



SRI BHAGAWAN MAHAVEER JAIN EVENING COLLEGE

91/2, Dr. A N Krishna, Ranga Rao Road V V Puram, Bengaluru, 560004

(Affiliated to Bengaluru City University)

Management Conclave Report 2024

Three day Management Conclave on “**Achieving Excellence in Academic through Technology and Sustainability**” on 3rd, 4th and 6th May 2024

Details of the Management Conclave Programme 2024

Title of the Event	
Date/s of Event	Management Conclave2024 “Achieving Excellence in Academic through Technology and Sustainability” 3,4 and 6 th May 2024 5:30 PM to 7.30 PM
Venue	SBM Jain Evening College, V.V.Puram, Bengaluru 560004
Name of Conclave Convener	Dr.Lakshman K Associate Professor & Head , Dept of Management SBMJEC Mrs.Shruthi MS , Assistant Professor & Head Dept of commerce SBMJEC
Conclave Organizing Committee Members	Dr. Dinesh N Associate Professor, Commerce Sri. Janardhana C Assistant Professor, Commerce Ms. Niharika S Assistant Professor, Commerce Ms. Anjana M Assistant Professor, Commerce Ms. Bindushree C K Assistant Professor, Commerce
Details of Resource Person	Dr. Elizebeth Chacko Assistant Professor, Christ University, Bengaluru Dr. Kavitha R Gowda Associate Professor, Alliance Business School, Bengaluru

	Dr. Srinidhi V R Principal & Associate Professor, Jnanodaya Commerce and Management Academe, Bengaluru
Supported & Guided by	Dr. Mahesh K. M Principal, Sbmjec, Bangalore
Organised Department	Commerce and Management Department
No of participants Involved:	40 Participants includes Teachers and Students of SBM Jain Evening College
<p>THEME OF THE Management Conclave 2024: In today's rapidly evolving educational landscape, the intersection of technology and sustainability offers unprecedented opportunities for achieving excellence in academia. The "Achieving Excellence in Academia through Technology and Sustainability" Conclave brings together thought leaders, educators, researchers, and innovators to explore how these two pillars can synergize to drive transformative change in the academic sphere.</p>	
<p>Objectives and Outcome of Management Conclave 2024 Technology has revolutionized the way we teach, learn, and conduct research. From AI-driven personalized learning platforms to immersive virtual reality simulations, technology has the power to enhance the educational experience, improve accessibility, and drive innovation in pedagogy. At the same time, sustainability has emerged as a critical imperative for educational institutions worldwide. As stewards of knowledge and the environment, academia plays a pivotal role in advancing sustainable practices, from campus operations to curriculum development.</p> <p>This conclave serves as a platform for sharing insights, best practices, and cutting-edge research on leveraging technology and sustainability to foster excellence in academia. Participants will engage in stimulating discussions, interactive workshops, and networking sessions aimed at exploring the following key themes in the area of management functions such as finance, marketing and human resource.</p>	



