



**RAMAIAH
UNIVERSITY**
OF APPLIED SCIENCES

FACULTY OF MANAGEMENT
& COMMERCE



NEWSLETTER 2024

UD AAN

Flying Higher to Achieve Dreams

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Editors

Dr. K.M. Sharath Kumar

Dr. Subhadeep Mukherjee

Ms. Simi T.D.



Faculty of Management and Commerce
GG Campus, Bangalore

EDITORIAL ADVISOR

Dr. K.M. Sharath Kumar

Professor and DEAN

Faculty of Management & Commerce (FMC)

EDITORIAL TEAM

Dr. Subhadeep Mukherjee, FMC

Ms. Simi T.D., FMC

Table of Contents

- Academics
- Research
- Achievements
- Student Activities
- Placement
- Student Article – My Life at FMC
- Future Activities



Staff One Day Trip – 20 -7-2024



ACADEMICS



Strategy Summit

Sameeksha - Strategy in the Age of GenAI



CHIEF GUEST
Mr. Ananth Ravi
Start-up Mentor and
Management Consultant

Date: Thursday, 25 July, 2024

Venue: Council Hall, Ramaiah Medical College

Time: 10.00 am to 4.00 pm



Dr. Ganesaraman K
VP - Internal Audit, 247.ai



Mr. Praveen Kamath
GM - HR
Global Strategic Hiring, Wipro Ltd.



Mr. Sandeep Ohri
President - That Strategy Guy



Dr. Arvind M T
Chief Innovation Officer,
IIT - Jammu &
CEO - Ramaiah Evolute



Mr. Pramodh B N
Co-founder - AcademiaI



Mr. K V Rama Mohan
Director
Entelechy Management Consultants Pvt. Ltd.



Dr. Padmavathi Koride
Professor - FMC, RUAS

Conveners:

Dr. Padmavathi Koride - padmavathikoride.ms.mc@msruas.ac.in; 9741494422

Mr. Nagendra V - vnagendra.ms.mc@msruas.ac.in; 9845956813

Mr. Manishankar Datta - manisankardatta.ms.mc@msruas.ac.in; 8730805516

Sameeksha – AI Strategic Summit – 25th Jul 2024

Sameeksha brought together esteemed speakers, industry leaders, and experts to delve into the dynamics of Artificial Intelligence. With presentations, and interactive sessions, the event aimed to explore the significance of the AI wave.

Objectives:

- The role of AI in transforming special products into commodities.
- The potential of AI startups in collaboration with institutions like IISc and rural communities.
- The significance of authenticity and AI for business development.
- The importance of independent thinking and leveraging AI to enhance capabilities.

The session focused on the evolution of AI and its potential impact of it on society from Strategic Management perspective. Speakers emphasized the importance of human intelligence and the need for collaborative efforts in harnessing the power of AI. The event served as a catalyst for continued dialogue and action in the field of entrepreneurship and strategic management contributing to the academic and practical discourse in the ever-evolving landscape



Orientation for B.Com and BBA 2024 Batch

1st Aug 2024

FMC held an orientation session for the 2024 Batch of B.Com. and BBA students, aimed at welcoming them and providing essential academic information. The orientation began with a warm welcome from Ms.Rutuja, outlined the purpose of the orientation and emphasized the importance of a strong start to their academic careers.

Dr. K.M. Sharath Kumar, delivered the keynote address and emphasized significant aspects of the curricula. Dr. Annapurna, the B.Com. coordinator, expressed the faculty's commitment to supporting students, while Dr. Nirmal, the BBA coordinator, discussed industry connections within the BBA program.

Course leaders shared insights into their subjects, and interactive sessions engaged students. The orientation concluded with information on upcoming events, academic schedules, and key administrative contacts.



Industry Visit to TVS Motors - 1st Aug 2024



MBA 2022 Batch students visited TVS Motors in Bangalore, accompanied by Dr. Annapurna Prakash and Dr. Chandra Sen Mazumdar. The visit aimed to provide practical exposure to the automobile industry, covering manufacturing processes, supply chain management, and HR practices. Students toured the plant, interacted with industry experts, and learned about operational strategies and future trends like electric vehicles. The visit concluded with a Q&A session, offering valuable insights into the business environment and industry practices at TVS Motors.

