

KRUPACON 2024

International Conference on

**CHARTING NEW FRONTIERS OF BUSINESS AGILITY:
DIGITAL DISRUPTION, SUSTAINABLE DEVELOPMENT
AND ENTREPRENEURIAL TURNAROUND**

05th & 06th SEP 2024

VENUE: Krupanidhi College of Management, Bengaluru



ORGANIZED BY

KRUPANIDHI
COLLEGE OF MANAGEMENT
NAAC 'A' Grade Accredited
QS-IGAUGE - DIAMOND RANK

TIME LINES:

Abstract Submission: **15th July 2024**
E-Poster Submission: **10th August 2024**
Acceptance Notification: **15th August 2024**
Early bird Registration: **18th August 2024**
Registration Closes: **25th August 2024**



Click Here To Register

www.ksm.edu.in/krupacon/

For Registration Contact:

Dr. Sneha Kanade Dr. G Esther Princess Dr. Bharathi K
+91 98456 64105 +91 80500 96667 +91 9500030237

About **ORGANISER**



KRUPACON
2024



KRUPANIDHI
COLLEGE OF MANAGEMENT
NAAC 'A' Grade Accredited
QS-IGAUGE - DIAMOND RANK

Krupanidhi College of Management (KCM) is one of the leading MBA colleges in Bengaluru. The College aims to empower the students with an exceptional academic education to soar to greater heights in the corporate world. With focussed emphasis on quality education system and well-experienced subject experts, we have been consistently ranked amongst the top MBA colleges in Bengaluru. We focus on transforming our students into the future leaders of tomorrow by sharpening their marketable skills and upskilling them through carefully developed Personality Development program and Finishing School. The Academic rigour of the Campus is noteworthy with focus on student centric learning pedagogy, continuous learning through Value Added Courses, Certifications other Communication, Team building, CSR activities. Furthermore, the multi-cultural and multi-ethnic green campus provides world-class infrastructure to the students, both Indian and international.

ABOUT THE CONFERENCE

In today's rapidly and ever evolving business landscape, organizations face unprecedented challenges and opportunities driven by digital disruption, the imperative for sustainable development, and the need for agile entrepreneurial turnarounds. Navigating these complex dynamics requires businesses to embrace innovation, adaptability, and a forward thinking mindset. The convergence of digital disruption, sustainable development, and entrepreneurial advancement

presents both challenges and opportunities for businesses. By embracing innovation, integrating sustainability into core strategies, and demonstrating strong leadership in turnaround situations, companies can enhance their agility and thrive in the dynamic business environment of the future. Business agility in the face of digital disruption, sustainable development, and entrepreneurial turnaround is essential for modern organizations.

AIM **OF THE CONFERENCE:**

- To understand and discuss the future trajectory of digital disruption by examining latest drift and it's impact on different industries
- To explore the prime essentials of Corporate Social Responsibility and Sustainable Practices in Business Operations and advancements in Green Technologies
- To provide insights for successful strategies through Leadership, Culture and Agile business models
- To serve as a forum for Researchers and Industry to present Case studies that can be utilized in Management curricula
- To equip participants with the knowledge, tools and networks necessary to navigate and thrive in the dynamic business environment shaped by digital disruption, sustainable development and entrepreneurial challenges

CONFERENCE HIGHLIGHTS



**INTERNATIONAL &
NATIONAL SPEAKERS**



**PAPER & POSTER
PRESENTATIONS**



**BEST PAPER/
POSTER AWARDS**



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TRACK-THEMES

Krupanidhi College of Management Bengaluru extends a formal invitation to researchers, educators, academic, practitioners, and students of MBA to share their research and practice-based

perspectives by presenting original and unpublished papers. The prospective participants can refer to following track-themes for their submissions:

TRACK 1: Technology and Innovation

- Emerging Technologies and Innovation
- Digital Transformation Strategies
- Disruptive Business Models
- Fintech and Digital Banking
- Digital Supply Chain and Operations
- Technology and Innovation for Sustainability

TRACK 3: Digital Era and Customer Experience (CX)

- Customer Experience and Personalization
- Digital Marketing and Social Media
- Start-ups and Entrepreneurship in the Digital Era
- Cybersecurity and Data Privacy

TRACK 5: Sustainability and Environmental Issues

- Climate Change and Environmental Sustainability
- Sustainable Business Practices
- Sustainable Urban Development
- Sustainable Agriculture and Food Systems
- Water Conservation and Management
- Renewable Energy and Clean Technology
- Education for Sustainable Development
- Indigenous Knowledge and Sustainability
- Sustainable Tourism

TRACK 7: Fintech 5.0

- Empirical Finance, Computational Finance, and Financial Econometrics
- Integration of FinTech & financial institutions
- AI and Machine Learning for Sustainable Investing
- Financial Risk Analytics and Modelling
- Decentralized Finance (DeFi) and Distributed Ledger Technology (DLT)
- Sustainable technology and green fintech

TRACK 2: Business Strategies and Operations

- Market Repositioning and Competitive Strategy
- Operational Excellence and Efficiency
- Innovation and New Business Development
- Corporate Governance and Compliance
- Strategic Restructuring and Reorganization
- Financial Restructuring and Management
- Sales and Marketing Revitalization
- Crisis Management and Risk Mitigation

