



IIBS



INTERNATIONAL INSTITUTE OF BUSINESS STUDIES

#75, Muthugadahalli, Jala Hobli, Near International Airport, Bengaluru North-562 157

cordially invite you for



Workshop on Info Graphics for Digital Enterprneurs



DATE : 23/05/2017

TIME : 10:00 AM. TO 1-00 PM.

VENUE : **SEMINAR HALL 1**
IIBS CAMPUS,
BANGALORE - 57.

RESOURCE PERRSON:
MR. ARUN PRASAD
CEO OF 1-ENTERPRISE
BANGALORE - 01.



Arjun Prasad
Principal

International Institute of Business Studies
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Bengaluru North - 562 157.

Workshop on Info graphics for Digital Entrepreneurs was organized

On
23-05-2017

www.iibs.edu.in



CEO Interaction with MBA fresh batch student on a session Infographics on **Social Media (SM) Data** at **IIBS Bangalore Campus**. It is a Dream of every Student to be placed in few of the well Known organization Therefore we at IIBS prove a Stepping stone to the students to get closer to their dreams by conducting a session with Mr. Arun Prasad as well known CEO and founder of One Enterprise and CTO of various companies.

Infographics are great:

- They are easy to share and help us visualize the important elements we desire to learn.
- Who would read a block of text when the same information could be presented to you with a neat picture?
- Studies show infographics are liked and shared three times more often than articles or videos.

Mr. Arunprasad (CEO of 1 – Enterprise) interaction arranged by Prof. Krishna Kumari. He interacted with first-semester MBA students Bangalore campus as part of **Management Orientation Month (MOM)**. The session had a fun-filled and informative interaction.

Outcomes:

- Students learned the importance of **Data Analytics**.
- Resource Person gave an assignment to students to work on '**Infographics**'.
- Students gained a knowledge about Social Media and its importance in Modern Marketing.

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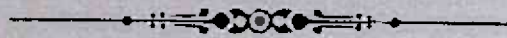
INTERNATIONAL INSTITUTE OF BUSINESS STUDIES

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cordially invite you for



Workshop on WTO & The International Trade Landscape & Emerging Trends



RESOURCE PERSON:

Prof. Shanker. S

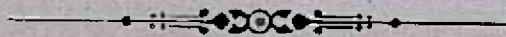
Adjunct faculty IIM Bangalore-79.

Mr. Prabhavathi Rao

Program Coordinator IB Initiatives, VIPC govt. of Karnataka.

Mrs. Brindha K Varma

Patent Attorney & Senior Consultant IP Commercialization,
Indian Institute of Science (IISc) Bangalore.



Date : 01/06/2018

Time : 10-00 am. onwards


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Venue : **Seminar Hall 1,**
IIBS Campus, Bangalore - 57.


ABOUT PROF. S. SHANKER:

S. Shanker is a Management Consultant in the functional areas of Marketing, Commercial & Legal, Supply Chain and International Business. He is an Adjunct Faculty with the Indian Institute of Management - Bangalore (IIMB), A Visiting Faculty with Indian Institute of Management - Shillong (IIMS), Indian Institute of Management - Udaipur (IIMU) and Indian Institute of Management - Visakhapatnam (IIMV), teaching subjects related to Commercial Law, International Trade and Management Consulting.

S. Shanker brings a multi-functional, multi industrial experience of more than 25 years, having worked with Shaw Wallace, Hindustan Unilever, Ecolab and Avon Facility Management Services.

S. Shanker has a degree in Commerce, a degree in Law and 2 PGD's - one in Human Resources and the other in International Trade. He has been actively teaching for the last 5 years and also conducts regular training workshops for large industrial houses, such as L & T, Vendanta, Bosch, Oil India etc. He is actively involved with The Visvesvaraya Trade Promotion Centre - VTTC - Govt. of Karnataka in sensitizing and promoting International Trade to academia and industry.

Email: shanker.subramoney@gmail.com




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Profile of Prabhavathi Rao

Smt.Prabhavathi Rao, holds a Masters Degree in Economics from the Central University of Hyderabad. She brings over two decades of extensive experience across the Corporate Communications domain, having worked for Organisations of repute including the Confederation of Indian Industry, the Institute of Chartered Financial Analysts of India, among others.

In her current role, since the past four years, she spearheads the WTO & IPR Relay Cell at the Government of Karnataka Centre for Export Promotion, namely the Visvesvaraya Trade Promotion Centre, under the aegis of the Department of Industries & Commerce, Government of Karnataka. Through the newly launched initiative, she has been closely involved in facilitating and nurturing the Intellectual Property fabric of the State in conjunction with IP specialists in the domain. She has been instrumental in spreading awareness on the subject of Intellectual Property Rights across academic institutions, industry and trade associations, chambers of commerce and like minded groups in spreading IP awareness across the State. She has been a catalyst in facilitating and motivating the launch of IP Cells in academic institutions and conducting a plethora of incisive training programs in IPR on varied topics customised to the audience needs.

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BRIEF PROFILE OF Ms. BRINDA K VARMA

Brinda K. Varma is an Advocate and Patent Attorney with over 9 years of experience in dealing with IPRs including Patents and Trademarks. She is associated with research wings of several institutes as consultant and external counsel to frame their IPR strategies and appears in various courts in Bangalore for her clients. She is the managing partner of Aekam Legal Abode, a law firm based out of Bangalore, which handles and assists companies including start-up's in various legal matters from inception of a company to protecting their IP. Her primary focus areas are patent drafting and prosecution, IP litigation, training researchers of various educational institutes and startups on various aspects of patent, trademark, and copyright related areas.

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Ms. Brinda is also active in IPR and commercial law litigation and in the field of contract law. She is a regular speaker at various forums and has delivered talks at various organizations across the country in the field of IPR including IIM, IISc, CII etc., and is also involved in corporate training in the fields of commercial laws, contracts and consumer related laws. She has authored a chapter namely, Intellectual

Property Rights and the Technology Transfer Process for a book titled "Treatise on process metallurgy". Also, she is associated with Visvesvaraya Trade Promotion Centre, and KSCST (Karnataka state counsel for science & technology), Govt. of Karnataka, as an IPR consultant.


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The Workshop was Conducted on WTO at IIBS Bangalore (1/06/2018)



The workshop was conducted on *WTO and the International Trade landscape and Emerging Trends* and *The Institutions that facilitate International Trade other than WTO* by Prof. Shanker S, Adjunct Faculty, IIM-B (Indian Institute of Management-Bangalore) at IIBS Airport Campus, Bangalore

The workshop had two sessions:

1. WTO and the International Trade landscape and Emerging Trends and
2. The Institutions that facilitate International Trade other than WTO.

The global companies' business is looking out at the transformation in their business operations, by thinking globally & acting locally by encouraging innovations and entrepreneurship amongst professionals.

Moving forward to enrich the management students, IIBS organized the workshop on WTO and International Trade Landscape would be to educate and help future management leaders solve their organizational challenges, manage change, grow and innovate of MBA and PGDM Students of IIBS.

The workshop had two sessions:


Session-1:

- Initiatives from Government of Karnataka Centre for Export Promotions and
- Trends, Checklists, Overview and Significance of Intellectual Property Rights, protections for budding entrepreneurs by Mrs. Prabhavathi Rao Program Coordinator IP Initiatives, VTPC, Govt of Karnataka

Session-2:

- Introduction to the Spectrum of Intellectual Property rights with a focus on Patents & Patents filing mechanisms
- Hands-on Online Session on Prior Art / Patent Search (Computer lab exercise) by Ms. Brinda K Varma, Patent Attorney and Senior Consultant, IP Commercialisation, Indian Institute of Science (IISc) Bangalore.