Panel Discussion on Budget 2024 – 2nd Aug 2024

The discussion on Budget 2024 was opened by the Vice Chancellor, Prof. Kuldeep Kumar Raina who discussed the importance of the Budget. He also discussed on the internship aspect of budget allocation. 1 Crore students to benefit from CSR fund of 500 top companies. Productivity and resilience in agriculture prioritized, with a focus on raising productivity and developing climate-resilient varieties.

The discussion on Budget 2024 was continued on Defence Economics presented by Maj General (Retd.) JV Prasad. He highlighted the main points on Defence Budget 2024.

The panel comprised Major General JV Prasad (Retd) Dr. N. Suresh, Dr. Uday K Jagannathan , Dr. Bindu Nambiar and Dr. Nirmal Singh.

Also discussion on Capital Gains Indexation happened in the Panel Discussion In addition Core thrust areas of the Budget 2024 were discussed. Active participation from faculty also occurred in course of the Panel Discussion

The event focused on the sectors of education, skilling, imports, gold and derivatives, industry overall analysis, implication of the budget on the world financial outlook, inflation and indices and a detailed understanding of the impact of the changes in the Income tax norms on individual tax payers. The session had an active participation from students of both undergraduate and postgraduate studies.



Members from Ramaiah University of Applied Sciences (RUAS) comprising of Dr. Shalini Nooyi; Dr. Nandakumar B S and Dr.K.M. Sharath Kumar were invited as Review Committee Member for Meghalaya - RICHPI-Project on Techno Management Studies Health Support System. The team also met His Excellency Hon'ble Governor of Meghalaya, Sri C.H. Vijayashankar during the Visit - 7th & 8th Aug 2024.



Awareness Campaign on Human Organ Donation at MSRUAS – 13th Aug 2024

On the occasion of World Organ Donation Day, an impactful awareness campaign on Human Organ Donation was organized at GG Campus and Peenya Campus. The campaign, spearheaded by Prof. Srivatsa H. S. and Dr. Anicar D. Manavi under the MSRUAS Seed Grant, highlighted the importance of organ donation in saving lives.

A special thanks to the MBA student volunteers for their invaluable contributions in content development and organizing the event. The volunteers were: Mr. Vinayak Raghu, Ms. Sowparnika P, Ms. Sherin Mariet A P, Mr. Abhilash S, Ms. Bhoomika S Rao, Ms. Diya Mariyam, Mr. Mohan V M, Ms. Divya G C, Mr. Darshan T R, Ms. Lavanya Jaipal, and Mr. Kavin Kariappa MM. Their efforts were instrumental in making the campaign a success.



"Strengthening Global Collaboration: BayIND Summer School Immersion Program 2024 at FMC" – 27st to 31st Aug 2024



FMC hosted the third cohort with the Bavarian-Indian Centre for Business and University Cooperation (BayIND), welcoming 24 German students. This program as part of their summer school immersion the students, hailing from diverse educational backgrounds, collaborated with FMC's MBA 1st-year students on mini-projects centered around the theme "Business Competitiveness for Attaining Sustainability – A Step Towards Vision Viksit Bharat 2047." Supported by FMC faculty and full-time research scholars as mentors, the program included expert lectures and a rich cultural exchange, showcasing Indian traditions. The initiative aimed to deepen the understanding of sustainable business practices and foster international collaboration, reinforcing FMC's commitment to global academic exchange and cultural understanding.

STARTUP GENESIS – The FuturePreneurs Bootcamp

29th & 30th Aug 2024

The Startup Genesis FuturePruners Bootcamp kicked off with a bang on day one, setting the stage for a transformative entrepreneurial journey. The highlight of the day was the insightful presentation by Mr. Vinay Prashant, co-founder of Tamaala Art Merchandise.

Mr. Prashant shared his invaluable experiences and lessons learned from building a successful startup. His candid insights into the challenges, triumphs, and strategic decisions that shaped Tamaala's journey resonated deeply with the aspiring entrepreneurs in the room. He emphasized the importance of understanding your market, building a strong brand identity, and leveraging storytelling to connect with your audience.

