

National Conference 2019

Maratha Mandir's Babasaheb Gawde Institute of Management Studies in association with Indian Express Group organized National Conference on Saturday, 30th March

Every year a research paper conference called "Mimamsa" is organized by BGIMS. Mimamsa in Sanskrit means reflection or interpretation. The USP of Mimamsa is "Think, Explore, and Present". The institute handles contemporary themes for the research conference. BGIMS is also a PhD center in management studies, affiliated to University of Mumbai.

Indian Express Limited is one of the leading Indian news media publishing companies. It publishes a number of widely circulated dailies, including The Indian Express and the Financial Express in English, the Loksatta in Marathi and the Janasatta in Hindi. The company's newspapers are published from over a dozen cities daily, including New Delhi, Mumbai, Ahmedabad, Bengaluru, Kolkata, Pune, Chandigarh, Hyderabad, Kochi, Lucknow, Jaipur, Nagpur, Vadodara and Chennai. Its weekly entertainment magazine Screen, covers Indian film industry, it enjoys a great following.

We at BGIMS, conduct Mimamsa to motivate researchers to present their innovative ideas and their perceptions about current practices in business world. We strongly believe that conference papers can be an effective way to try out new ideas and to introduce the researcher's work to both academia and industry. We give the researchers a platform to hone their research questions. Presenting at a conference is a great opportunity for gaining valuable feedback from a community of scholars and for increasing the researcher's professional stature in their chosen field.

The theme of this year's Mimamsa is "Contemporary Trends in Business Processes". The Business World is galloping to keep up with changing technology and emerging trends each day. Changing is a constant process; organizations need to update with newness in practices and processes.

We received a wonderful response from the paper presenters. In all, we received 42 papers from Maharashtra, and outside Maharashtra states, and one from South Africa. 26 scholars came to present their papers. The topics covered budding issues such as: How entrepreneurs run their business from their smart phone, Cloud computing is need of the hour, Technological inferences in traditional processes, Digital marketing, Social media's role in running business, usage of Whats App in Government organizations, Business Clusters and Synergy, Role of MOOCS in academics and many more trendy topics.

The team of reviewers and judges were well known academicians and industry champions. The team reviewers includes: Prof. Lalita Paranjapae – Ex HOD of English Ruia College, S. Balakrishnana – Ex Editor of Times of India, Dr. Pradeep Pendse – Professor, Welinkar Institute of Management Studies, Dr. Sanjay Ranade – HOD of Journalism and Mass Communication, University of Mumbai, Dr. Kumardatt Ganjare – Director of Goenka School of Mass Media, Dr. D. G. Jha – Professor at K. J. Somaiya Institute of Management Studies, Dr. Suresh Nerkar – Head HR at Reliance Communications, Mr. Amit Kocharekar – Head HR at Bennett & Coleman India Ltd.

Each paper got reviewed from two reviewers; the reviewers are also senior academicians and industry champions.

The judge's team included of the following:

Dr. P. S Rao: Dr.Rao has a rich experience of 42 years as an educationist and Consultant in HRD, Business Policy and Strategic Management. He has successfully guided 30 PhD and 70 M.Phil scholars. He has visited International Universities like Boston University Business School, Harvard Business School, MIT, Wharton School, Kellogg Graduate School, USA, Asian Institute of Management-Manila, Audencia Nantes University, France. And he is associated with 26 Universities in India as External Referee and Chairman Adjudicator for D.Litt. PhD.

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Dr Divakar Kamath has more than 28 years of experience in both IT and Telecom Industry in various leadership roles in "Technology as well as business areas ". He has worked in organizations such as BPL Telecom, Satyam, Siemens, Alcatel-Lucent and IBM in various leadership roles in the areas of Sales & Marketing, Strategy, and consulting as well Business Development in IT & Telecom Industry. He has been with IBM now for more than 12 Years in various leadership roles. He is Currently responsible for leading the "Communications Sector" covering 3 industry verticals of "Telecom, Media & Entertainment (M&E) as well as Energy and Utility (E&U)" for IBM India. Dr Divakar has done his BE from National Institute Of Technology, Karnataka (NITK), Surathkal and Masters in Marketing Management from Jamnalal Bajaj Institute of Management Studies, Mumbai. He has done his PhD in "Innovations in Rural Telecom Marketing ".

Dr Poornachandra Sarang in his long tenure of 35+ years has held several positions in the industry and academics as well. He has been a consultant to many top-notch corporations worldwide and has architected several major IT projects. Dr. Sarang has been the most sought after speaker in several International conferences and has delivered keynotes in major events across the globe. He has been an author of several international books, research papers and journal articles. He has been a professor at Univ. of Notre Dame and Univ. of Mumbai. He has guided several post-graduate projects and has been a Ph.D. advisor in Computer Science.

Mr. Harjeet Khanduja is an international speaker, writer, poet and a HR Leader. He is an alumnus of IIT Roorkee and INSEAD. He is currently working with Reliance Jio. He is a SAP HCM consultant, Six Sigma Green Belt, White Belt in Executive coaching and Assessor for Predictive Index. He has been conferred with HR Leadership Award, Pride of Nation Award, HR personality of the year and Global Learning Award. Harjeet has been a LinkedIn Power Profile, Chicken Soup Writer, TEDx speaker and Co-chair of Nasscom Diversity Committee.

Dr. Suresh Nerkar: His core experience lies in HR, spanning over three and half decades. He is an alumnus of IMDR Pune and has a doctorate in Leadership Management from University of Pune. Dr. Nerkar has handled corporate administration pan India for Jet Airways, he has also headed the HR of other reputed companies such as L&T and Kores India, Bennett Coleman and Cloride Industries. He is also a visiting faculty in HR in few management Institutes.

Dr. Shivajirao Bhosle – Vice Chairman of MMBGIMS was empanelled in Team Number Two for judging the papers.

The first and second best papers got cash prize of Rs.10,000/- and Rs. 7,500/- from Indian Express Group. The event was a great success.

The winners were:

Winner of First Prize of Rs. Ten Thousand is Mrs. Asmita Pokharkar – Implementation of Artificial Intelligence in banking sector: Opportunities, Challenges and Improved banking results and customer experience

Winner of Second Prize of Rs. Seven Thousand Five Hundred is Mr. Sabir Sayed – Impact of Digital Marketing on Consumer Purchase Behaviour.

Dr. Bhosle did the honors of giving away the best paper prizes.

The papers will be published in our e-journal 'Thinkquest' by the end of April 2019.

The Indian Express Group published the Mimamsa press note in Loksatta, Indian Express and Financial Express.

Thus, the event Mimamsa was successfully concluded on Saturday, 30th March 2019.