During I session Mrs.Prabhavathi explained in details the Importance of IPR to companies, especially to the start-ups. She spoke elaborated the supported and assistance being extended by the Karnataka State Government, Department of Industries & Commerce and Visvesvaraya Trade Promotion Centre (VTPC) providing statistical information. She also informed about the number of industries being guided and supported by VTPC on Intellectual Properties.


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During II session by Mrs.Brinda K Varma, explained about the Prior Art / Patent Search methodology and importance IPR before commercialization of an Idea or Product or Services. She also taught about the IPR registration process.

Outcomes:

- Participants came to know about the role of WTO and other International Organisations which supports International Trading in the world.
- Participants gained knowledge about export and import procedures and their practical difficulties. Further it also guided the participants regarding the importance of foreign trade.
- Participants also came to know about the various laws and protection provisions of the Intellectual Property Rights.
- Participants clarified their doubts about registering the IPR and International Laws related to IPRs.
- Resource Persons also throw light on the various schemes of Central and State Government which is especially related to export promotions.
- Participants also came to know about the activities of ECGC and EXIM bank especially related to financing the foreign trade.


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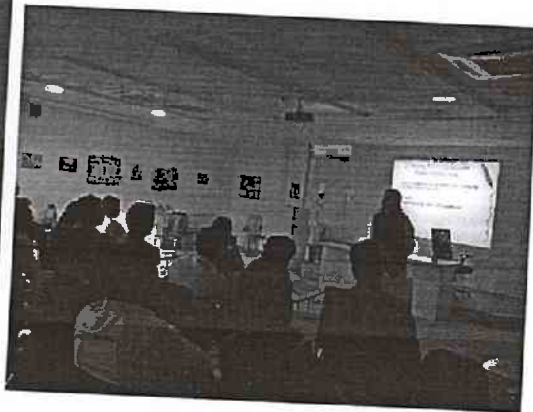
Govt of Karnataka
Visvesvaraya Trade Promotion Centre
Department of Industries & Commerce
In association with
International Institute of Business Studies, Bengaluru

Workshop on Intellectual Property Rights Handson
Online session on Prior Art/ Patent Search
On 20th Dec 2018 2.30pm to 6.00pm at IIBS, Bangalore


The workshop had two sessions:

I session : a) Initiatives from Government of Karnataka Centre for Export Promotions and
b) Trends, Checklists, Overview and Significance of Intellectual Property Rights, protections for budding entrepreneurs by Mrs. Prabhavathi Rao Program Coordinator IP Initiatives, VTPC, Govt of Karnataka

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International Institute of Business Studies

#75 Muthugadahalli Bangalore North Jala Hobli, Begur, Bengaluru, Karnataka 562157

Affiliated to Bengaluru City University

Department of Commerce and Management

Organizing

“ Webinar on National Education Policy -2020 ”



Resource Person

Dr. M Muninarayanappa

Professor, Dean and Chairman

Faculty of Commerce and Management, Academic Council and General Secretary

Indian Council for Business Education (ICBE)

Date : 01.10.2021

Time : 1 : 30 PM

Platform : ZOOM



ZOOM

Meeting ID: 942 0069 6494

Passcode: IIBS2021

Dr. Tripuraneni Jaggaiah

Principal of IIBS

Co-Ordinators : Bibi Hajira HOD Dept. of BBA

Sueha.R HOD Dept. of Bcom

Drakshayani HOD Dept. of BCA

Amaresh HOD Dept. of BA

Management Academic Director and Staff Cordially

Invites you to the Session

<https://zoom.us/j/94200696494?pwd=enZlnNmJ5eEhlnSHJCeVpvQm9HSGJscQF09>

DR. M. MUNINARAYANAPPA

Professor, Dean &
Chairman

Department of Commerce
and Management

Central College Campus,

Bangalore University

Bengaluru -560 001

Ph : 080-22961426

Cell: 9448416845

Email:

drmuninarayan@yahoo.co.in

drmuninarayan@gmail.com



BIRD'S VIEW OF PROFILE

Dr.M.Muninarayanappa, serving as Professor, Dean and Chairman of Department of Commerce & Management, Bangalore University, Bangalore is a scholar and writer. He has created vibrant climate culture as Coordinator of School of Business Studies offering five years integrated MBS degree programme provided by the University. He is a coordinator of M.Com (International Business) Programme. He has authored three books on Commerce and Management Subjects catering to the needs of south Indian students of graduate and post graduate studies in Commerce and Management.

He has written and published more than 50 research article in the national and international journals. He is a subject expert for Central Institute of Vocational Education a constituent unit of NCERT-Ministry of HRD, Govt. of India. One Minor and a Major Research project completed sponsored by UGC and providing consultancy with value addition for promotion of educational institutions in the State of Karnataka.

He is an active researcher and recognized research guide, BOS, BOE etc for various universities in India. He has produced 8 quality Ph.D scholars and another 6 are in the pipeline. He is a person with ethical values and beliefs and advocating for the legitimate cause in academic field and also concerned to the burning problems of the society. He is recipient of Rajeev Gandhi Excellent award 1998. He is General Secretary of Indian Council for Business Education (ICBE), a professional body ad published bi-Annual journal.

And also Participated and presented Research Paper on "**Mad Users World Paradox of users and Polluters!! Make a breakthrough in Environmental Accounting**" at University of Oxford, United Kingdom, London dated on 6-13th of February 2017 which was published in double-blind peer-reviewed journal named European Scientific Journal with an impact factor of 8.25.

He is positive attitude personality with academic vision for sustainability of Commerce and Management education in India and its compatibility with the rest of the world.

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REPORT OF THE WEBINAR ON “National Education Policy: 2020”

On 01.10.2021 Department of Commerce and Management organized webinar on “National Education Policy: 2020” from 01.30 pm to 03.30 pm to our UG – 2021 Batch students.

The Speaker of the webinar was Dr. M Muninarayanappa who is serving as Professor, Dean and Chairman of Department of Commerce & Management, Bangalore City University. He is a subject expert for Central Institute of Vocational Education a constituent unit of NCERT-Ministry of HRD, Govt. of India. He is an active researcher and recognized research guide, BOS, BOE etc for various universities in India. He is recipient of Rajeev Gandhi Excellent award 1998. He is General Secretary of Indian Council for Business Education (ICBE), a professional body ad published bi-Annual journal.

The online webinar began with the prayers of Saraswati Vandana, presented by student volunteer Nayana from First Semester B.Com

Then, our honourable Principal Dr.Tripuraneni Jaggaiah welcomed the speaker **Dr. M Muninarayanappa**.

Prof. Bibi Hajira & Prof. Sneha R the organizers of the webinar along with the faculty coordinators Prof. Drakshayini and Prof. Amaresh introduced the speaker to the students.