Following Mr. Prashant's inspiring talk, the stage was taken by Dr Sonali Gupta, Director of CFE, and Dr. Mueen Ahmed. Together, the speakers delivered a motivating address to the participants, encouraging everyone to embrace their startup ideas with unwavering confidence. The event emphasized the significance of perseverance, adaptability, and a growth mindset in the face of challenges.



ACCA Orientation – 5th Sept 2024



ACCA is an add-on certificates for BCom students.

The orientation covered a range of topics including an introduction to ACCA, details about the integrated ACCA and BCom (Hons.) syllabus, information on the associated fees such as registration, subscription, and exams. It also included an overview of ACCA's certificates and awards, explanations about the exam structure and available slots, and guidance on the registration process and study materials.

E-CELL – 6th Sep 2024

The Entrepreneurship Cell (E-Cell) of FMC, RUAS was officially inaugurated. The event marked a significant milestone in the university's efforts to promote innovation and entrepreneurship among students and faculty members.

The E-Cell aims to nurture entrepreneurial talent by providing a platform for aspiring entrepreneurs to develop their ideas, gain insights from industry experts, and collaborate on innovative projects. Through workshops, mentorship sessions, and networking opportunities, the E-Cell will serve as a catalyst for fostering creativity and entrepreneurial skills, helping transform business ideas into successful ventures.

With the enthusiastic participation of students, faculty, and industry professionals, the inauguration laid the foundation for a thriving entrepreneurial ecosystem at RUAS.



FDP - Enhancing Professional Well-being on Workplace Mindfulness 13th Sep 2024



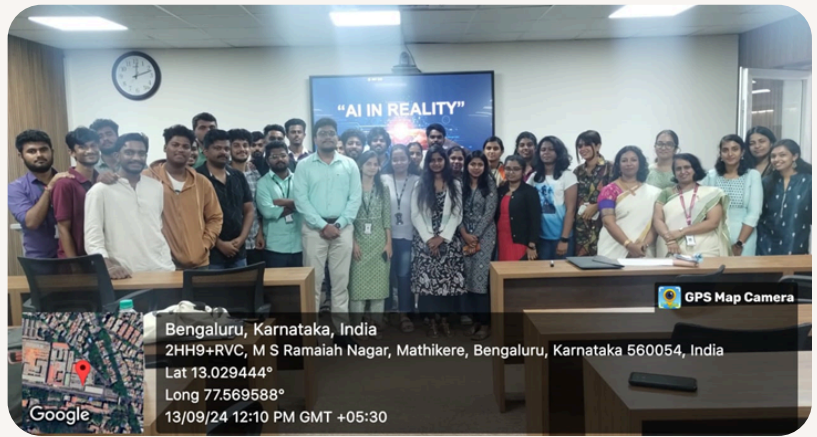
As a part of Action Taken Report of 32nd Academic Council, the FDP was initiated to all the Faculty members of RUAS. There was a representative from FDS, FPH, FLAHS etc for the FDP.

This event aimed to enhance professional well-being by fostering mindfulness practices among faculty members, helping them manage stress, improve focus, and promote a balanced work-life environment.

The FDP was designed to provide insights into the benefits of mindfulness at the workplace, focusing on techniques for reducing workplace anxiety, increasing emotional resilience, and improving overall productivity. Expert facilitators guided the participants through interactive sessions that included mindfulness exercises, group discussions, and practical strategies for incorporating mindfulness into daily professional life.

Guest Lecture on AI in Reality 13th Sep 2024

FMC organized an insightful guest lecture on "AI in Reality" by Mr. Vignesh Kumar K., Associate Business Analyst at FNF India Private Limited. Mr. Vignesh shared valuable insights on the real-world applications of artificial intelligence in industries such as finance, healthcare, and customer service. He also discussed the challenges and future opportunities in AI, making it an engaging and informative session for students. The lecture concluded with an interactive Q&A, leaving the participants eager to explore AI further.



