

International Research Conference 2024

Maratha Mandir's Babasaheb Gawde Institute of Management Studies in association with Association of Indian Management Schools (AIMS) organised the International Conference titled "Environmental Sustainability Is the need of the hour" on 6th April 2024 in Hybrid mode.

The conference began with Lighting of the lamp which symbolises the victory of good over evil followed by Maratha Mandir prayer. Director Prof. Dr. Vidya Hattangadi addressed the gathering and spoke about the importance of the theme of the International Conference. The Judges for the conference were stalwarts from industry. The online papers were judged by Mr. Harjeet Khanduja, Dr. Prasada Rao and Dr. Rajesh Devasia. The offline papers were judged by Dr. Sabir Sayed, Mr. Ashish Chandak, Dr. Harmeet Kaur Bhasin and Dr. Ajit Salvi.

Brief profile of the Judges:

Dr. S.S. Prasada Rao, a Member of Association of Indian Management Schools, and a distinguished academician and dynamic leader in the field of education. As the Dean of the Centre for Teaching and Learning at We School, Dr. Rao brings a wealth of experience and expertise to his role. With a robust educational background including a Ph.D. from Berhampur University and diverse qualifications spanning from Finance to Education, Dr. Rao's credentials are impressive. His teaching experience encompasses a wide array of courses, from Financial Management to Accounting, reflecting his comprehensive knowledge base. Notably, he has also contributed significantly to executive education through Management Development Programs focusing on finance and general management. Dr. Rao's academic affiliations are extensive, including pivotal roles in curriculum development and institutional advancement. He is a member of various academic boards and editorial boards, showcasing his commitment to shaping educational paradigms. Moreover, his research interests in Strategic Financial Management and ongoing projects in Strategic Management and Financial Analysis highlight his dedication to advancing knowledge in his field. Dr. Rao's contributions extend beyond academia, as evidenced by his impactful consulting work and numerous publications. His accolades and awards underscore his profound impact on education and research, solidifying his reputation as a thought leader and exemplary educator.

Mr. Ashish Chandak is a seasoned professional with over 14 years of experience in Fraud Risk Management, Anti-Money Laundering (AML), Financial and Business Analysis, and Compliance. Currently serving as the Head of Fraud Risk Management & AML at YES BANK, Mr. Ashish has a diverse background having worked with renowned institutions such as ICICI Venture, IDFC, L&T Finance Ltd, and Thermax. Holding an MBA in Finance from the Faculty of Management Studies, M.S. University, Baroda, and a Bachelor's degree in Electronics & Instrumentation from the Faculty of Technology and Engineering, M.S. University, Baroda, he brings a wealth of expertise to his roles. Additionally, Mr. Ashish is an IQAC Member of MM BGIMS, showcasing his commitment to professional standards and excellence.

Mr. Harjeet Khanduja, a distinguished figure in the realm of literature, innovation, and leadership, boasts a multifaceted career as an international author, TEDx speaker, poet, inventor, and influential HR Leader. Aptly hailed as the "RK Laxman of Business," he draws parallels between his wit and insight with the legendary cartoonist. A proud alumnus of IIT Roorkee and INSEAD, Mr. Khanduja brings a fusion of technical prowess and strategic acumen to his roles. Presently serving as the Senior Vice President HR at Reliance Jio, he navigates the intricate landscapes of human resources with finesse, leaving an indelible mark on the industry.

Dr. Ajit Vishnu Salvi, Deputy Chief Engineer at the Municipal Corporation of Greater Mumbai, boasts 30 years of expertise in sewage system planning and maintenance. With qualifications including D.M.E., B.E. (Production), MBA (HRM), and a Ph.D. in Management,

he focuses on environmental issues. Dr. Salvi contributes to World Bank projects, publishes research papers, and serves as a resource person for government missions like AMRUT and NULM. He trains engineers and officials, conducts management development programs, and influences educational policies as a board member at SNTU University. His lectures at esteemed institutions like Mumbai IIT and AIILSG (All India Institute of Local Self Government) highlight his national and international impact.

Dr. Harmeet Kaur Bhasin, an esteemed Associate Professor and Head of the Commerce Department, brings over 27 years of enriching teaching experience to the academic arena. Her expertise lies in Retail Marketing, augmented by a prestigious PhD from SNTU University. Renowned for her contributions to academia, she has authored textbooks on Marketing Research for TYBCOM and published reference works on Visual Merchandising and Marketing. With a prolific research portfolio comprising over 25 papers spanning Retail Marketing, Management, Artificial Intelligence, and Advertising Appeals, she is a recognized authority in her field. Dr. Bhasin's commitment extends beyond teaching; she serves as a resource person for various institutions, conducting workshops on Research Methodology, Consumer Behavior, and Experimental Research, among others. Notably, she has conducted faculty exchange workshops at Madras Christian College, focusing on Consumer Behavior and Creativity in Advertising. Currently, she fulfills the role of NEP Coordinator, exemplifying dedication to institutional development.

Dr. Rajesh Devasia is a highly accomplished professional in the realm of AI consulting, boasting over two decades of experience in analytics, data science, and AI. With a diverse skill set encompassing analytics strategy, customer and marketing analytics, and practice building, he is a recognized leader in the industry. Currently serving as an AI Consulting Advisor at ElixirsAI, Rajesh excels in GTM for Data & AI BU and practice building. His academic achievements include an MBA in Marketing, a PhD in Retail Management, and certifications in applied statistics. Dr. Devasia's past projects demonstrate his prowess, from setting up advanced analytics hubs to successfully leading AI projects for Fortune 50 companies. His extensive work history with prominent organizations like EPAM, Nielsen, and TCS spans key markets in India, the US, and the UAE. Rajesh's contributions extend beyond corporate success; he has been recognized as a top "40 under 40 Data Scientist" in India and has guided candidates towards their PhD degrees. As a guest speaker on AI and ML at various forums, Dr. Devasia's continues to share his expertise and shape the future of the industry.