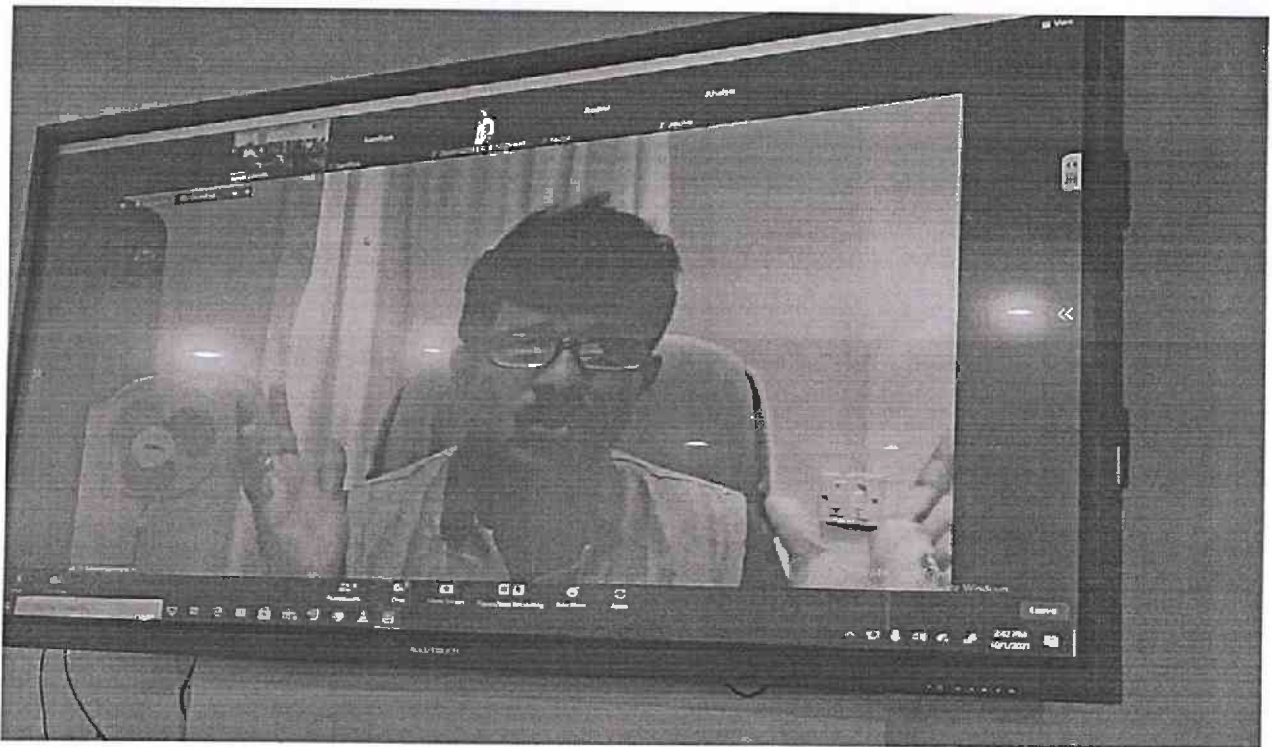
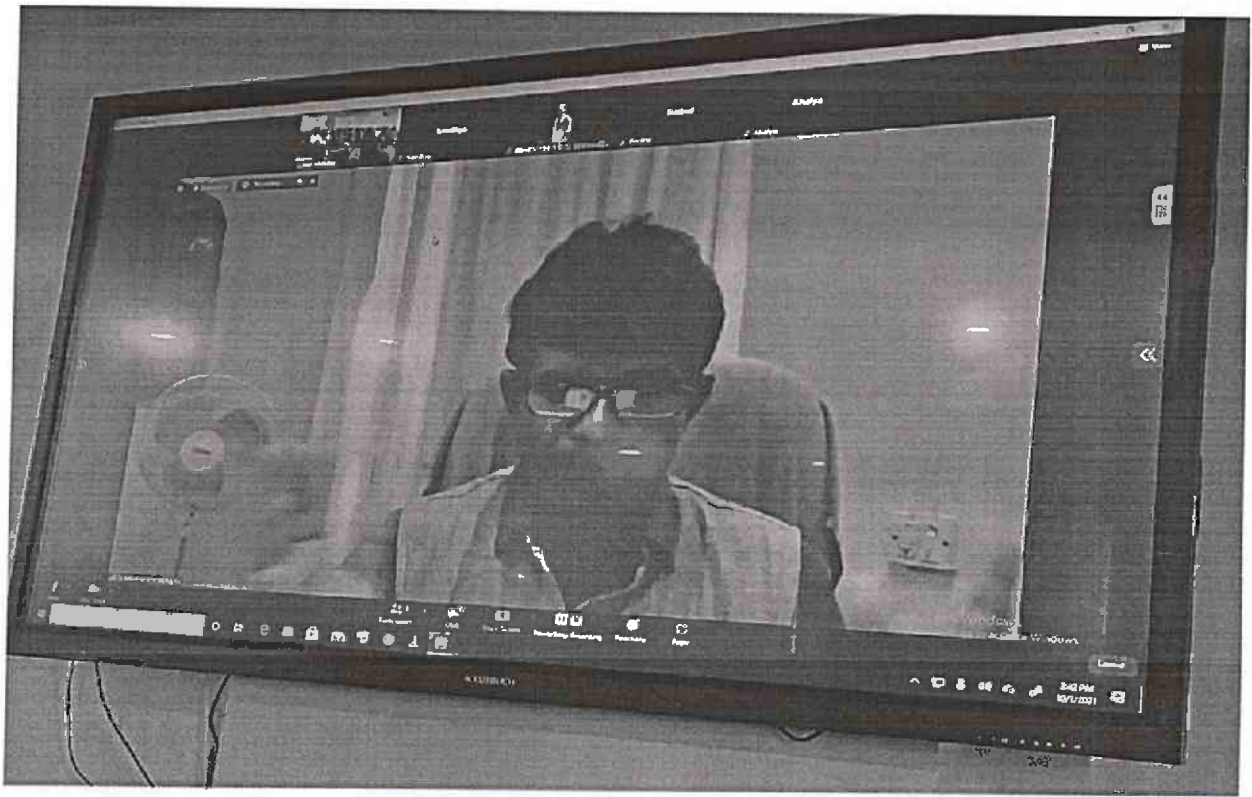
The speaker addressed the participants about the salient features of NEP 2020 that is going to be implemented soon by all the institutes of the country & Karnataka is first state to implement National Education Policy 2020. How it can bring positive changes in the education system from school to higher education to research institutes. How teachers can be great facilitator in this reformation? What challenges can arise in the policy implementation? He also focused on Academic Bank of Credits (ABC) proposed in NEP which will offer flexibility among students of different branches, enhance their skills and knowledge.

The Webinar created an awareness about the newly launched National Education Policy - 2020 amongst teachers, students and to provide a platform for an open discussion about the shifting paradigm of education policy; to have a discussion about the role and function of educationists, teacher educators in the implementation of NEP 2020 in its true spirit to throw light on the need and significance of higher education policy. Webinar was organized through ZOOM and it was very interactive throughout.

The webinar was concluded with vote of thanks by Prof. Ashok Matcha


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T. James
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Screenshots of attendance on NEP Workshop

Participants (10)

Find a participant

B Chak, Lakshmi (P.O.S., IIS)	
Ashwin CS	
Amy Bha	
Ashad Barua	
Ashwin Shah	
ANISHA SREELY and Nayana	
Dreethana B.S.	
gopimurthy teddy	
L. Aphi	
Laya M	
KERITHANAL R.	
Karthika VJ	
Kiranmay	
Krupa HR	
Lakshya	
Lakshya	
Lohith H	
Madhurima B	
Manish Rajumathi	
NEELGANGA R	
Rajita	
Rakshita K.A.	