Training Session – CV preparation & Presentation Skills for MBA 2023-13th Sep 2024

As part of pre-placement training, a session on CV preparation & Presentation skills was conducted by DTSLD.

BNI Meet 2024 in Association with E-Cell, FMC RUAS – 18th Sep 2024

FMC recently had the privilege of hosting a Business Network International (BNI) Abundance Chapter meeting. The event was coordinated by Dr. Anicar D Manavi, Dr. Subhadeep Mukherjee, and members of the E-Cell, with the initiative referred to FMC by Professor of Practice, Mr. Sandeep Ohri. The event provided an excellent opportunity for our students to network with esteemed entrepreneurs.

The interaction proved to be invaluable for our E-Cell students, who gained firsthand insights into real-world business practices. The passion and dedication displayed by the BNI members served as a source of inspiration, fostering the entrepreneurial spirit and equipping the students with essential skills to pursue their own ventures.



Business Mela 20th Sep 2024



Guest Lecture 23rd Sep 2024



Inter Case Study 24th & 25th Sep 2024



ALUMNI Meet 28th Sep 2024



Research

- 1.Uday K Jagannathan presented a paper titled "Scenario Management using Stochastic NPV Estimation" at 10th ORSI - ICBAI Conference – 2023 hosted at IISc, Bangalore from 18th to 20th Dec 2023
- 2.Sushma B S presented a paper on 'Empowering Millennials: Exploring Financial Wellbeing role in Entrepreneurial Intention' in the Doctoral Colloquium on Business competitiveness for attaining sustainability by FMC, Ramaiah University of Applied Sciences, Bangalore on 07 and 08 June 2024
- 3.Usha J C, Srikanth Dath, Ganesaraman K (2024) Determinants of the emergence factors for the Biotech and Food-tech startups, in the Doctoral Colloquium on Business competitiveness for attaining sustainability by FMC, Ramaiah University of Applied Sciences, Bangalore on 07 and 08 June 2024
- 4.Nikita, A. and Namratha, N., 2024. Predicting Purchase Intention towards Counterfeit Wearables: A Case of Bangalore, in the Doctoral Colloquium on Business competitiveness for attaining sustainability by FMC, Ramaiah University of Applied Sciences, Bangalore on 07 and 08 June 2024.
- 5.Dr. Chandra Sen Mazumdar attended Faculty of Development Programme on Case Study Teaching and Writing organized by FHMCT, RUAS from 16 to 19 July 2024.
- 6.Dr. Sharath Kumar K M as the Keynote Speaker in the online Faculty Development Program (FDP) on 'Case Study Teaching and Writing' organized by the Faculty of Hospitality Management and Catering Technology (FHMCT), M S Ramaiah University of Applied Sciences (MSRUAS) from 16th July 2024 to 19th July 2024.
- 7.Dr. Srivatsa H S as the Resource Person in the online Faculty Development Program (FDP) on 'Case Study Teaching and Writing' organized by the Faculty of Hospitality Management and Catering Technology (FHMCT), M S Ramaiah University of Applied Sciences (MSRUAS) from 16th July 2024 to 19th July 2024.
- 8.Rajisha T, S. attended a 3 day FDP on Financial Literacy and Planning for Happy Retirement, Ramaiah University of Applied Sciences, Bangalore on 28th to 30th August 2024.
- 9.Chanchala attended a 3 day FDP on Financial Literacy and Planning for Happy Retirement, Ramaiah University of Applied Sciences, Bangalore on 28th to 30th August 2024.
- 10.Sushma B S attended a 3 day FDP on Financial Literacy and Planning for Happy Retirement, Ramaiah University of Applied Sciences, Bangalore on 28th to 30th August 2024.
- 11.Chandrakala D P attended a 3 day FDP on Financial Literacy and Planning for Happy Retirement, Ramaiah University of Applied Sciences, Bangalore on 28th to 30th August 2024.
- 4.Kalahasthi, P. and Usha, N., 2024. Redefining the Future of Work: A Mediation Model Enabling Workplace Transformation for Medium-Sized IT Product Companies of South India. IIM Kozhikode Society & Management Review, p.22779752241259508.
- 5.Francis, N. and Kumar, K.S., 2024. Influence of Emotional Intelligence for Mitigation of Employee Alienation in Indian Higher Education Institutions- With Special Reference to Bengaluru. Educational Administration: Theory and Practice, 30(5), pp.11353-11366.
- 6.R, A., Jagannathan, U.K. and P, T. (2024), "TESTING THE ADAPTIVE MARKET HYPOTHESIS (AMH) AS AN EVOLUTIONARY PERSPECTIVE ON MARKET EFFICIENCY BY SIMPLE MOVING AVERAGE (SMA) METHOD", Cahiers Magellanes-Ns, Vol. 06 No. 2, pp. 285-290, doi: 10.6084/m9.figshare.263257
- 7.Vanishree K. Published in the book chapter titled 'Navigating the Storm: Understanding the Role of Investor Sentiment in Stock Market Bubbles and Crashes for Informed Investment Decision Making' in TATVA: Journal of Management Scholars, published by KLS IMER, Belagavi – Research Centre

