

SESHADRIPURAM EDUCATIONAL TRUST
SESHADRIPURAM ACADEMY OF BUSINESS STUDIES

(Affiliated to Bangalore University)
Kengeri Sattlite Town, Bangalore-56060

Report on International Conference

International Conference on “Contemporary Issues and Challenges in Technology, Commerce and Management” held in Seshadripuram Academy of Business Studies, in association with Primax Foundation, Indian Council for Business Education, Multi Skills Training and Interdisciplinary Research Institute, Karnataka State Pollution Board and Srishti International on the 30 March 2019 Organized by IQAC in association with Department of Commerce and Management and Department of Computer Science.

Chief Guests for the Conference were Dr. K R Venugopal, Hon. Vice Chancellor, Bangalore University and Dr. Hathairat, and Dr. Maleerat Sodanil, Faculty of Department of Information and Production Technology Management, King Mougkut’s University of Technology, North Bangkok, Thailand. They were accompanied by our honorable Treasurer Mr. Parthasarathy Seshadripuram Educational Trust, Mr. M S Nataraj, Assistant Secretary Seshadripuram Educational Trust, Prof. Jayaram, The Principal Seshadripuram Academy of Business Studies, IQAC Coordinator Mrs. Roopashree U, Conference Coordinator Mrs. Lakshmi S and all other Faculty and students.

Dr. K.R. Venugopal addressed the gathering stating the challenges seen in technology, Commerce and Management. How the technology influences the human life in future days also highlighted the evolution of the women life and the duty of the men. The importance of equal contribution for development of nation.

Dr. Hathairat, and Dr. Maleerat Sodanil, Faculty of Department of Information and Production Technology Management, King Mougkut’s University of Technology, North Bangkok, Thailand, addressed the gathering by motivating and encouraging the students and Faculty members to attend the conferences in Thailand.

Dr. H.M. Bala Subramanya, Professor of Economics, Department of Management Studies, IISc delivered keynote address by detailing the significance of Research

for new innovations, research contributions for overall development and to spread the knowledge to others.

Dr. Vijaya Kumar R, Regional Director, National Council for Teacher Education was the guest of honor stated the issues in modern technology acknowledging that people cannot sustain without Android (Smart Phones) The influence of technology is at a very great extent. Mentioned regarding the applications and how it is created an impact on the youth indulged in the modern era and lifestyle.

Mrs. Vishwa Jhannie, Head , Department of Computer Science rendered vote of Thanks.

The Conference session was followed by Plenary Session I and II in Seminar Hall
On 30th March, 2019.

Plenary Session I (11.30 a.m. to 1.30 p.m.)

Plenary session I was organised in this conference on the topic “Commerce and Management Education at 21st Century” Dr. B.C Sanjeevaiah Chairman ICBE, Dr. B.G Satyaprasad Director, GT Institute of Management Studies, Dr Padmaja P.V Principal MLA for higher Learning. The Session was showcase the importance of education for development of any country. Dr. B.C Sanjeevaiah has mentioned that Commerce and management education should be strengthen by the administrative level people. He rises the issues to the respective speakers about issues and challenges of commerce and management education in the 21st century.

In addition, Dr B. G Satyaprasad has mentioned the relevance of commerce education in the present scenario. He focused towards the quality education should be given by the institution. Every Institution should emphasis on “College Social Responsibility.” The session followed by the deliberation of Dr. P.V Padmaja, she throw a light on prospective growth in the field of commerce and management education. The young minds are having great passion towards commerce and management and she demonstrated by statistical data.

The session was concluded with moderator remarks and interaction with audience.

Plenary Session II (2.30 p.m. to 4.00 p.m.)

The Session started with contextual clarity on Artificial Intelligence in Human Resource Management by Chairperson – Dr. Maleerat Sodanil stating in influence of technology in our daily lives and all the commercial activities of the business. The emergence of Robots and technologies responding to emotions and orders of Human Beings.

Mr. Raghunandan next took over the session acknowledging the influence of Technology and Artificial Intelligence in the field of Human Resource Management at the organization level.