Dr. Sabir Sayed is a multifaceted professional, serving as Director at Anjuman-I-Islam Computer Center in Mumbai, Pir Makhdum Saheb Charitable Trust, and Nexgen Marketing. With a robust educational background, he holds a Ph.D. in Digital Marketing from the University of Mumbai, complemented by an Honorary Doctorate from the University of South America. Dr. Sayed's academic journey includes an MMM in Marketing, a B. Tech in Information Systems, and a Diploma in Computer Engineering. His expertise spans diverse domains, including e-Learning implementation, computer peripherals sales, and IT training, reflecting his commitment to driving innovation and excellence in the field.

About the programme:

The programme began with a Panel Discussion on the topic of "Importance of PhD in Academic Sustainability" Mr. Khanduja moderated the panel discussion and Mr. Ashish Chandak evaluated the discussion. The panellists were Dr. Ajit Salvi, Dr. Harmeet Kaur Bhasin, Dr. S.S. Prasada Rao Dr. Rajesh Devasia and Dr. Jessica Menezes. All panellists shared their own experience of doing PhD and their hardships during the journey. The highlight of the discussion revolved around qualities important for a researcher: passion, curiousness, perseverance, critical thinking, prudence etc. The discussion also revolved around hoe PhDs can add value to society, and post PhD how it helps to think critically.

Total 53 research papers were presented by academicians, research scholars, our MMS programme students, and industry experts from across the globe. Out of the 53 research papers 25 papers were presented offline and 28 online. Participants from all over Mumbai were present for offline presentations. There were participants from two other states namely Bihar and Chennai. There were 5 participants from 5 countries Qatar, Hong Kong, UK, South Africa and the United States of America. The researchers presented their papers on variety of parameters of Environmental sustainability.

The judges appreciated all researchers for the choice of topics and lauded the institute's efforts in throwing much needed light into the ethical and environmental practices of business. The judges also appreciated all participants for their efforts and their approach towards their research topics. They also motivated students to participate more in such events in the future.

Winners of 1st, 2nd and 3rd priced money prizes:

Mr. Amit Joshi from Swami Vivekanand Night College of Arts and Commerce, Dombivli won the first prize of Rs.5, 000/- for his paper titled "Decoding Environmental and Economic Sustainability vis-a-vie Coastal Tourism: A Carbon- footprint Approach" Ms. Chanpreet Kaur Bhatia from SGPC's Guru Nanak Institute of Management Studies won the second prize of Rs.3, 000 for her paper titled "Eco spirituality: A Research Study on Religion, Spiritual Intelligence, Environment and Organizational Excellence Relationship. Ms. Meghana Joshi from SIES Indian Institute of Environmental Management, Nerul won the 3rd prize of Rs.2, 000/- for her paper titled "Study of diversity of avifauna (kinds of birds) at the wetlands around Thakurli, District Thane."

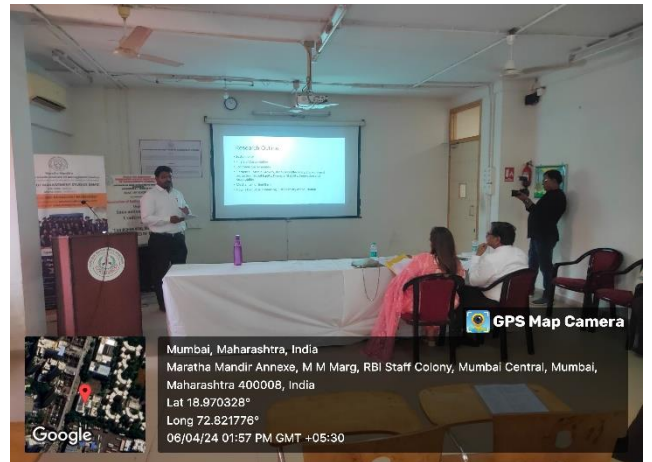
The conference ended with a vote of thanks from the Director as well as the organizing committee.

Publishing of papers: The papers are being published in **UGC Care listed journal** "Annals of Bhandarkar Oriental Research Institute (print only) with ISSN: 0378-1143.

Learning: Researcher could seek valuable inputs on the research work done by them from judges. Dr. Prasada Rao, Dean at WE Scholl and AIMS representative was delighted with the International Conference.

Feedback: Participants were happy that they understood areas of improvement and were appreciated by the judges for their research work.

Annexure Photographs:





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 Maratha Mandir Annex, M M Marg, RBI Staff Colony, Mumbai Central, Mumbai, Maharashtra 400008, India
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 Long: 72.821769°
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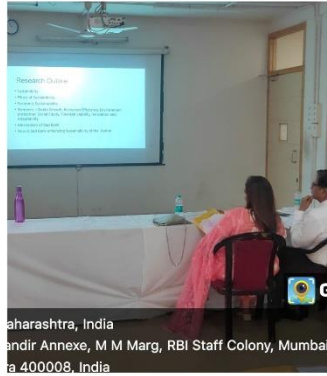


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Mandir Annexe, M M Marg, RBI Staff Colony, Mumbai
400008, India



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