Workshop

- 1.Chandra Sen Mazumdar attended the 4-days Online Hands-on Workshop on Qualitative Data Analysis organized by Numerical Analytics Instruments Pvt. Ltd. From 25th to 28th June 2024
- 2.Ms. Shilpa R.G. attended the 4-days Online Hands-on Workshop on Qualitative Data Analysis organized by Numerical Analytics Instruments Pvt. Ltd. From 25th to 28th June 2024
- 3.Sushma B S attended a webinar on "Personal Finance management and Investing" presented by Mr. Ritesh Sabharwal Certified Financial Planner on June 10, 2024, at GIBS Business School, Bengaluru.
- 4.Sushma B S attended a webinar on "Start-Up Genesis: Idea to MVP " presented by Mr. Akshay Kumar, Co-Founder and CEO at ForeTeach, on June 27, 2024, at GIBS Business School, Bengaluru.
- 5.Sushma B S attended a webinar on "Scaling Early Stage Start-ups: Vision to Reality" by Mr. Sandeep Acharya, Co-founder and Director, AyuRythm Shark Tank Fame organized by GIBS, Bangalore on 11th July 2024.
- 6.Sushma B S attended a webinar on "Distribution as a Moat for Start-ups" by M. Soumyadeep Mukherjee, Co-founder – Spice Story, Shark Tank Fame organized by GIBS, Bangalore on 18th July 2024.
- 7.Institutions Innovation Council (IIC) in Collaboration with Faculty of Management and Commerce (FMC), Centre for Entrepreneurship (CFE), and Ramaiah Technology Business Incubator (RTBI), have the workshop "STARTUP GENESIS – The Futurepreneurs Bootcamp." on the 29th of August 2024, at 10:00 AM, at the FMC, GG Campus R
- 8.Manavi, A D. attended workshop on Developing Indian Startup Stories into Case Studies, at Center for Entrepreneurship (CFE), MS Ramaiah University of Applied Sciences, on 20 Aug 2024.
- 9.S Ajitha attended workshop on Developing Indian Startup Stories into Case Studies, at Center for Entrepreneurship (CFE), MS Ramaiah University of Applied Sciences, on 20 Aug 2024.
- 10.Usha J C attended workshop on Developing Indian Startup Stories into Case Studies, at Center for Entrepreneurship (CFE), MS Ramaiah University of Applied Sciences, on 20 Aug 2024.

Publication

- 1.Shilpa R. G., Pushphavathi T. P. and Murthy P. V. R. (2024). Design and Development of an Automatic Penetration Test Generation Methodology for Security of Web Applications, Journal of Computer Science, 20(10), 1176-1184.
- 2.Koride, P. and Ganesh, L., 2024. Formal banks, semi-formal SHGs or informal moneylenders, who is better? a study of borrower credit preference in India. Current Science (00113891), 127(2).
- 3.Anand, P., Kumar, J. and Mukherjee, S., 2024. Review of Industry 5.0: Evolution and Future Advancements. In Sustainable Strategic Business Infrastructure Development and Contemporary Digital Practices in Industry 5.0 (pp. 87-105). Apple Academic Press.