More

Participants (11)

Find a participant


Manish Rajumathi	
NEELGANGA R	
Rajita	
Rakshita K.A.	
Rakshita K.Rakshita	
Sarika Vireethana S	
Sai Anshu	
Srinjay Chaudhary	
Srinivas	
Shyamasree Shyl	
Siddhant Paul	
Sreetha	
Sridi Sahib	
Sridi Vasiree parvati	
Toulay Raza	
veer Sagar	
Vinod Perumalla varshita surya janel Ebra	
Vishalashree R. Danya. H.S.	
Mani Ravi	
GANESH V	
Surya	
Vaishnavi J.L	

More



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Participans (20)	
Find a participant	
Adhul, Mitha (PAST, new)	1/14
Ajay Shah	7/08
Ashlye	7/08
SHRINIA SUREV	7/08
Chaitra R. H	7/08
Deshika B.V. Sarathie / (PAST)MUSA NAI	7/08
Deepal I and nayana	7/08
Diya H S	7/08
Lakshmi Sri Arny J. and + (P)	7/08
Murvi Patanwarth, kurama	7/08
Mu ghana v	7/08
Nourma v	7/08
Rabitha / yeshowen / narga	7/08
Sabina V / Lakshya	7/08
Sai Karthik	7/08
Skyleria, kanya and mandara	7/08
Sudarsan Jaid	7/08
Soma S V	7/08
Vedat, Sumalla vasitha aarya janvitha	7/08
Tharathra / M	7/08


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Reshaping Leading Talents

IIBS

NATIONAL CONFERENCE

**on
ENHANCING
INNOVATIVE
PRACTICES**

**in Commerce, Management
and Technology**

17th June 2022

INTERNATIONAL INSTITUTE OF BUSINESS STUDIES

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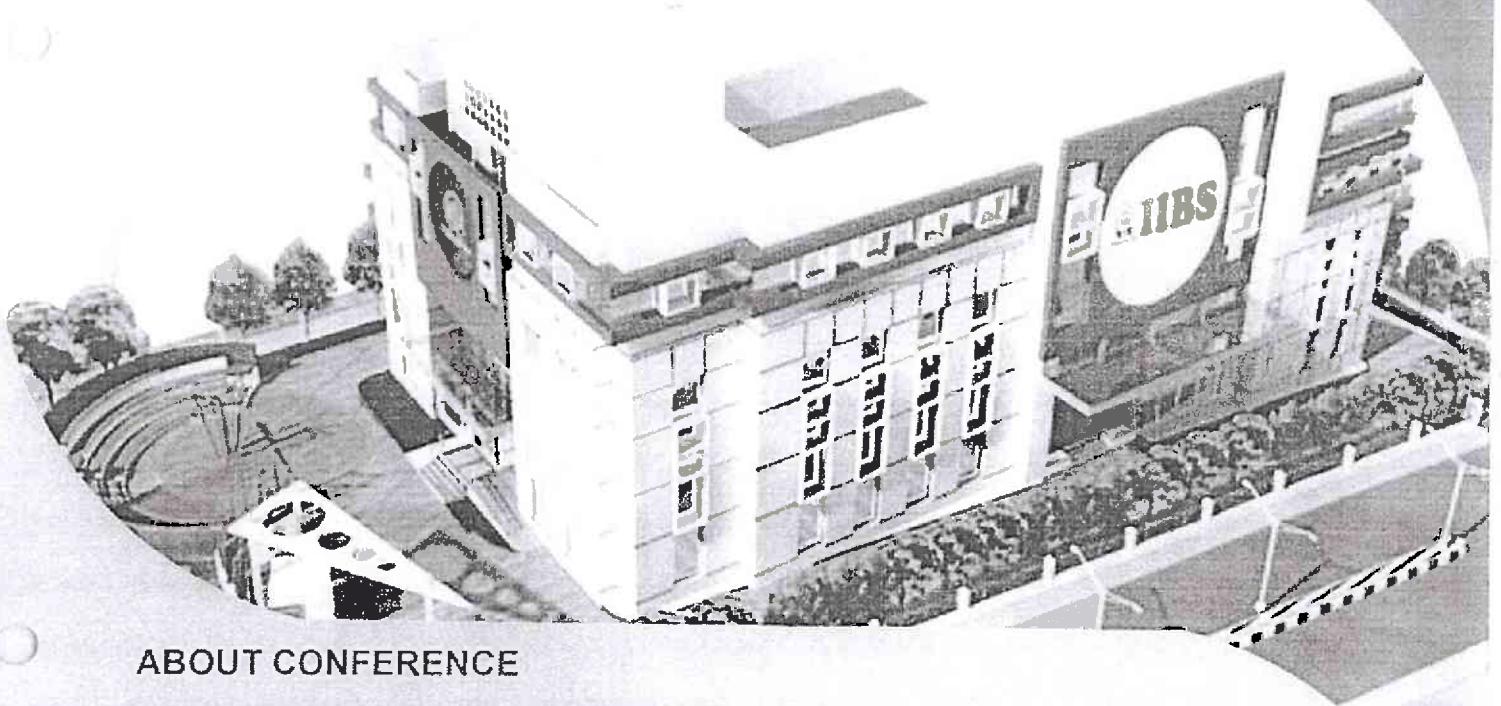
ABOUT IIBS

In the year 2001, The Srimathi B.Devi Educational & Charitable trust was founded by a well – acclaimed educationist, Dr. Jay prakash. The trust holds credit to have started one of the most prestigious B-School in India, the International Institute of Business Study (IIBS) which is headquartered in Bangalore.

In believing with the Motto of "Be a light to the world Credo: IIBS believes in redefining talents through creative thinking, experiential learning, skill and personality development through extensive finishing school activities and global exposure", International Institute of Business Study (IIBS) offering various management programs in Bangalore is affiliated with Bangalore City University.

It is significantly considered as one of the Top M.B.A College in Bangalore. IIBS being a gateway of acquiring world class commerce and management education with qualified methodologies and innovation programs. It provides the best Commerce and Management course in the most ambient manner.

Developing students for a global work culture, IIBS is on the way of delivering self motivated professionals by providing them the best resources, equipment and core values for a bright and successful future. Over years, IIBS growth success rate stood out in the competitive market of fine education.



ABOUT CONFERENCE

The Technology and innovation in Business are inseparable in today's business scenario. Without their existence and continuous up-gradation in business. It is tedious to walk in the competitive world. To match the speed of business development and stay ahead in the crowd it is necessary to cope-up with the challenges comes on the way and stop us to move forward. The time is alarming to be alert and learn the new technology and encourage innovation in business to sustain & survive continuously for long duration without disturbing the normal course of business. It should provide various fruitful business avenues for the economy.

This conference aims to bring out various challenges faced by the industries and enlighten the various

paths for the future opportunities to sustain for the long time with up gradation of new technology and innovation. It will educate the corporate to learn about various challenges imposed by new technology and innovation which will help them to gear up in their business.

It is kind request to all academicians, corporate experts; research scholars & students can exhibit their ideas and throw light on the various issues, possible solution, abundant available opportunities associated with adoption of new technology and innovation in business. The liberty is given to all interested participants to give insight on the mentioned topic but the sky is not limited to eat.


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SUB THEMES

Track-1: Innovation in Marketing

1. Customer Experience, Engagement & Relationship Management
2. Business Intelligence & Automation
3. Social & Digital Media Marketing
4. Green Marketing & Consumerism
5. Rural Consumers & Marketing Strategies

Track-2 : Innovation in HR

1. Employee Retention In Dynamic Environment
2. Sustainable Green HRM practices
3. Role of Foreign Assignments in Social Innovation
4. Sustainable Talent Management and Acquisition
5. Cross-culture Training and Development

Track-3: Innovation in Finance & Accounting

1. Sustainable Micro - Finance & Rural Development
2. Global Taxation Practices
3. Crypto Currency & Block Chain
4. Digital Banking Practices, Paytm & E-wallet

Track-4: Innovation in Corporate Governance & CSR.

