

# Two day National Conference on Management Perspectives

9<sup>th</sup> -10<sup>th</sup> August, 2019

The two-day national conference on Management Perspectives-2019 was inaugurated in a grand way at Sravanthi Seminar Hall, Vignana's University on the morning of 9<sup>th</sup> August, 2019. The event witnessed a full packed hall of more than 300 audience. Industry experts, academicians, research scholars, and students from business management and several inter-disciplinary fields assembled on this occasion. Students and faculty of department of management studies took active part in making the necessary arrangements for the conference. The programme started on an auspicious note with a traditional welcome dance and prayer song by students. Dr. M. Sivakoti Reddy, convener of the conference gave opening remarks. He welcomed all the participants and thanked the management for providing support to organise such conferences. He stated that more than fifty research papers from all different states were received to be presented in the conference. Speaking on this occasion Dr K. Kalpana, HoD gave inspiring life lessons to the audience. She spoke on how to create interest and move on even in times of criticism. Dr. M.S. Raghunathan, Registrar of VFSTR kindled spark of entrepreneurial ideas and sustainability among students. He spoke on the relevance of the topic of the conference- sustainable business strategies. He gave some examples of how business with hindsight lost their presence in the markets. He urged budding entrepreneurs to think on the lines of preparing future business ideas and strategies. Dr.K.Satyaprasad, Vice-Chancellor (in-charge) of VFSTR addressed the audience and expressed his happiness over the initiative taken by the department to organise the conference on an important and relevant topic of present times. He requested the researchers and paper presenters to get involved in productive discussions during the conference. He hoped that through the conference several issues of sustainable business strategies will be presented and resolved. The Chief Guest of the day Dr. K. Bala Subramanian, Professor, Taylor's University, Malaysia spoke next and thanked the university management of VFSTR for inviting him as the chief guest. He first threw light on the contents covered by the previous speakers and the important points to be taken from them. He discussed in brief about the various issues that are leading to environmental imbalance. He set the note for the context of sustainability looking from various perspectives such as social, environmental, and financial perspectives. The main inaugural session ended with an vote of thanks by the students.

Later, during his keynote address on the conference topic, Dr K. Bala Subramanian gave elaborated presentation on the sustainability and business strategies. He first discussed various trends that are leading to business challenges and sustainability issues. He gave several references and comparison between how economy, environment, and technology have changed over a period of time. He gave several anecdotes and references. He shared his vast research experience in the hospitality industry and how different operations have changed with times. He gave an account of various strategies that are used by the hotels and food businesses across the world to ensure sustainability. He gave examples of how technology augmentation is helping business of hospitality to come closer to the customer and give rich experience of service to the customer. Immersive videos and infographics were used by Prof. Bala Subramanian to engage the audience. He also discussed how green initiatives in hospitality industry are taking shape to gain business advantage while protecting the environment. He gave some predictions of how technology is going to shape up the business. He stressed that technologies like Artificial Intelligence, Internet of Things, and Analytics will only enhance the way functions are handled but will not have large impact on employment and human beings' importance cannot be replaced. He ended his presentation with the upcoming trends in the hospitality industry that are taking advantage of technology.

In the afternoon session technical sessions are held in which the research scholars, academicians and industry experts from different fields presented their research papers in the conference.

On the second day of the two-day national conference on Management Perspectives-2019, the programme started with a special invited lecture by the famous woman entrepreneur Ms. Kalpana Saroj. Ms. Kalpana Saroj hailing from a very remote rural backgrounds, has risen to the top levels of corporate world. Ms. Kalpana narrated her story of ups, downs, and success and inspired the audience. Ms. Kalpana got married at a very early age when she was a child and that marriage could not last long. She moved to Mumbai to face the life challenges. She started her journey as a small tailoring worker and went on to start a small enterprise. In the later phases she became director of Kamani tubes, which faced liquidation threat. Eventually, Ms. Kalpana took over the company and made it profitable. Ms. Kalpana, while sharing her experiences, told the audience to have the courage to take life as a challenge and never give-up.

Ms. Kalpana's session was followed by series of research papers presented by scholars and academicians.

In the post-lunch session Dr. Jayasankar Prasad, faculty from Krishna University addressed the audience on the theme of the conference: sustainable business strategies. He first explained the theoretical context of business strategy, sustainability and importance of having vision. Dr. Prasad shared several examples of big business models and organisations that failed due to lack of vision. According to him, organisations must keep the good work culture that differentiates them from others. Founders and top management are responsible to take the culture forward. He opined that only those organisations that have a great vision and commitment to achieve will sustain. Business strategies that are momentarily successful are not going to last longer. Organisations require the strategies that are offering growth and profit to achieve sustainability.

Later in the session, Ms Lajwanti Naidu from Andhrapradesh Tourism development authority addressed the gathering. In her address Ms Lajwanti focused on social entrepreneurship with innovation. She demonstrated how a social project, 'open eyes' took shape and gave new life to many differently abled people. She explained her experiences of adopting and empowering the visually challenged girls who were abandoned by their families. She also shared how the empowerment and training given to them made them self-sustained. Ms Lajwanti threw light on various tourism and other entrepreneurial possibilities and projects that any one can tap on. She stressed on innovative thinking and commitment to achieve as requirements to be successful.

On the evening of 10<sup>th</sup> Aug, 2019, valedictory session of NCMP-2019 was held. All the participants who presented their papers received certificates from the hands of distinguished guests Dr Jayasankar Prasad and Ms Lajwanti Naidu amidst loud cheer from the students. Both the guests were felicitated by Dr M Sivakoti Reddy, Convener and Dr. K Kalpana, HoD. The hosts, department of management studies thanked all the participants, students, research scholars, non-teaching staff, faculty and management of VFSTR for facilitating the event and making the conference a grand success.