ACHIEVEMENTS



Congratulates **Dr. K.M. Sharath Kumar** for being promoted as the **DEAN of FMC, RUAS**.
We wish him all the success for his future endeavors

- Team FMC congratulates Dr. Vimal Raj L for being awarded Degree of Doctor of Philosophy on the topic of "ADOPTION OF CASHLESS TRANSACTIONS – AN EMPIRICAL ANALYSIS FROM USER' PERSPECTIVE"
- FMC! Winning the "Institutional Excellence Award" from the International Project Management Associates is a significant achievement. It reflects a commitment to quality, innovation, and effective project management practices.

- We are proud to announce that the project titled "Development of a Comprehensive Digital Platform (Website & Mobile Application) to Promote Janaushadhi (Generic Drugs) among Rural Stakeholders in Karnataka," proposed by Ms. Harshitha N, an MBA student, under the guidance of Dr. Anicar D Manavi and Prof. H S Srivatsa, has been selected for the State-Level Poster Presentation and Exhibition. The project is part of the 47th series of the Student Project Programme (SPP) 2023-24, organized by the Karnataka State Council for Science and Technology (KSCST).
- Team FMC is happy to share that an International Consultancy Project is awarded to FMC from South Korea (DiSTEP) is approved. Daejeon Institute of Science & Technology for Enterprise & People (DiSTEP), South Korea is a Policy Think Tank of the Daejeon Region in South Korea. The Consultancy Project focuses on a report pertaining to Bengaluru Ecosystem; Regional Innovation, Climate Change etc.

Team Members from FMC include:

1. Dr. Shivakami Rajan
2. Dr. Padmavathi
3. Dr. Annapurna Prakash
4. Dr. Chanchala Srivastava
5. Ms. Annette Nikita, Ph.D. Scholar
6. Dr. K.M. Sharath Kumar



STUDENT ACTIVITY



AKAIRA – 27th Sept 2024

Akaira -2024 has been awarded the Best Cultural Fest (University) for 2023-24 by Bangalore Cultural Fest Community.

The award ceremony was held at Dayanand Sagar Academy of Technology and Management on 27th July 2024. It was a proud moment for the students of MSRUAS to receive the award at a glittering ceremony .

PLACEMENTS

Congratulations

MBA 2022-24 Batch students Placed in "K12 Techno Services Pvt. Ltd." with 8 LPA



Nithish Kumar N H

Chetan Swaroop GP

Sneha MS

Abdul Khader Rehan

MBA 2022-24 Batch students
Placed in "TCS" with 6.09 LPA



Sai Bhanusree

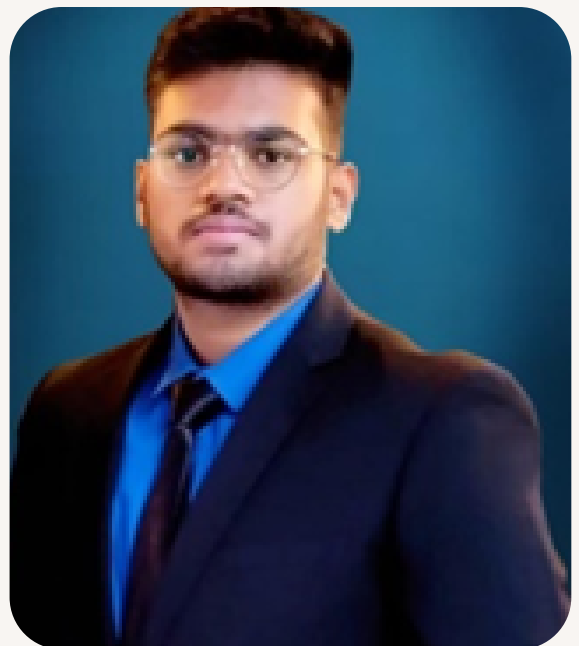


STUDENT ARTICLE

When I first joined FMC, RUAS, I had no real understanding of entrepreneurship. I was just an excited student eager to learn, without any idea of what startups were really about. But with the guidance of Dr. Subhadeep Mukherjee, I started to explore the entrepreneurial world and eventually began developing my own startup, *SwiftCare*. We participated in multiple college startup competitions, and from these experiences, I created an event called "Startup Fusion," where I learned valuable lessons in leadership, team management, and networking.