**SRI BHAGAWAN MAHAVEER JAIN EVENING COLLEGE
V.V.PURAM, BENGALURU-560004
(AFFILIATED TO BENGALURU CITY UNIVERSITY)**

MANAGEMENT CONCLAVE



**On
Achieving Excellence in Academic learning
through Technology and Sustainability 2024**

 **3rd, 4th & 7th MAY 2024**



**SEMINAR HALL, SBMJEC
91/2, Dr. A N Krishna,
Ranga Rao Road,
Bengaluru-560004.**



Day 1: Management Conclave 3rd May 2024

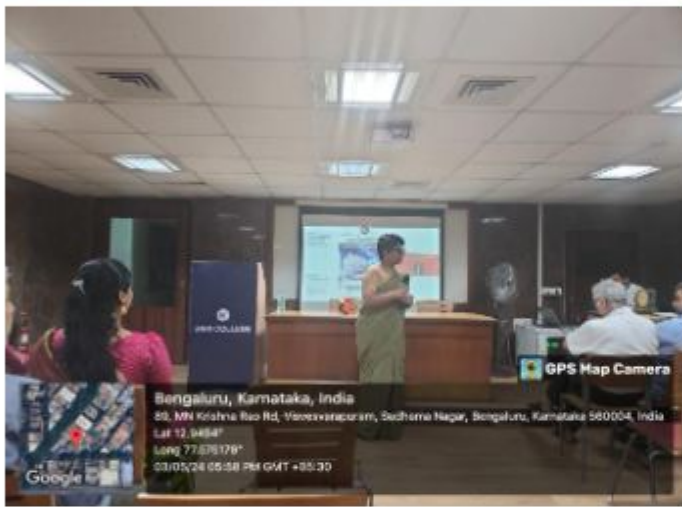
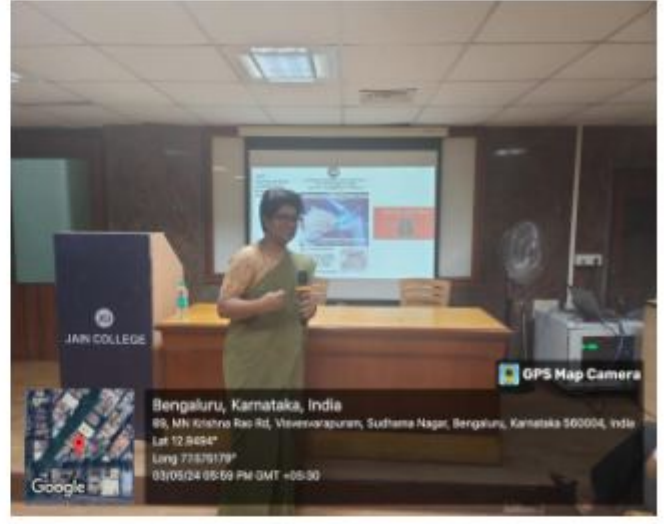
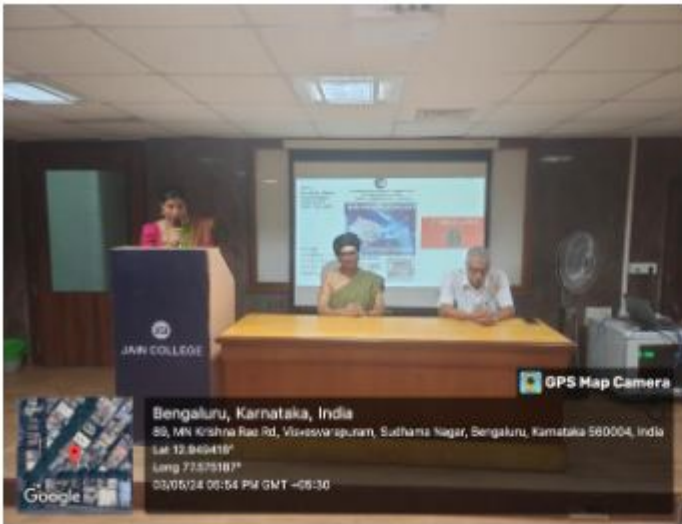
The Management Conclave commenced with great enthusiasm. The theme for the day revolved around the intricate topic of "Unconscious Biases in the Workplace: Exploring their Impact on Behavior." Dr Elizabeth Chacko, Assistant Professor from Christ (Deemed-to-be-University), graced the event as the keynote speaker.

Dr Chacko, renowned for her expertise in Organizational Behavior and Human Resource Management, delved into the nuances of unconscious biases prevalent in workplaces. With a plethora of examples and insights, she elucidated the meaning, types, and profound impact of unconscious biases on employee behavior. Moreover, Dr Chacko elucidated strategies for mitigating unconscious biases at the workplace and encouraged self-assessment among participants.

Following Dr Chacko's enlightening session, the Principal of the college addressed the audience, emphasizing the importance of recognizing and addressing unconscious biases in academic and professional settings. The Principal extended heartfelt gratitude to Dr Chacko for her invaluable contribution to the event and presented her with a token of appreciation.

The participants, comprising faculty and students, actively engaged in the discussions and activities throughout the day. The program was anchored by Bindushree, Assistant Professor at Sri Bhagawan Mahaveer Jain Evening College, who ensured smooth conduct and coordination of the event.

In conclusion, the successful completion of Day 1 was celebrated, with the Principal commending the efforts of the Management Department HOD and other team members for their diligent organization and execution of the Management Conclave.



DAY 1 – 3/5/2024

KEYNOTE SPEAKER



Dr. Elizabeth Chacko

Assistant Professor
Christ (Deemed- to-be-University)

**TOPIC : Unconscious Biases in the
Workplace: Exploring Their
Impact on Behaviour**

Day 2: Management Conclave 4th May 2024

The second day of the Management Conclave at our institution began with palpable enthusiasm. Nagendra Prasad, Assistant Professor in the Department of Commerce initiated the day promised to delve into the intricacies of customer-centric decision making, a topic of increasing relevance in today's business landscape.

