

- Our Patrons -



Hon'ble Amrishbhai R. Patel

(M.L.C. & Ex-Cabinet Minister of Education,
Sport and Youth Affairs, Maharashtra)

Hon'ble Bhupeshbhai R. Patel

(President, R. C. Patel Educational Trust, Shirpur)

Hon'ble Chintanbhai A. Patel

(Industrialist, Vice President, Shri Vile Parle Kelvani
Mandal, Mumbai, Vice President, R. C. Patel
Educational Trust, Shirpur)

Hon'ble Rajgopal C. Bhandari

(Secretary, R. C. Patel Educational Trust, Shirpur)

- Our Inspiration -

Hon'ble Prof. Dr. V. L. Maheshwari

Vice-Chancellor, Kavayitri Bahinabai Chaudhari
North Maharashtra University, Jalgaon

Hon'ble Prof. Dr. S. T. Ingle

Pro Vice-Chancellor, Kavayitri Bahinabai Chaudhari
North Maharashtra University, Jalgaon

- Keynote Speaker -

Dr. Yamini A. Karmarkar

Professor, Director, International Institute of Professional Studies,
Devi Ahilya Vishwavidyalaya, Indore
Independent Director at Ujaas Energy

- Session Chair -

Dr. Parag A. Narkhede

Associate Professor, HOD-MBA,
KCES's Institute of Management & Research, Jalgaon
Member, Academic Council, KBC NMU, Jalgaon

- Advisory Committee -

Dr. Anil P. Dongre

Dean, Faculty of Commerce & Management, KBC NMU, Jalgaon

Dr. Madhulika A. Sonawane

Director, School of Management Studies, KBC NMU, Jalgaon

Dr. Sameer P. Narkhede

Professor, School of Management Studies, KBC NMU, Jalgaon

- Organizing Committee -

Mr. Manoj N. Behere [9881033312] Dr. Manoj B. Patel [9850156700]
Dr. Tushar R. Patel [9604829450] Dr. Amarsingh K. Gaur [9021433517]
Dr. Yogesh C. Shethiya [9404008098] Dr. Priyanka V. Bhandari [9423981094]
Dr. Laxmikant M. Sharma [8149901314] Dr. Rupali P. Agrawal [9403088927]
Dr. Asha R. Patil [9604477844]

- Co-ordination Committee -

Mr. Sumit S. Sagale Mr. Dilip U. Chaudhari
Mr. Dipak P. Borase Mr. Dipak G. Dorik

- Venue -

Late S. M. Patel Memorial Auditorium Hall,
RCPET's IMRD, Karvand Naka Campus, Shirpur 02563-251028
Visit us at - www.rcpimrd.ac.in

One Day
2nd National Level Conference

on

**"Global Business Transformation:
Technology, Trends & Practices"**

on

Wednesday, 5th March, 2025

- Organized by -



R. C. Patel Educational Trust's

**Institute of Management Research
and Development, Shirpur**

Dist - Dhule

Affiliated to Kavayitri Bahinabai Chaudhari
North Maharashtra University, Jalgaon
NAAC Accredited B+ Grade (1st Cycle)

Dr. Vaishali B. Patil

Director - RCPET's IMRD, Shirpur

Dr. D. M. Marathe

Convener - 9767678704



About IMRD:

Institute of Management Research and Development, Shirpur is one of the premiere institutes run by the R.C. Patel Educational Trust, Shirpur. IMRD is situated at the foot of the Satpura ranges and dotted with lush green trees and shrubs all around it. It has most picturesque and inviting atmosphere. Institute is having tag line "Quality Education for Nourishing Tomorrow's IT and Management Professionals. The R.C. Patel Educational Trust is existing from 1988. The Institute of Management Research and Development, Shirpur was established in the year 1997 with a vision to pour the quality education up to grass root level. IMRD was set in motion with the introduction of the postgraduate programs Master of Computer Applications (MCA), Master of Computer Applications Integrated (MCA-I). The undergraduate courses are Bachelor in Computer Application (BCA), Bachelor in Business Administration (BBA) & Bachelor in Management Studies (BMS). In our endeavour to supplement the cause of professional education, we have instituted multi-dimensional courses spread in various fields with its roots established at Shirpur.

About Conference:

Business transformation is becoming more crucial in a world where things are changing quickly and personalized, real-time experiences with predictive insights are becoming more and more important in global contexts. The paradigms of business management are changing dramatically, requiring organizations to change, innovate, and reinvent themselves. This conference will provide academicians, research scholars and students a vital forum to exchange knowledge and perspectives on cutting-edge international business practices in the rapidly changing digital landscape. The conference will provide an opportunity to research scholars to present their research among students, faculty members and industry personnel.

Objectives:

- To apprise the most recent advancements and trends in business and commerce, as well as their implication in organizations.
- To provide an opportunity for participants to upgrade their knowledge in the context of global business transformations.
- To discuss on adoption of emerging technologies and analyze the challenges and opportunities in different business domains.

- Invitation -

Dear Sir /Madam,

We feel an immense pleasure in inviting you to the "One day 2nd National Level Conference on Global Business Transformation: Technology, Trends & Practices" organized by RCPET's Institute of Management Research and Development, Shirpur on Wednesday, 5th March, 2025.

Research Papers are invited from Commerce and Management Faculties in below subthemes like:-

- **Finance:** Fintech, E-governance, Digital Financial Inclusion
- **Marketing:** Social Networking, Digital Media, Marketing Trends
- **HR & Organizational Behaviour:** Employee Engagement, Consumer Loyalty, Business Ethics, Cross-Culture Management
- **Global Business & Technology:** Global Business issues, AI in Business Practices, Block Chain, Entrepreneurship
- **Data Analytics-** Business Analytics, Prediction Model, Dashboard
- **Supply Chain & Logistics-** Sustainable and Green Supply chain

Note: Themes are not limited to above

Registration Details -

Registration Fees:

- Faculty / Research Scholar/ Industry Person : Rs.200 per person
- Students (UG / PG) : Rs.100 per student

[Paper publication charges in peer reviewed journal Rs.500 per paper will be extra.]

Author Guidelines:

Original research abstract in word file, A4 page, Times New Roman font with 12-point size, double line spacing.

After acceptance, papers will be published in peer reviewed journal.

Presentation Mode: Offline / Online

Payment Mode : Online

Bank Name : State Bank of India (Branch-Shirpur)

Account No : 31058990385

Account Name : Institute of Management, Research and Development

IFSC Code : SBIN0000482

Branch Code : 482



- Web-link for online registration -

<https://forms.gle/v54Ez2LDeYCXruQY7>

E-mail ID: imrdconference2025@gmail.com

- Conference Schedule -
Wednesday, 5th March, 2025

- Registration and Breakfast -
Time: 09.30 a.m. To 10.30 a.m.

Session - I
Inaugural Function
Time: 10.30 a.m. to 11.00 a.m.

Session - II
Key Note Address
Dr. Yamini A. Karmarkar
Time: 11.00 a.m. to 12.00 p.m.

Session - III
Paper Presentations
Time: 12.00 p.m. to 01.00 p.m.

Lunch Break
Time: 01.00 p.m. to 02.00 p.m.

Session - IV
Paper Presentations
Time: 02.00 p.m. to 03.00 p.m.

Tea Break
Time: 03.00 p.m. to 03.30 p.m.

Valedictory Function
Time: 03.30 p.m. to 04.00 p.m.

- Important Dates -

- ⇒ Full Paper Submission : 25th February 2025
- ⇒ Acceptance Notification : 27th February 2025
- ⇒ Last date of Registration : 1st March 2025

Conference will be in Hybrid Mode