TRACK 4: Workforce 5.0

- Workforce Transformation and Future of Work
- Human Resources and Organizational Culture
- Entrepreneurial Mind-set and Culture
- Learning from Failure and Resilience Building
- Social Inclusion and Equity in Workplace
- Leadership and Vision in Turnaround Management
- Stakeholder Engagement and Communication
- Global Perspectives and Best Practices

TRACK 6: Case Studies for Management Pedagogy

Real-time Cases with Teaching Note and Reviews from

- Academic Perspective
- Industry Perspective
- Word limit is 4000-5000

Best case study will be selected for award and publication

SUBMISSION GUIDELINES FOR PAPERS

This is a comprehensive list and participants are encouraged to submit the papers in General Management and other specialized tracks viz-a-viz., Human Resources, Marketing, Business Analytics, Logistics and Finance tracks.

Email Id for Paper Submission:
kcmkrupacon.mba@gmail.com

File name: Kindly save your article file name as the track number type of the paper and your first name (Eg, Paper_Track_2_Arjun)

Abstracts indicating high level of rigor and relevance of research will be selected for paper presentation in the conference. We seek submissions of structured abstracts outlining the following aspects of the research paper in (200-250) words

ABSTRACT FORMAT

- Purpose
- Design/methodology/approach
- Findings
- Research limitations/implication
- Originality
- Practical implications
- Social implications
- Keywords (3)

Call for
**PAPERS,
CASES & POSTERS**

All submissions should be original and should not have been presented in any other conference. It should also not be published or accepted for publication or under consideration for publication in any Journal, or Conference proceedings

Selection process of papers

The submissions for abstract of research papers will be peer reviewed and only those approved by the reviewers will be selected for presentation in the conference. Upon acceptance of the abstract, email acceptance notification will be sent to the authors and after which they can send their full papers for further review. Author(s) who send the complete paper only will be selected for competing for the best paper award. **Quality research papers will be selected for top rated journal publications like Scopus and Web of Science (WoS), UGC- CARE journals.**

The shortlisted abstracts of KrupaCon 2024 will be published in the Conference Proceedings and the quality research papers will be shortlisted for submission in Scopus/WoS indexed journal.

SUBMISSION GUIDELINES FOR POSTERS

KrupaCon 2024 also encourages young researchers and entrepreneurs from Under Graduate and Post Graduate courses to present their research ideas and findings in the form of E-posters to gain advantage of presenting their innovative thought process and it assist them to be recognised in the society by large.

Email Id for Paper Submission:
kcmkrupacon.mba@gmail.com

File name: Kindly save your article file name as the track number and type of paper and your first name (Eg, Poster_Track_2_Arjun)

E-POSTER GUIDELINES

- Format: Single page PDF/A Slide in landscape mode
- Font: Times New Roman
- Title: Poster Title shall be same as that of the abstract, font size 18 pt. in bold
- Name of authors and affiliations: 14 pt. bold
- Size: 48 wide × 36 high (121.92 × 91.44 cm)
- Pixel: 1536 width × 1038 height
- Font Size: ≤14
- File Size: Maximum Size: 40MB
- Contents of Poster: Make sure that specific sections (Background, method, results and conclusions are easy to locate in the poster)



**OUTSTANDING
PAPERS/POSTERS
WILL BE SELECTED FOR
KRUPACON 2024
BEST PAPER/POSTER
AWARDS**

IMPORTANT DATES

Abstract Submission	: 15 th July 2024
Acceptance Notification (Paper)	: 22 nd July 2024
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Acceptance Notification (Poster)	: 15 th August 2024
Full Paper Submission Deadline	: 15 th August 2024
Early bird Registration	: 18 th August 2024
Registration Closes	: 25 th August 2024





CONFERENCE FEE DETAILS

Particulars	India & SAARC Nations (INR)		Other Countries (USD)	
	Early Bird Registration (18 th to 25 th August 2024)	Registration Fees (From 25 th August 2024 to 4 th September 2024)	Early Bird Registration (18 th to 25 th August 2024)	Registration Fees (From 25 th August 2024 to 4 th September 2024)
Delegates from Industry	INR 1800	INR 2000	USD 45	USD 50
Delegates from Academia	INR 1200	INR 1500	USD 35	USD 40
Research Scholars / Students	INR 800	INR 1000	USD 25	USD 30

*Registration Fee does not include accommodation and this fee amount is same for presenters (Online & Offline) and conference participants



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KRUPACON 2024



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Dean, KCM

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Welcome To
**NAMMA
BENGALURU**

**KRUPACON
2024**

PLACES OF INTEREST IN & AROUND BENGALURU



Vidhana Soudha



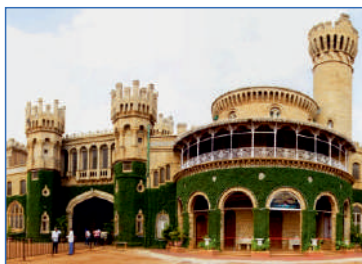
Lalbagh Botanical Garden



Wonderla Theme Park



Bengaluru Metro



Bengaluru Palace



Bannerghatta Park



Iskcon Temple



Nandi Hills



Mysuru



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