It starts from the initial function of HR being Attracting the Prospective Employee towards organization till the exit interview. (Recruitment to Exit Meeting). The use of Technology has improved the efficiency of employees as well as an organization as a whole. To meet the updated technology, the employees has to be multi-skilled, Dynamic and Vibrant to cope up with Artificial Intelligence taking over many positions. There are many start-ups now focusing on the cloud applications which can support the business entities to function effectively like support towards Recruitment in maintaining the database and regular updation candidates wise, Chatbots, online Timesheet management, Payroll and compensation management, Attrition Management, Training and Development, etc. He also stated statistics Country wise adoption of Artificial intelligence in their activities where India stands in 3rd position. Finally, he stated that there will be time in future where Robots will play a major Role.

Next Dr. Maleerat, extended her personal invitation to all the Delegates to Thailand and to be part of Research which is very important. She also emphasized on how Internet and Websites Recommends the Internet users regarding their choice of Search, usage of Maps for navigating routes, importance of Digital learning/Machine Learning, proper usage of internet in our daily lives. Internet can sense our areas of searches and recommends other similar for ease in search which is again a contribution by Artificial Intelligence. She answered a question on privacy of personal information which is updated on the website based on our usage and confirmation on allowing the gadgets allowing to access on various other applications. Finally, concluded stating the importance of Artificial Intelligence and Technology and its Rapid Growth in near future.

The session concluded by Felicitating our honorable. Resource People by Prof. Jayarama, The Principal, Seshadripuram Academy of Business Studies, Smt Lakshmi S, Organizing Secretary of the International Conference.

The research papers were invited for various tracks out of which 20 papers are from Computer Science stream for **Track II** The conference started with the Inaugural session. Dr. S.Kavitha, Associate Professor, Department of Computer Science and Application, Dayanand sagar College of Arts, Science and Commerce was the Chair Person for the session – “Information Technology”. After the paper presentation was done, Madam gave idea of how to prepare the research paper effectively and present it in a Conference. She also appreciated students who showed interest and actively took part in presenting research paper.

Dr. Sukanya Hegde, Director NIMS Management Institution was chaired the **Track IV** addressed the delegates on the occasion and expressed that Research culture among Teachers and Students is actually needed to get updated and to communicate the right information always and also as part of contribution to the society and also asked the participants to learn and understand the proper research process to make it always reliable and effective.

The Session started with contextual clarity on E-Banking and E-Commerce by Chairperson Dr. M Eshwarappa stating, how the technology is influencing on E-Business and E-Commerce in our daily lives and all the commercial activities of the business.

He strongly mentioned to all the researchers “Think globally and act locally”. He said to present burning issues, contemporary issues in the upcoming International Conference. Finally he concluded his talk by quoting “Knowledge Sharing is Knowledge Gaining” and insisted all the researchers not to copy text book concepts in preparing paper presentations and give more preference for the literature review and

find the gap initially, study in detail about the gaps and try to full fill the gap through your research.

Dr. Shilpa, Assistant Professor, IIPM, Bangalore, chaired the **Track VI** addressed the delegates on the occasion and expressed that Research culture among Teachers and Students is actually needed to get updated and to communicate the right information always and also as part of contribution to the society and also suggested to prepare paper in a systematic way and research should be Narrow.

Report on Valedictory Session on 31.3.2019

Seshadripuram Academy of Business Studies conducted 2 Days International Conference on “Contemporary Issues and Challenges in Technology, Commerce and Management” on 30 and 31st March 2019. The Valedictory session was held on 31.03.2019 at 2:30 P.M in the College Seminar Hall, with Anchoring by Ms. Akshatha M R, Asst. Professor, Dept. of Computer Science, followed by invocation by Mrs. Sowmya D N, Associate Prof. Dept. of Commerce and Management, and the session started with the welcome address by Mrs. Sneha R, Asst. Prof. Dept. of Computer Science.

The Chief Guest of the Session, Dr. Uma Chandrasekaran, Professor, Department of Management Studies, Pondicherry University, spoke on digital native and digital newbie. She also detailed about the social network users in worldwide, digital immigrants and digital retard. She listed out the names of Indian CEOs of Global Technology Companies. She even focused about the negatives of using Cell Phone and also detailed about top 15 brands gaining importance over a period of time.

The Guest of Honor, Dr. Muninarayanappa, Dean and Chairman, Dept of Commerce, Bangalore University, spoke about technology and a day will come when robots will drive and take class. And also explained the advancement caused in the field of teaching due to innovative technology.

The delegates shared their opinion about the two days International Conference and the best paper presenters were awarded.

The session concluded with vote of thanks by Lakshmi S. Organizing Secretary of the International Conference