Topic: Customer Centricity in Decision Making Keynote Session by Dr. Kavitha R. Gowda
Alliance School of Business

Dr. Kavitha R. Gowda, a distinguished expert in customer behavior, led the keynote session. She began with an engaging interaction, capturing the audience's attention by contrasting past and present market orientations. Her discussion provided a comprehensive overview of how businesses have transitioned from a product-centric to a customer-centric approach.

Product-Based Market: Dr. Kavitha explained that historically, businesses were primarily product-focused. Companies concentrated on developing and promoting their products, often neglecting the evolving needs and preferences of their customers. This approach led to innovations driven by what companies could produce, rather than what customers wanted. Such a product-centric approach often resulted in market myopia, where businesses failed to see the broader market needs and lost out on potential growth opportunities.

Modern Approach: In today's competitive market, the focus has shifted significantly towards understanding and satisfying customer needs. Dr. Kavitha highlighted that this shift is driven by several factors, including technological advancements, increased competition, and greater access to customer data.

Customer Insights: Companies now invest heavily in market research and data analytics to gain insights into customer behavior, preferences, and expectations. This data-driven approach enables businesses to tailor their offerings to meet specific customer needs, enhancing customer satisfaction and loyalty.

Market myopia, a term popularized by Theodore Levitt, refers to a short-sighted and inward-looking approach to marketing that focuses on the company's needs rather than those of the customers. Dr. Kavitha stressed that businesses with a myopic view risk obsolescence as they fail to adapt to changing market dynamics and customer preferences.

Product-Oriented Approach: This approach is characterized by a focus on the product itself—its features, quality, and innovation. While important, Dr. Kavitha pointed out that this approach often neglects the end-user experience.

Customer-Oriented Approach: In contrast, a customer-oriented approach prioritizes the needs and experiences of the customers. Businesses adopting this strategy aim to create products and services that fulfill specific customer needs, leading to higher satisfaction and loyalty.

Real-World Examples: Dr. Kavitha used case studies from renowned companies to illustrate the success of customer-oriented strategies. She cited examples from industries such as technology and retail, where companies like Apple and Amazon have thrived by prioritizing customer experience.

Good Profit vs. Bad Profit: These are profits earned through practices that benefit customers and build long-term relationships. Dr. Kavitha explained that good profits result from providing value and ensuring customer satisfaction, leading to repeat business and positive word-of-mouth.

Bad Profit: Conversely, bad profits are earned at the expense of customer satisfaction. These often result from practices such as overcharging, under-delivering, or neglecting customer service, which can lead to negative reviews, loss of customer trust, and long-term damage to the brand.

After Dr. Kavitha's enlightening session, Principal Dr. K. M. Mahesh took the stage to share additional insights and express his appreciation. He acknowledged Dr. Kavitha's expertise and praised her for shedding light on such a pivotal topic.

Dr. Mahesh emphasized the significance of integrating customer-centric strategies within business curricula to better prepare students for the evolving market. He highlighted the role of academia in fostering a deep understanding of customer behavior and the importance of aligning business goals with customer needs.

The conclave saw active participation from faculty members of the Commerce and Language departments, as well as students. The interactive nature of the session allowed for a lively exchange of ideas, with participants engaging in thoughtful discussions and raising pertinent questions.

Dr. Mahesh commended the organizers for their efforts in creating such a platform and appreciated the participants for their enthusiastic involvement. He underscored the importance of continuous learning and adapting to market changes, urging both faculty and students to embrace a customer-centric mindset in their professional endeavors.

The session concluded with a formal vote of thanks. Principal Dr. Mahesh presented Dr. Kavitha with a token of appreciation, acknowledging her contribution to the conclave. This gesture symbolized the institution's gratitude and recognition of her valuable insights.

Day 2 of the Management Conclave was marked by an insightful and engaging session on customer-centric decision making, led by Dr. Kavitha R. Gowda. Her expertise and interactive presentation provided the audience with a deep understanding of the shift from product-centric to customer-centric markets. The event, anchored by Nagendra Prasad, successfully highlighted the importance of placing the customer at the heart of business strategies, leaving participants with valuable knowledge to apply in their academic and professional pursuits.



DAY 2 – 4/5/2024

KEYNOTE SPEAKER



Dr. Kavitha R Gowda

Associate Professor
Alliance School of Business

**TOPIC : Customer Centricity
In Decision making**

Day 3 Management Conclave 6th May 2024

The third day of the Management Conclave commenced with vibrant enthusiasm, aptly reflected in the dynamic anchoring by Ms. Shruthi, Assistant Professor of the Commerce Department. The day's agenda focused on an insightful session titled "Tools and Techniques in Financial Research," delivered by the distinguished Dr. Srinidhi V. R., Principal and Associate Professor of Jnanodaya Commerce and Management Academy, Bengaluru.

