/2017]<https://portal.amity.edu/backoffice/Uploads/media/1343DainikBhaskar-4.11.2017-ABS-InternationalConferenceonInnovationinBusinessManagementandSocialSciences-Amity.jpg>
9. [4/11/2017]<https://portal.amity.edu/backoffice/Uploads/media/1342RajExpress-4.11.2017-ABS-InternationalConferenceonInnovationinBusinessManagementandSocialSciences-Amity.jpg>
10. [4/11/2017]<https://portal.amity.edu/backoffice/Uploads/media/1341BharatMat-04.11.2017-ABS-InternationalConferenceonInnovationinBusinessManagementandSocialSciences-Amity.jpg>
11. [4/11/2017]<https://portal.amity.edu/backoffice/Uploads/media/1339PradeshToday-4.11.2017-ABS-InternationalConferenceonInnovationinBusinessManagementandSocialSciences-Amity-1.jpg>

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Event at a Glance




Lighting of the lamp and Saraswati poojan by Chief Guest Prof. (Dr.) Ashish Chandra, School of Business, University of Houston, USA, Hon'ble Vice Chancellor Lt. Gen. VK Sharma, AVSM (Retd.) and Pro-Vice Chancellor Prof. (Dr.) M. P. Kaushik



Opening remarks by Lt. Gen V K Sharma, AVSM (Retd.), Hon'ble Vice Chancellor, Amity University Madhya Pradesh, Gwalior

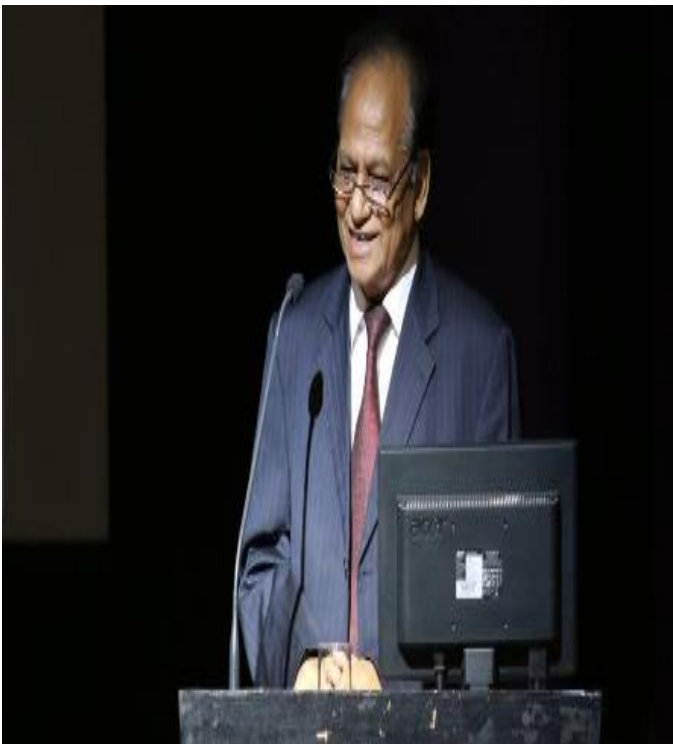


Address by the Chief Guest Prof. (Dr.) Ashish Chandra, School of Business, University of Houston, USA.


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Release of Book of Proceedings



Address by Guest of Honor Prof. J D Agrawal
Director - Indian Institute of Finance.



Presentation of Memento to the Invited Chief Guest
Prof. (Dr.) Ashish Chandra, School of Business,
University of Houston, USA.

Ajish Jain
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Presentation of Memento to the Invited Guest
Mr. Rick Cran



Presentation of Memento to the Hon'ble Vice Chancellor
Lt. Gen. VK Sharma, AVSM (Retd.)

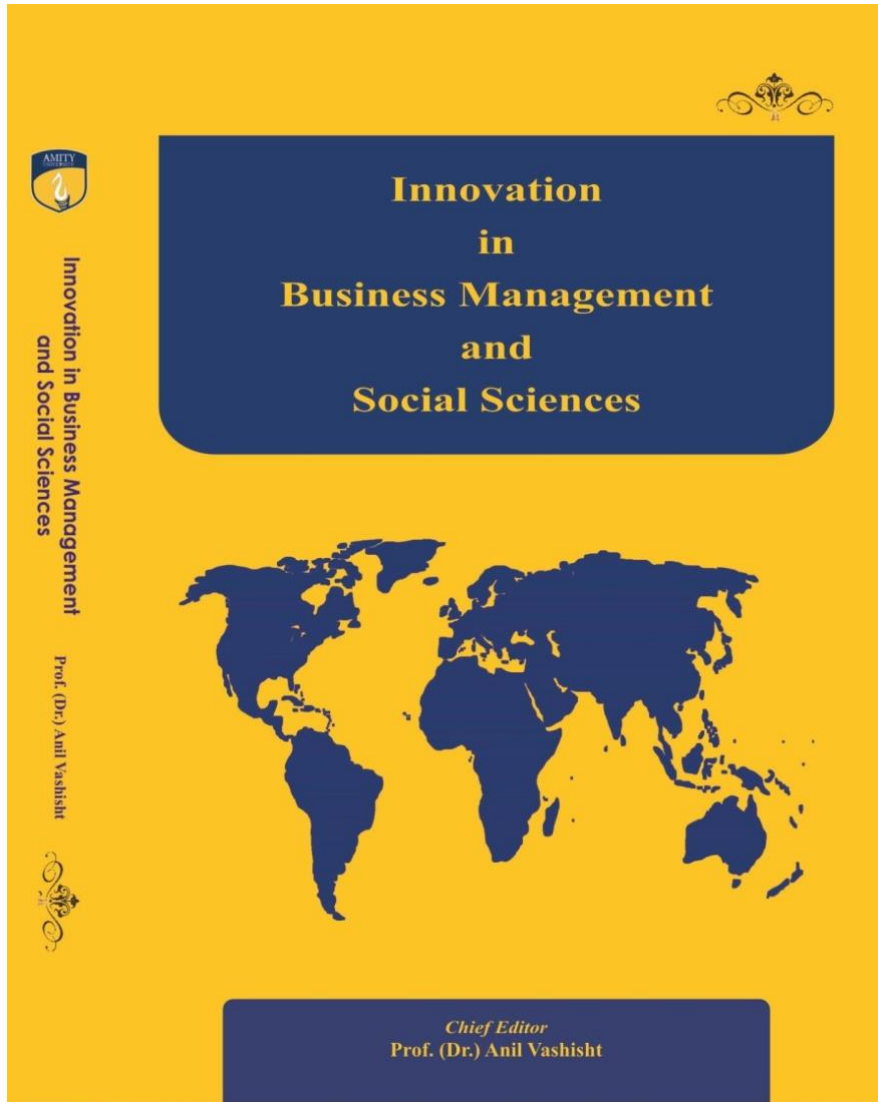


Best Paper award being given to Dr Ekta Yadav, Asstt.
Professor, Allahabad University by Hon'ble Vice
Chancellor Lt. Gen VK Sharma, Pro-Vice Chancelor Prof.
(Dr.) M.P. Kaushik and Prof. (Dr.) Vivek Suneja, Faculty
of Management Studies, Delhi University.



Organizing Secretary of the Conference Prof. (Dr.) Anil
Vashisht, Director, Amity Business School, AUMP
proposing the vote of thanks

Anil Vashisht
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Book of Proceedings


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