

CONVENERS

Dr. S.B. Anil Kumar
Head of the Department, MBA

Dr. D. Balaji
Assistant Professor, Department of MBA

Mrs. Navyashree H N
Assistant Professor, MBA Department

Mrs. Kasthuri B S
Assistant Professor, MBA Department

Prof. S. Lisy
Assistant Professor, MBA Department

Ms. Monika R
Assistant Professor, MBA Department

KEYNOTE SPEAKERS

Dr. VASANTHI REENA WILLIAMS
Prof. & Head, Department of MBA, Vidya Vikas Institute of Engineering and Technology (VVIET), Mysuru, Karnataka

Dr. HEMACHANDRA GUDIMINDLA
Assistant Professor, Electrical & Electronics Engineering, Department of RIT

Prof. BRIJESH SINGH
Department of MBA, CMR Institute of Technology, Bengaluru

Dr. P. MOHAN KUMAR
Associate Professor, REVA Business School, REVA University, Bangalore

ADVISORY COMMITTEE

Dr. Rekha Priya M N, MBA., Ph.D.
Principal & Professor Gopalan College of Commerce, Whitefield, Bengaluru

Dr. Nijaguna .G
Professor and Dean, IED Cell, Acharya Institute of Technology, Soldevanahalli, Bengaluru

Dr. Pankajakshi R
BE (ISE), MBA, Ph.D, Associate Professor, Department of Managment Studies, VTU, CPGS, Muddenahalli, Chikkaballapura.

Dr. Noor Firdoos Jahan
Professor and Head, Department of Marketing, R.V. Institute of Management, Bengaluru

Dr. Y. M. Satish
Professor in Department of Management Studies , Ramaiah Institute of Technology

Dr. Shivakumar
Assistant Professor, Department of Management Studies, VTU Mysuru

Prof. K. Chakradhar
Head, Department of MBA, Anantha Lakshmi Institute of Techonology and Sciences, Anantapur, Andhra Pradesh.

Dr. Y. Hanuman Prasad
Principal & Professor, Sri Vivekananda Institute of Sciences (SVIS), Guntakal, Andhra Pradesh.

Prof. P. Dadapeer
Department of Commerce & Business Administrator, Sri Sai Baba National Degree College (A), Anantapur, AP

PAYMENT DETAILS

Bank: Punjab National Bank

IFSC: PUNB0496100

A/C Number: 4961000100029013

Account Holder Name: IEESBSEACET



Registration Link: <https://forms.gle/Z4xcYB1BYmLfspvV9>



**S.E.A COLLEGE OF
ENGINEERING & TECHNOLOGY**

AFFILIATED TO VISVESVARAYA TECHNOLOGICAL UNIVERSITY & APPROVED BY ALL INDIA COUNCIL OF TECHNICAL EDUCATION (AICTE)
NAAC B++ ACCREDITED

Ekta nagar, Basavanpura, Virgonagar Post, (K R Puram), Bangalore - 560036

DEPARTMENT OF MBA

Organizes

TWO DAY NATIONAL CONFERENCE

IN HYBRID MODE

ON

**"UTILIZATION OF ARTIFICIAL INTELLIGENCE (AI) IN
MANAGEMENT & BUSINESS PRACTICES"**



Date: 23/01/2025 and 24/01/2025

HOD: hodmba@seaedu.ac.in

Website: seacet.edu.in

ABOUT S.E.A. EDUCATION TRUST (SEAET)

South East Asian Education Trust (SEAET) was established in 2000 by Founder Chairman A. Krishnappa runs a number of Educational Institutions offering education starting from preschool to advanced levels of graduate and post graduate programmes in Engineering, Arts, Science, Commerce, Education, Management, Law and Paramedical disciplines to the Student community belonging to various strata of the society, irrespective of their caste, creed and religion at the most affordable costs. All the Courses/ Programmes offered by the Trust are recognized by the competent Academic Administrative Bodies of our State/GOI and the Trust is taking giant strides to be a predominant member on the Global Education Sector as a provider of quality education in the specialized disciplines at primary and higher education levels.

ABOUT S.E.A. COLLEGE OF ENGINEERING AND TECHNOLOGY (SEACET)

S.E.A College of Engineering and Technology (SEACET) was established in 2007 under SEAET, offering world-class infrastructure and the Management is keen to uphold the traditional Indian values. The thrust here is to blend thoroughly the modern and the traditional. An effort is afoot in the institution not only to raise the self-esteem of the student but to train them to respect others also.

List of Offered Courses

B.E.