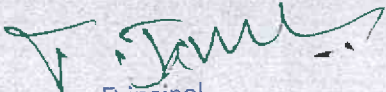
1. Human Values in Current Scenario
2. Responsible Business Practices in Dynamic Scenario
3. Social Responsibility in International Business
4. Happy Planet Index in Corporate World
5. Sustainability Practices in Today's Environment

Track-5: Innovation in Economic and Business Aspects

1. Sustainability as Pillar of New Strategies and Competitive Businesses
2. Sustainable Products and Services
3. Business Effects Related to Social Dimensions of Industrial Ecology
4. Management Aspects in Sustainable Production and Consumption;
5. Eco-innovation and Management of Resource use Patterns, including Materials Energy, Water, and Land.

Track-6: Innovation in Technology

1. Data Mining
2. Technology and Ethics
3. Data visualization
4. Business Analytics and IT in Business
5. Machine Learning


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SUBMISSION DATES

Abstract Submission	30/05/2022
Full Length Paper	10/06/2022
Paper Acceptance	13/06/2022

REGISTRATION FEE

Rs 1,500/-	Industry delegates
Rs. 750/-	Academicians
Rs 500/-	Research Scholars / Students

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Guideline to the Authors

An abstract should not be more than 200 words. Along with the abstract, authors need to send not more than 5 key words. Abstract should be sent as word document only.

- Correct name, Designation, E-mail Id of the author/s and affiliating institution need to be clearly mentioned in the abstract.
- The full text of the paper shall not exceed 10 pages. Use APA reference style. 12 font, Times New Roman
- Papers received for this conference will also be reviewed jointly by the Conference review panel and respective Journal reviewing teams. Selected papers will be published in **Scopus Indexed journal and UGC Care List**.
- Note: The Article Processing Fee will be collected separately from the author depending on the journal. Send your Abstract and Article to : **E-mail : research@iibs.org.in**

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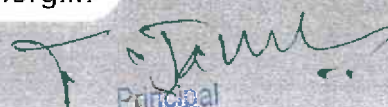
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DR. M. NIRMALA
M.Com, MBA, M.Phil., Ph.D

CHAIRPERSON & ASSOCIATE PROFESSOR

Dr. Nirmala. M, M.Com, MBA, M.Phil, Ph.D. Specialization: Financial Management, Operations Management, Taxation and Human Resource Management. She is the Chairperson of the CBSMS in the newly carved out Bengaluru City University. With more than 23 years of teaching, research and academic administrative experience has been providing the direction for the post-graduation department of MBA and to its vibrant affiliated management colleges. So far 26 articles have been published in leading peer reviewed journals. Participated and presented more than 50 research papers at National and International conferences and also got an opportunity to chair technical sessions at international conferences. She had an opportunity to present a research paper in International Conference at Oxford University, London. Has produced PhDs and a good number of research scholars are pursuing their research programme under her. Completed a UGC Major Research Project on "Reaching the unreached through RTI". And also she initiated training program to SHG Women's for implementation of their project and guiding them fund employment. Actively involved in the curriculum restructuring in tune with the changing circumstances.


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DR. M. MUNINARAYANAPPA

Professor, Dean &
Chairman

Department of Commerce
and Management

Central College Campus,

Bangalore University

Bengaluru -560 001

Ph : 080-22961426

Cell: 9448416845

Email:

drmuninarayan@yahoo.co.in

drmuninarayan@gmail.com



BIRD'S VIEW OF PROFILE

Dr.M.Muninarayanappa, serving as Professor, Dean and Chairman of Department of Commerce & Management, Bangalore University, Bangalore is a scholar and writer. He has created vibrant climate culture as Coordinator of School of Business Studies offering five years integrated MBS degree programme provided by the University. He is a coordinator of M.Com (International Business) Programme. He has authored three books on Commerce and Management Subjects catering to the needs of south Indian students of graduate and post graduate studies in Commerce and Management.

He has written and published more than 50 research article in the national and international journals. He is a subject expert for Central Institute of Vocational Education a constituent unit of NCERT-Ministry of HRD, Govt. of India. One Minor and a Major Research project completed sponsored by UGC and providing consultancy with value addition for promotion of educational institutions in the State of Karnataka.

He is an active researcher and recognized research guide, BOS, BOE etc for various universities in India. He has produced 8 quality Ph.D scholars and another 6 are in the pipeline. He is a person with ethical values and beliefs and advocating for the legitimate cause in academic field and also concerned to the burning problems of the society. He is recipient of Rajeev Gandhi Excellent award 1998. He is General Secretary of Indian Council for Business Education (ICBE), a professional body ad published bi-Annual journal.

And also Participated and presented Research Paper on "*Mad Users World Paradox of users and Polluters!! Make a breakthrough in Environmental Accounting*" at University of Oxford, United Kingdom, London dated on 6-13th of February 2017 which was published in double-blind peer-reviewed journal named European Scientific Journal with an impact factor of 8.25.

He is positive attitude personality with academic vision for sustainability of Commerce and Management education in India and its compatibility with the rest of the world.

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RESUME

Dr. MOHAMMED FAROOQ PASHA

185, 1st Floor, 7th Cross,
Ilyasnagar, J.P. Nagar Post,
Bangalore -560078.

Mob : 9845028122

Email : farooqpasha2002@gmail.com



EDUCATIONAL QUALIFICATION:

- M.Com, MBA., MDBA., PG, Dip (Gui & Coun)., M. Phil., Ph. D.,

NO. OF YEARS OF SERVICE: 20 years

WORK EXPERIENCE :

- *Presently working as Asst. Professor* at GFGC, Kengeri, Bangalore.
- General Secretary - Bangalore University Teacher Council for Commerce and Management (BUTCCM).
- Completed Ph. D from Bangalore University.
- BOE member for Bangalore Central University and Bangalore North University.
- BOS member for Bangalore University, JB campus.
- Chief examiner and paper setter for B. Com and BBA courses, Bangalore University, JB campus.
- Published more than 25 papers in both National and International journals.
- Participated and presented papers at several National and International Conferences.
- Authored 40 text books for Bangalore University & Mysore University for B. Com, BCA, BBA, M.Com and MBA courses.
- Resource person for UGC, MHRD, Academic Staff College, Bangalore University, JB campus.
- Resource person for Career Counseling & Faculty Development Programmes.
- Worked as a *Asst. Professor* at Sri Bhagawan Mahaveer Jain College for 8 years.
- Guided Ph.D. & M. Phil., Research scholars for different Universities.
- Conducted workshops and FDP Programmes on Stress Management & Team Management.
- Qualified Student Counselor for career counseling and Guidance.

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- Visiting Faculty at: ICFAI, HAL management college and St. Joseph's Commerce college.
- Participated as a panelist on different television channels as an educationist and as a career counselor.

PERSONAL PROFILE :

Name : Dr. MOHAMMED FAROOQ PASHA
Father's Name : Mohammed Yousuf
Date of Birth : 11.06.1976
Nationality : Indian
Religion : Muslim
Gender : Male
Languages Known : English, Hindi, Kannada & Urdu
Marital Status : Married

DECLARATION :

I hereby declare that all the above mentioned information true and correct to the best of my knowledge.

