

9th INTERNATIONAL CONFERENCE ON

EMERGING STRATEGIES FOR BUSINESS ADVANCEMENTS



ISBN : 978-81-975624-9-5

ICESBA-2024

October 25-26, 2024

Blended Mode



MALLA REDDY ENGINEERING COLLEGE FOR WOMEN

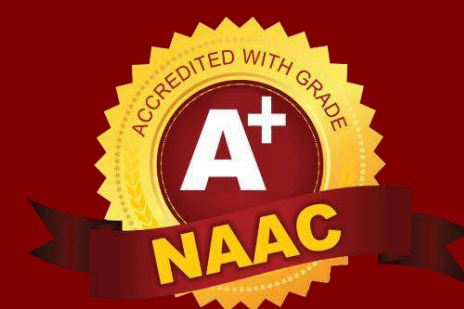
Autonomous Institution

Accredited by NAAC with 'A+' Grade

Programmes Accredited by NBA

National Ranking by NIRF Innovation – Rankband(151-300), MHRD, Govt of India
Maisammaguda, Dhulapally, Secunderabad, Telangana, India – 500 100

www.mallareddyecw.com



Chief Patron

Sri. Ch. Malla Reddy

Hon'ble MLA, Telangana State
Founder Chairman, MRGI

Patrons

Sri Ch. Mahender Reddy

Secretary, MRGI

Dr. Ch. Bhadra Reddy

President, MRGI

Conference Chair

Dr. Y. Madhava Latha

Principal

Conveners

Dr. P. Suvarchala Devi

HOD, Dept. of MBA

Dr. G. Sri Lakshmi,

Asst. Professor, MBA

CONFERENCE TOPICS

- Digitalization in HR
- HR Analytics
- Impact of AI on HR
- Change Management and Managing human capital
- Indian Financial System in New Economic Scenario
- Financial Markets- Challenges and Opportunities
- Mutual Funds, Insurance and Other Financial Services
- Banking, Micro-financing and Financial Inclusion
- Finance Analytics
- Crypto currency and Block chain Technology
- Entrepreneurship & Family Business
- Innovations In Product And Service Design
- Marketing analytics
- Role of social media in building connects and changing consumer preferences in the world.
- Significance of 'S-commerce' or social commerce in the world.

Mode of Payment

Account Number: 711401010050047

Bank: Union Bank of India Branch: Maisammaguda, Hyd. IFSC: UBIN0571148

REGISTRATION FEE

(Registration Fee includes Softcopy of Proceedings and Certificate)

Category	Conference Fee	Participant Fee
Foreign Delegates	100\$	50\$
Academicians/ Research Scholars	Rs. 3000	Rs.1000
Industry	Rs.3500	Rs.2000
PG Students	Rs.2000	Rs.1000



9 788197 562495

Important Dates

Full Paper Submission Last Date – 4th Sept. 2024

Paper Acceptance Intimation – 20th Sept. 2024

Conference Dates – October 25-26, 2024

Accommodation & Transportation

Accommodation can be provided to outstation delegates on payment basis on prior request, in Hotels/Guest Houses situated at a convenient distance from Malla Reddy Engineering College for Women.

The Selected papers with extended work would be called for inclusion in SCOPUS/DBLP/Web of Science indexed Journals

Paper Submission

Authors are requested to submit the research paper based on their original work in IEEE format. An abstract of the paper not exceeding 150 words and full paper not exceeding 4 pages should be sent to the organizing secretary indicating the names and address of the authors. Email your full paper to icesba9@gmail.com. Papers accepted for conference are published in conference proceedings with ISBN:978-81-975624-9-5

Address for Correspondence:

Dr.P.Suvarchala Devi/Dr. G. Sri Lakshmi

(Co-Convener, ICESBA-2024)

Mobile: +91- 8099439922/9160349629

Email ID: icesba9@gmail.com

College website: www.mallareddyecw.com