- Computer Science & Engineering
- Artificial Intelligence and Machine learning
- Artificial Intelligence and Data Science
- CSE (IoT & Cyber Security Including Block Chain Technology)
- Information Science and Engineering
- Electronics and Communication Engineering
- Mechanical Engineering
- Civil Engineering
- Agriculture Engineering

M. Tech

- Computer Science and Technology
- VLSI & Embedded Systems

M.B.A. Research Centers

- C.S.E
- Marketing
- HR
- Finance
- Business Analytics
- Mechanical
- MBA
- ECE
- Chemistry

ABOUT CONFERENCE

CONFERENCE THEMES

Here, we would like to invite everyone who can showcase their industry and subject according to the following themes:

1. AI in Finance Sector

- AI in financial services
- E-Commerce
- AI in banking, Insurance services
- AI role in stock markets and other issue markets

2. AI role in Business Research & Development

- Big data
- Internet of Things (IOT)
- Business Analytics

3. AI in Marketing Management

- AI in Marketing & Promotions
- E-Markets
- Branding Strategies
- AI in Rural Marketing
- Social Media Marketing
- AI in Supply Chain Management

4. AI in Human Resource Management

- Human Resources Analytics
- Human Resource Management and Development through AI
- AI in Recruitment and Selection
- Concept of Work from Home
- AI role in Human Resource Performance Analysis+

5. AI in Operations Management

- Supply chain Management
- Logistics Management
- Inventory Control
- Lean Management

ABOUT MBA DEPARTMENT

Management education continues to be the significant need of the industry. With this goal S.E.A College of Engineering and Technology under the flagship of SEACET has been offering the MBA programme since 2008. Our MBA programme offers specializations in Human Resources, Finance, and Marketing Streams. We also have well-equipped Research Center for conducting MBA and PhD research.

The programme helps the students with a clear understanding of the business functions. It also enhances their skills and knowledge, which can be easily adopted in various organizations. Since the MBA department can draw upon faculty resources and knowledge base of engineering college and law college, the students get holistic educational support which is pivotal for today's fast changing world.

VISION:-

“Transforming students into dynamic leaders with Professional Values, Management Competences, Academic and Research Excellence”

MISSION

- To enhance the professional competences according to the industrial needs.
- To impart Academic and Research Excellence through values.
- To instill entrepreneurship and leadership spirit among the students.

IMPORTANT DATES

Last date for Abstract Submission: 09/12/2024

Last date for full Paper Submission: 06/01/2025

REGISTRATION CHARGES

Sl. No.	Presentation Type	Fee for Students & Scholars	For Academicians	For Industry People
1.	Online / Offline	350	500	1000

Note:

1. For only Conference Participation fee Rs. 100 (For participation Certificate only)
2. Working Lunch and snacks will be provided.
3. Publication opportunity: Every author and Co-author will get softcopy of Conference proceedings book with ISBN, consisting of all presented papers without any extra charges.
4. Send your research papers through e-mail to – hodmba@seaedu.ac.in.

SUBMISSION GUIDELINES

1. Paper abstract in accordance with research methodology should be submitted in MS-Word file online along with online registration form, wherein the concerned author / lead / corresponding author (in case of joint paper abstract) shall attach only their research paper abstract after filling the necessary fields and completing Conference registration formalities.
2. The entire text body should be in Times New Roman Font, Font Size 12pt with single line spacing.
3. The language and medium of abstract submission and paper presentation should be only in English and should not exceed 350 words.
4. Abstract submission as attachment file through online should contain only paper title followed by name (with initials if any) and Professional Affiliation (Designation, University / Organization / Institution / College Name, City, State & Country). It should not contain Email Address and Mobile Number.
5. Co-Authorship is accepted in research paper abstract submission, wherein a maximum of three authors (including lead / corresponding / first author & two co-authors) per paper abstract submission is permitted.
6. All the authors have to register in the Conference for issuance of participation cum presentation E-certificate/Certificates.
7. No part of the abstract should have been published elsewhere earlier and / or should be under consideration for publication in journal / conference proceedings / book chapter / book / monograph / report. Any form of plagiarism will result in immediate disqualification of the paper abstract.
8. In the case of joint authors/co-authors, only one author is allowed to present the paper in the Conference. However, the other/co-author(s) whoever registered shall participate in the presentation session in accordance with joint paper registration.
9. The last date for submission of abstract along with online registration and conformation should be on or before **9th December, 2024.**
10. The last date for full paper submission is **6th January, 2025.**
11. The National Conference schedule containing the time and paper track will be sent to you on or before, wherein **10th January, 2025.**
12. For offline presentations AC Seminar Hall has been provided in the campus to present your papers in the presence of Keynote speaker.
13. For online participants the digital Conference Room Meeting ID & Password / web link and / or any other Online Meeting Room web link will be provided to all the online participants and paper presenters/authors only before one day on 16/01/2025 for effective participation and paper presentation.
14. Hard copy of Certificates / E-certificates will issue only after completing the presentation.
15. Attendance certificate will be provided to all participants.
16. Attendance is compulsory to all participants to receive certificates. For authors who is presenting their papers in the conference they must attend and present their paper according to the provided schedule, (Which is going to be provide one day before commencement) it's not compulsory to stay all two days.
17. The feedback form is compulsory to give for obtaining the E-Certificate/ hard copy of certificates for all Participants and presenters (author / co-authors).

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