Thanking you,

Place : Bangalore

Yours faithfully,

Date :

(Dr. Mohammed Farooq Pasha)



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Brief Profile of Dr. Mahesh Pavan Sathavalli.


Currently working for Mphasis in Bangalore as Program Manager and having around 20years of Experience.

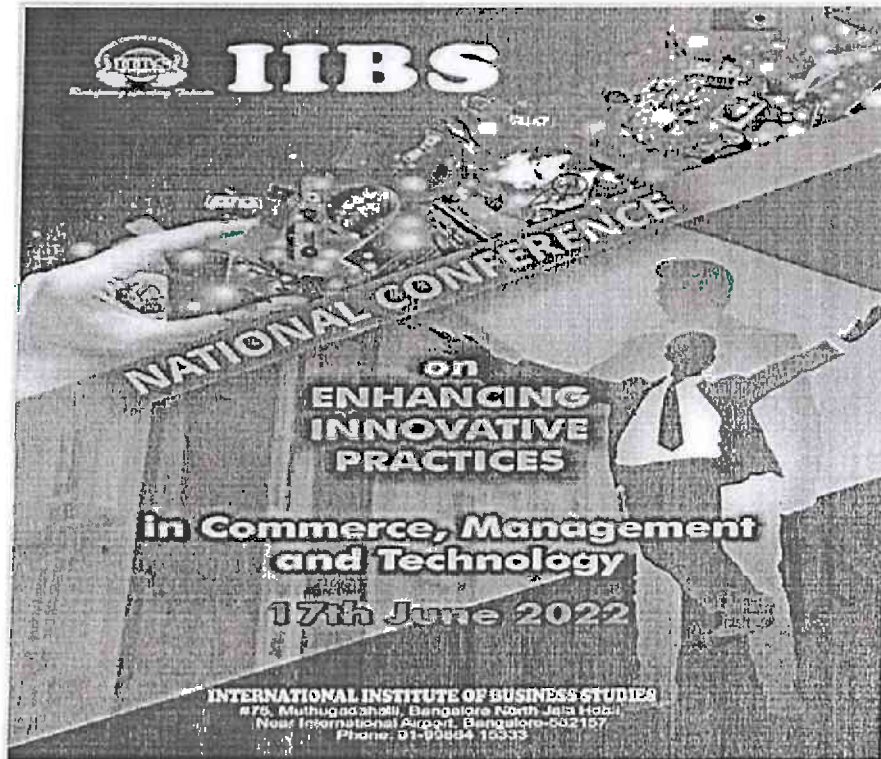
MBA, M.Phil and is IIM Ahmedabad Alumnus. He completed his PhD in the field of Rural Marketing & Social Networking.

His Passion is to encourage and empower rural students, rural entrepreneurs and currently mentoring them on communication and life skills.

Case study writer & Guest Faculty delivered lectures and interacted with 3000+ students spanning across 40 MBA & Engineering Colleges.

Associated with two management colleges as Board of Studies member and Doctoral Committee member of Dayanand Sagar University.


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Conference Report

“Enhancing innovative Practices in Commerce, Management & Technology”

International Institute of Business Studies, Bengaluru

17/6/2022

A handwritten signature in blue ink, appearing to read 'T. Samy'.

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Table of Contents

- 1) Introduction
- 2) The Program
- 3) Participation

DAY-1

Inaugural session

Panel Discussion

Session 1: Global Idea and National Importance of Technology Innovation & creativity

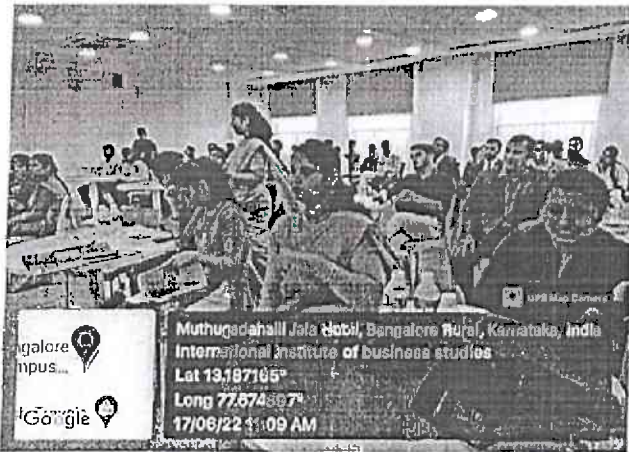
Session 2: Revolution of Technology in Industry, Trade and Commerce

Valedictory session



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Introduction

Business management is the key source for keeping its operation. Good business management can promote the enterprise to achieve sustainable development. However, problems in business management will affect the development of enterprises. In order to enable enterprises to achieve sustainable development in the market economy environment, it is necessary to constantly update business management concepts. Only in this way can business management be guaranteed to adapt to social competition, and companies be allowed to stand out among competitors. However, the concept of business administration in some Chinese enterprises is still backward. In particular, traditional enterprises often ignore the update of management concepts when they carry out business management. The lack of recognition of the importance of renewal has hampered the development of enterprises and indelible in our minds. It is conducive to the long-term development of enterprises. Market economy is constantly changing. In this context, enterprises will encounter some new problems during their development, which will impact on future development. In order to solve these problems quickly and efficiently and realize long-term development, enterprises must adapt to the changes of society and market economy, and carry out scientific and technological innovation to support the business management of enterprises.

The Program

The Conference aimed at bringing the views of experts, researchers, academia and students to the forefront, with the purpose of creating substantial positive change in the Technology & Innovation.

Participation

The conference witnessed a participation of nearly 100 delegates including academicians and business executives from various Institutions around the country like Pune, Maharashtra, Karnataka, Hyderabad, Bangalore, West Bengal, Assam, New Delhi, Bihar, Rajasthan, Gujarat, U.P, Haryana and Madhya Pradesh. The Conference created a lot of excitement in the research fraternity which was reflected in the form of 80 abstracts and 80 full-length research papers received from all over India. During the one day conference there were 2 sessions with Panel Discussion 45 papers were presented. In spite of being organized at a National level, it owes to its credit a full length research paper from South Africa.

T. Sankar

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Inaugural Session



On the eve of National Conference, Dr. Muninarayanappa, professor BCU ,Dr. Jay Prakash Chairman,IIBS inaugurated the One-day conference in presence of Dr.Tripuraneni Jaggaiah Principal UG ,IIBS,Dr. M.Kethan & Prof .Mahabub Basha Conference Convener

Dr. Triupuraneni Jaggaiah, & Prof Kuldeep Sharma welcomed the dignitaries on dais and greeted one and all. He enlightened the gathering about initiative towards a socially responsible and highlighted recent issues. He officially declared the conference open. The dignitaries on the dais were then requested to light the lamp and the Chief Guest for the occasion was felicitated by the Chairman, Conference Patron briefed the gathering about the conference and called it a platform to learn and exchange information, hence discussing the unexplored issues by eminent researchers

Further, Dr. Jay Prakash **Chairman**, welcomed the delegates for the conference and gave a brief overview about the concepts of technology and Innovation and enlightened the gathering about the three essential requirements from the drivers of He expressed concern with respect to the lack Infrastructure .