As I progressed, Dr. Subhadeep Mukherjee referred to the iCreate program in Gujarat, where I gained deep insights into how to build and develop a successful startup. Throughout this process, I was also supported by our DEAN, Dr. K.M. Sharath Kumar, whose guidance was instrumental in my growth as an entrepreneur.

During my second semester, I took on the role of Marketing Head of the Startup Society and became an IIC representative, working with an amazing team. Now, in my second year, I was honored to be selected as the IIT Bombay Campus Ambassador. Recently, we launched a new E-Cell at FMC, RUAS, and I am proud to serve as the President and one of the founding members. We are also working towards launching *SwiftCare* next year, and the journey so far is an incredible learning experience.



Article By:
Guru Tejas
BBA 3rd Semester
Batch: 2023-2027

FUTURE ACTIVITIES

FMC is proud to Co-host the International Conference on Entrepreneurship and Entrepreneurial Ecosystem in the Global Economy: Role of Returnee Entrepreneurs with IISc – 9th to 11th Jan 2025



INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP AND ENTREPRENEURIAL ECOSYSTEMS IN THE GLOBAL ECONOMY: ROLE OF RETURNEE ENTREPRENEURS

Date: 09 January 2025 to 11 January 2025

Venue: JN TATA Auditorium, IISc, Bangalore, Karnataka, INDIA - 560012



Entrepreneurship and entrepreneurial ecosystems have been attracting increasing attention of both policymakers and academic researchers across the global economy, due to their transformational potential through their contributions to innovations, employment, and income, among others. In fact, as entrepreneurial ecosystems evolve and grow, entrepreneurship of improved quality emerges through multiple means, such as entrepreneurial universities, large scale industries (both MNCs and domestic enterprises), R&D organizations, and Technology Business Incubators/Co-working Spaces/Accelerators. Among all, returnee entrepreneurs are considered key agents of growth and innovation in emerging economies. Therefore, they have been attracting interest from policymakers and scholars. It is to discuss the role that returnee entrepreneurs vis-a-vis domestic entrepreneurs (along with other stakeholders of start-up ecosystems such as Universities, Industries, Government, Angels, Venture Capitalists, Private Equities, Banks, Business Mentors, Technology Mentors, and prospective start-up founders, among others) play in contributing to entrepreneurship and entrepreneurial ecosystems that we are going ahead with the International Conference on Entrepreneurship and Entrepreneurial Ecosystems in the Global Economy: Role of Returnee Entrepreneurs during 9-11 January 2025 at J N Tata Auditorium, Indian Institute of Science, Bangalore.

We propose to conduct the Conference with two broad platforms as follows:

- 1. Start-up Platform:** Start-up founders, Angels, VCs, Private Equities, Chiefs of Accelerators / Incubators / Co-working Spaces, Heads of Entrepreneurship Cells at Higher Education Institutions, Business Mentors, Technology Mentors, Large Companies which nurture start-ups, and Government officials
- 2. Researchers' Platform:** Academicians, Theoretical and Empirical Researchers, and Project Fellows/Assistants

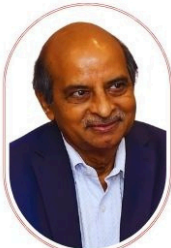
Inaugural Function

Presided by



Prof. K V S Hari
Director
Centre for Brain Research, IISc

Guest of Honor



Dr. Shama Bhat
Founder and Chairman
Bhat Biotech India Pvt. Ltd.