Ms. Shruthi opened the session with a warm welcome, setting a tone of eager anticipation. She introduced Dr. Srinidhi V. R., highlighting his extensive expertise and contributions to the field of financial research. The participants, comprising faculty from the Commerce and Language Departments as well as students, were keenly poised to absorb the wealth of knowledge to be shared.

Dr. Srinidhi began his presentation by outlining the sequential steps critical to conducting robust financial research. He emphasized the importance of a systematic approach, starting from the identification of a research problem to the final stage of drawing conclusions and recommendations. This structured methodology ensures the research is comprehensive and credible.

He then delved into various tools essential for formulating and addressing research questions. Dr. Srinidhi highlighted both traditional and contemporary tools, stressing the necessity of selecting appropriate methodologies to yield accurate and relevant findings.

JEL Classification of Codes Guide

An intriguing segment of the session was the introduction to the JEL (Journal of Economic Literature) Classification of Codes. Dr. Srinidhi explained how these codes serve as a standardized system for categorizing economic research topics, facilitating easier navigation and retrieval of academic papers. He provided practical examples to demonstrate how to effectively use this guide.

Dr. Srinidhi outlined the essential criteria that underpin high-quality research. He discussed the importance of clarity, precision, replicability, and ethical considerations. His insights provided the participants with a clear framework to evaluate and enhance their research endeavors.

A highlight of the session was the discussion on the integration of AI tools in financial research. Dr. Srinidhi showcased various AI-driven applications that streamline the review of literature (ROL) and data analysis processes. He illustrated how these tools enhance efficiency, accuracy, and depth in research, offering a significant advantage in handling large datasets and complex analyses.

Adding further depth to the session, Dr. K M Mahesh, the Principal of the college, shared additional insights. He emphasized the evolving nature of financial research and the critical role of innovation in maintaining relevance and impact. His remarks complemented Dr. Srinidhi's presentation, enriching the overall discourse.

The session concluded with a round of applause and appreciation for Dr. Srinidhi V. R. The Principal, Dr. K M Mahesh, expressed heartfelt gratitude, acknowledging Dr. Srinidhi's valuable contribution with a token of appreciation. He also praised the organizers for their efforts in arranging such an enriching event.

Day 3 of the Management Conclave was marked by a profound exploration of financial research tools and techniques. Dr. Srinidhi's expertise and engaging delivery provided participants with actionable insights and a renewed enthusiasm for research. The session's success underscored the importance of such academic gatherings in fostering knowledge exchange and professional growth.



DAY 3 – 6/5/2024

KEYNOTE SPEAKER



Dr. SRINIDHI V.R.

Principal and Associate
Professor Jnanodaya
Commerece & Management
Academe Bengaluru.

**TOPIC : Tools and techniques
in Financial research**

Three day Feedback from the Participants on Management Conclave 2024

Name of Participants	Day 1 Feed back	Day 2 Feedback	Day 3 Feedback
SHRUTHI M S	Good	Excellent	Excellent
SANJAY S	Good	Excellent	Good
ANIL KUMAR	Excellent	Excellent	Good
DR. LAKSHMAN K	Excellent	Excellent	Excellent
DR. DINESH N	Good	Good	Good
MRS.BINDHUSHREE	Good	Good	Excellent
MS. NIHARIKA S	Excellent	Excellent	Excellent
DR. SUNEEL VIDHVAN	Good	Good	Excellent
DR. NIKUNJ	Excellent	Good	Excellent
MR. MANJUNATH C	Excellent	Excellent	Excellent
Dr. MOHAMMED TARIQ NAYAAB	Good	Good	Excellent
JANARDHANA C	Excellent	Excellent	Good
DR. PRASAD H K	Excellent	Excellent	Good
BINDUSHREE C K	Good	Excellent	Good
SHILPA MARY T	Good	Excellent	Good
SEEMA B	Excellent	Excellent	Excellent
LEELAVATHI S	Good	Excellent	Good
MITHUN KUMAR S	Excellent	Good	Excellent
AISHWARYA N	Excellent	Good	Excellent
DR. ARCHANA.AMBEKAR	Excellent	Excellent	Good
MAHESH KM	Excellent	Good	Good