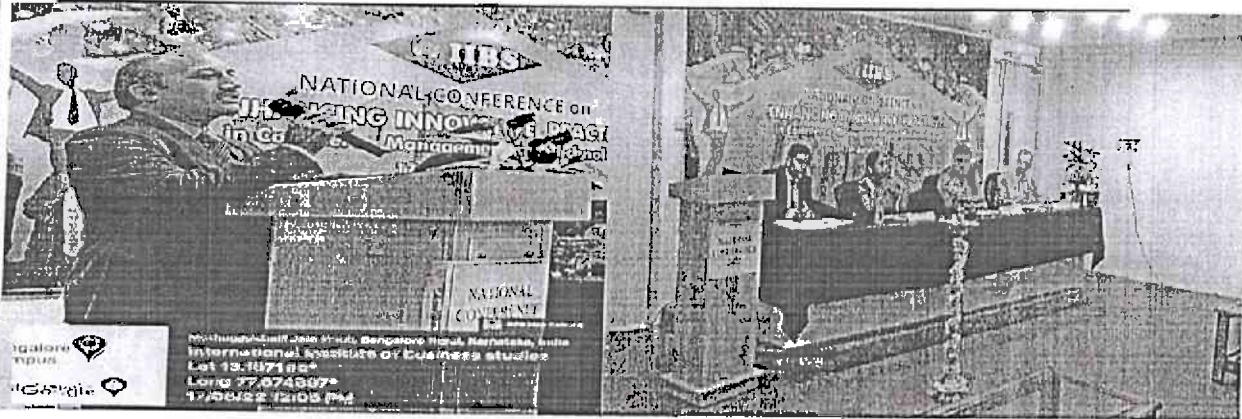
Prof Ashok extended the vote of thanks and expressed his gratitude to one and all for gracing the occasion.

T. Jaggaiah
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DAY-1 (17th June, 2022)

Panel Discussion



Soon after the Inaugural session, the Panel Discussion on “Corporate Social Responsibility: Global Idea and National Importance” began. It was moderated by Dr.M.kethan, Panelist are Dr .Nirmala, Chairperson, CBSMS-BCU, Dr. Farooq Pasha, Asst-Professor, GFGC, Dr. Mahesh Pavan, Senior Manager, Emphasis

This doesn't mean that one agency or one organization has to cover the entire spectrum. In fact, different organizations have expertise in different areas. So it is helpful to involve an organization that knows how to do logistics, that knows how to stockpile and distribute, and that knows how to do higher-risk activities. The impact of AI on Teaching Learning Process for management education. explained the relevance between thought of Gautama Buddha and design thinking. After that Mr. Ketan Gandhi briefed case study method and its importance in management education. In the post lunch session, Swami Bodhmayanand shared inspiring stories of Swami Vivekananda. He guided students on how maintain spirituality and culture. He also discussed role of Spirituality in Education.


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The third paper was presented by Mr. Ayush Yadav, on Significance of Corporate Social Responsibility in National Welfare. The paper pointed out that CSR is about how companies manage the business processes to produce an overall positive impact on society. It was also pointed out that the intention to increase the participation in social welfare such that a company performs well in the long run.

The fourth paper was presented by Mr. Amankera from, Responsibility-Global Idea and National Importance. The author addressed the issue of expanding legal base lines caused by the emergence of CSR. The central theme of the paper was to understand the changing dynamics of CSR as a Global idea and understanding the significance / Implication in national scenario.


The fifth paper was presented by Mr. Siddharth Godha & Mr. Umang Dave, Globalization in India. The paper encouraged Indian corporate giants to perform Corporate Social Responsibility towards the under-privileged sections of the society, by promoting demand and providing them sufficient means to stand at par in order to compete with their competitors outside India so as to be able to participate in the existing system of globalization.

The sixth paper was presented by Emerging CSR Strategies in the Era of Globalization within the Indian Context. The paper discussed the CSR strategies, their impact on MNC's globally and the Indian scenario specifically.

The seventh paper was presented by Mr. Ronak: India at Centre Stage. The paper highlighted the importance of CSR under taken by Indian firms and foreign firms alike.

The eighth paper was presented by Ms. Shinjini Kharbanda Christ University on CSR of Transnational Corporations and Corporate Crimes- a Confluence. The paper provided a comparative view of preventing corporate crimes and inability of the adjudicative mechanism in effectively regulating transnational corporations specifically in the case of developed countries.

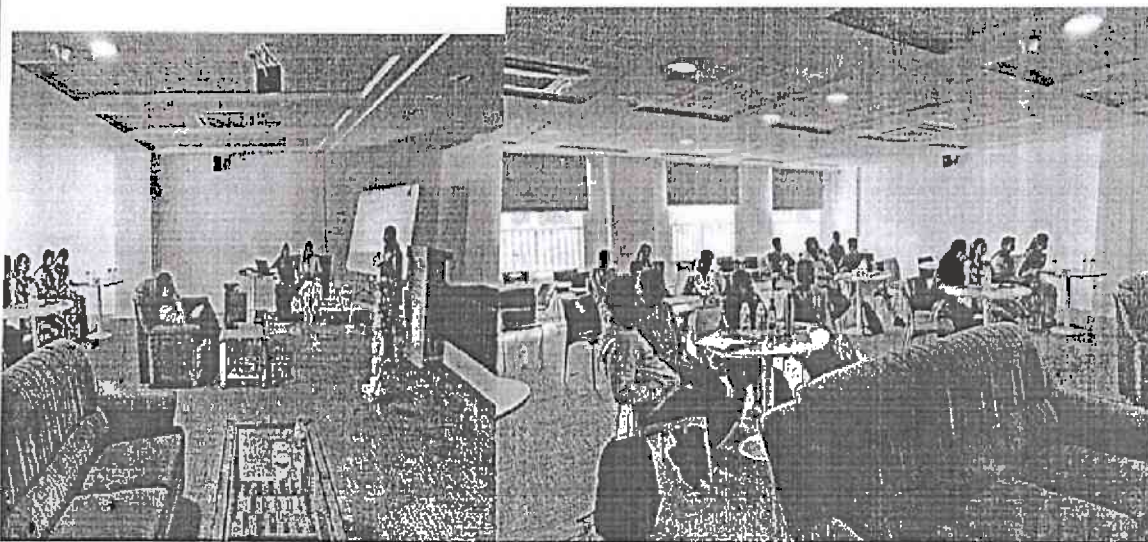
Prof. (Dr.).Farooq Pasha, session chair, concluded the session by giving an overall view about the research conducted/presented by the researchers.


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Session

2

: Revolution of Technology in Industry, Trade and Commerce



The Second technical session on “**Legal Impact Analysis of CSR in Industry, Trade and Commerce**” was chaired by **Prof. S.K Jain**, Head of Department, IIT-DELHI. The key note speaker for the session was **Mr. B. Sai Chandravadhan**, Managing Director, Sand Legal Services Private Limited. He introduced the topic for the session and defined CSR as a business strategy adopted by the corporate sector at large and elucidated on the various laws prevalent in India for enhancing Corporate Governance. In this session, seven papers were presented.

The first paper of the session was presented by Ms. Kiran J. Pandya and Mr. Raunak Sharma, from Institute of Law, Nirma University, Ahmedabad, on the “**Legal Perspectives of Corporate Social Responsibility on a Global level**”. The paper focused on ensuring that corporations follow guidelines specified in various policies and compacts in order to understand their social responsibility at the National and International level.