Chief Guest



Prof. Vivek Wadhwa
CEO, Vionix Biosciences
Adjunct Professor at
Duke and Carnegie Mellon University

Guest of Honor



Ms. Shanti Mohan
Co-founder and CEO of Trica,
and CEO of LetsVenture

Advisory Committee Chairman



Prof. K L Krishna
Former Director
Delhi School of Economics

International Conference will welcome extended abstracts under the following broad areas:

- Incubation
- Intellectual Property
- Diffusion of Knowledge
- Women Entrepreneurship
- Family Entrepreneurship
- Social Entrepreneurship
- Science Commercialization
- Entrepreneurial Economics
- Returnee Entrepreneurship
- Domestic Entrepreneurship
- Entrepreneurial Ecosystems
- Entrepreneurial Networking
- Entrepreneurial Leadership
- Mentorship for Entrepreneurs
- Empowerment of Entrepreneurs
- Startup and Innovation Policy
- Financing of Startups and MSMEs
- Entrepreneurship for Startups and MSMEs
- Entrepreneurial University and Education
- Technology Transfer and Commercialization
- Entrepreneurial Innovations and Technology

Extended abstract template can be found on the conference website: <https://reenconference.com>

Registration Fees

Early Bird Fee

Regular Fee

(Before 30 Nov 2024)

(Before 31 Dec 2024)

	Early Bird Fee (Before 30 Nov 2024)	Regular Fee (Before 31 Dec 2024)
Students, Research Scholars, Startups	₹ 2,500	₹ 3,000
Industry Delegates, VCs, Incubators, Practitioners, Faculty Members	₹ 5,000	₹ 6,000
International Delegates	\$ 200	\$ 250
International Students	\$ 100	\$ 125

Conference Advisory Committee

Chairman

Prof. K L Krishna, Former Director, Delhi School of Economics, Delhi

India

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Prof. Bhasker Bhowmick, IIT Kharagpur, West Bengal
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Dr. Taslimarif Sayed, CEO, C-CAMP, Bangalore

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Dr. Amitendu Palit, Institute of South Asian Studies, NUS, Singapore
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Dr. Kostadin Goranov Kolarov, Institute of Entrepreneurship, UNWE, Bulgaria
Prof. I Patrapong, National Graduate Institute for Policy Studies, Tokyo, Japan
Prof. Paul Jones, Swansea University, Wales, UK
Prof. Rekha Rao-Nicholson, Essex Business School, UK
Prof. Seeram Ramakrishna, NUS, Singapore
Prof. Tulus Tambunan, Universitas Trisakti, Jakarta, Indonesia
Prof. Vikas Kumar, The University of Sydney Business School, Australia

Conference Chair

Dr. M H Bala Subrahmanya
Professor, Dept. of Management Studies, IISc, Bangalore

Conference Co-Chair

Dr. Jon Thomas
Associate Professor, University of the Fraser Valley, Canada

Organizing Committee

Dr. Ganesaraman K, Chair
Professor of Practice, FMC, MSRUAS, Bangalore

Dr. K M Sharath Kumar, Secretary
Professor & Head - FMC, MSRUAS, Bangalore

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Dr. Anita Mathew, Krupanidhi College of Management
Dr. S Rajkumar, Mount Carmel College
Dr. Govindraj R Mane, KLS Gogte Institute of Technology
Mr. Muthukumaraswamy D P K, Sr. Research Fellow, IISc
Ms. Jagriti Bhattacharya, Sr. Research Fellow, IISc
Ms. Anusha Sabhahit, Sr. Research Fellow, IISc
Ms. Prachi Pratyasha, Sr. Research Fellow, IISc
Mr. D B Sreevatsa, Research Fellow, IISc
Dr. Muralidharan Loganathan, PrivateCircle, Bangalore
Ms. Sruthi Kannan, FMC, MSRUAS
Dr. Subhadeep Mukherjee, FMC, MSRUAS
Mr. Rajeev Prasad P, FMC, MSRUAS

We invite:

1. Academic Institutions to join us as co-hosts
2. Organizations / Companies to join us as sponsors
3. Startups to setup stalls

For further details contact:

Ms. Jagriti Bhattacharyya

jagritib@iisc.ac.in

+91-809 596 9072

Dr. Ganesaraman K

ganesaraman.ms.mc@msruas.ac.in

+91-984 551 2416

For abstract submission,
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Important Dates:

01 August 2024: Submissions Open
31 October 2024: Submission Closes
09 November 2024: Acceptance or Rejection

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