The second paper of the session was presented by Ms. Arti Aneja, Faculty of Law, University of Delhi, on “**Morality of Multinational Beverage Corporation in India: A Paradox of CSR**”. The paper suggested for an extension of Corporate Governance theory and practices to take better account of the problems arising in the Beverage Industry and laid great stress on the Coca Cola case as a landmark in this sector

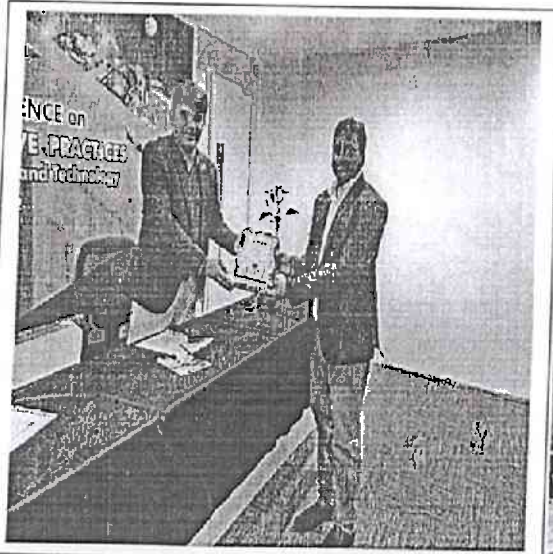
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Valedictory session

HERE IT ENDS..... "With the ending of the first conference another brick to our under construction building of achievements was added"



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Workshop on

Entrepreneurship Development

Tejaswini S

MCom, MBA, NET-Commerce,
KSET-Commerce and Management,
(PhD)Assistant Professor,
University College of Arts,
Tumkur University

Amthul Naseeb

MBA,

Assistant Professor, *T. J. Amthul*
Career Coach and Soft Skills Expert
Shridevi Institute of Engg. and Tech

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14th July. 2022 @ 10.30am to 2.00pm

AMTHUL NASEEB

Asst, Professor, Career Coach, Soft Skills Expert



Lecturing young minds in defining future. I have delivered 1500+ lectures in HR and Marketing Management. Instilling Soft Skills in Outgoing Graduates. I do lecturing to post graduates on Management and enhancing career defining soft skills of soon to be HR Capital. I am an Asst. Professor with a passion for Human Resource, Marketing Management and Applied Soft-Skills. And transform young graduates strengths into workable resources

I worked as a Process Trainer in Amazon Development Centre (India) Private Limited from for 3 yrs and Metamorphosis Trainer at Whilo India for 4 yrs 5 .At present working as an Asst. Professor at Shridevi Institute of Engg, & Technology, TUMKUR.

A handwritten signature in blue ink, appearing to read 'T. J. J.' with a flourish.

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PROFILE

Ms TEJASWINI S

- Assistant Professor, Department of Commerce and Management, University College of Arts, Tumkur University


As a young teaching professional, I try to employ all my efforts to improve the profession's standard and empower the students with the best and most updated skills. For this, I hold University 3rd rank for Master's degree in Commerce with Accounting and Taxation specialisation from Tumkur University and also hold Masters in Business Administration with Finance specialisation from Karnataka State Open University.

I have cleared Karnataka State Eligibility Test (KSET) in Commerce, National Eligibility Test (NET) in Commerce and also Karnataka State Eligibility Test (KSET) in Management.

As a part of the academic integration, I am a lifetime member of the Indian Academic Researchers' Association (IARA) since October 2021.

With teaching experience in both UG and PG, I have conducted several events at college and inter-college levels. I have presented several papers at national and international conferences and attended workshops, and faculty development programs. I also have research papers published in ABDC, UGC CARE and peer-reviewed journals on my account.

Currently, I'm working as an Assistant Professor at the University College of Arts, Tumkur University in the Department of Commerce and Management and also pursuing my PhD from the University of Mysore focusing on Financial empowerment, Independence and Progression of women entrepreneurs.



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IIBS INTERNATIONAL INSTITUTE OF BUSINESS STUDIES

(Managed by Smt. B. Devi Educational and Charitable Trust)

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REPORT OF WORKSHOP ON ENTREPRENEURSHIP DEVELOPMENT

International Institute of Business Studies has organized one day workshop on Entrepreneurship Development on 14th July 2022 from 10:30AM to 2:00 PM at IIBS campus in seminar hall 2. The resource person for the workshop was Ms. Tejaswini S and Mrs Amthul Naseeb who are expert in field of management.

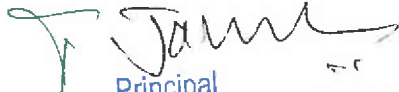
Ms TEJASWINI S is Assistant Professor, Department of Commerce and Management, University College of Arts, Tumkur University. **AMTHUL NASEEB** is Assistant Professor at Shridevi Institute of Engineering, & Technology, TUMKUR.

Our Principal Dr. Tripuraneni Jaggaiah, with his support the workshop was organized by the organizing team of IIBS. The whole program was coordinated by Prof. Mahabub Basha and Prof. Abhilasha T R. The workshop was hosted by Pratap Sarkar, student of 2nd year BBA . Deepika S Prabhakar and Bhavyashree, student of 3rd year BBA addressed the resource persons. Invocation song by Harshitha, student of 2nd year BBA. Vote of thanks was delivered by Keerthana, student of 2nd year BBA.

The program was designed to train and motivate the students to become an Entrepreneur. 50 students from the Department of Management were present for the workshop. This whole workshop contained two complete sessions with one snack break . The first session was handled by Ms. Tejaswini S, who explained about the Entrepreneurship and what are steps and activities to be followed to become an entrepreneur in life.

Second session was handled by Amthul Naseeb, who enlighten students about leadership to Entrepreneurship. The workshop was not only based on lecturing but few activities were conducted to ensure students will be motivated and encouraged towards the workshop. Over all the workshop was refreshing, new, helpful to set and achieve life goals.

At the end of the workshop feedback form was given to each students to know the opinion about the workshop from them.


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TOPICS COVERED

SESSION 1

1. Entrepreneurship & Startup
2. Who is entrepreneur?
3. How do you become as an entrepreneur?
4. Entrepreneur is a myth or a fact
5. Process to became an entrepreneur
6. Where do I get the money from?
7. Business plan

SESSION 2

1. Leadership to Entrepreneurs
2. What is leadership
3. Step to become a leadership
4. Some leaders in business
5. Activates to became an Entrepreneur

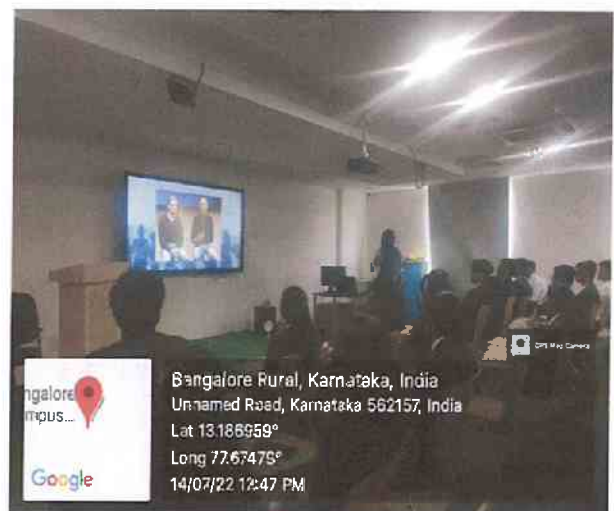
LEARNING OUTCOME:

- This helped students to get information about an Entrepreneur.
- Help to set a goal and remain determined on it till we succeed it.
- This helped them to understand how to be a leader and public speaker.
- This helped to know the work of an Entrepreneur as interact with resource persons.
- This helped to know what are the challenges in business and how to overcome them.
- Finally, it got all the learners to start thinking in a rich way to have a rich lifestyle.



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Photos during the workshop



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T. Sankar
 Principal
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