



MOUNT CARMEL COLLEGE, AUTONOMOUS
CENTRE FOR INTERNATIONAL PROGRAMS AND PARTNERSHIPS (CIPP)
58, Palace Road, Vasanthanagar, Bengaluru - 560 052



UNIVERSITY OF CENTRAL OKLAHOMA
College of Business



INTERNATIONAL CONFERENCE **(Virtual)**

DATA DRIVEN SUSTAINABLE BUSINESS PRACTICES
DURING TURBULENT TIMES

Friday the 4th August, 2023

MOUNT CARMEL COLLEGE, AUTONOMOUS

Mount Carmel College established in 1948, is an Autonomous College affiliated to Bengaluru City University. The college is Re-Accredited by NAAC with an 'A' Grade. It is also recognized by the UGC as College with Potential for Excellence (CPE) and ranked among the top 10 colleges in India by the India Today Best College Survey.

CENTRE FOR INTERNATIONAL PROGRAMS AND PARTNERSHIPS (CIPP)

This Centre of MCC imparts professional education and training in various aspects of Business, its environment and Management through state-of-the-art teaching methods, experiential learning and professional guidance. CIPP draws students from across the country from different cultures. CIPP has a dynamic team of experienced and research-oriented faculty from the Industry and ensures that students receive ample opportunities to develop their managerial and analytical skills in order to transform into professionals capable of working in dynamic environments.

Under the International Programs and Partnerships of the department, the students who are willing to pursue Higher Education can opt for lateral entry into 2nd year of MBA/MSBA Programs at various Universities in USA and Malaysia through credit transfer after completing one year of PGDIB/PGDBA/PGDMA at Mount Carmel College.

Programs offered by CIPP

1. One Year Post Graduate Diploma in Business Administration (PGDBA)
2. One Year Post Graduate Diploma in International Business (PGDIB)
3. One Year Post Graduate Diploma in Management Analytics (PGDMA)
4. Global MBA – Masters in Business Administration (Credit Transfer Program)
5. Global MSBA - Master of Science in Business Analytics (Credit Transfer Program)

The students have the option to pursue 2nd year of MBA or MSBA at University of Central Oklahoma, USA or MBA at Binary University, Malaysia after completing one year PGDBA/PGDIB/PGDMA at Mount Carmel College, Autonomous through Credit transfer.

Admission Link for 2023-2024

<https://mountcarmelcollege.iolite.co.in/KnowledgePro/OnlineApplicationServlet>

UNIVERSITY OF CENTRAL OKLAHOMA (UCO)

UCO founded in 1890 is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools and AACSB. UCO connects its nearly 15,000 students to unmatched value found in 122 undergraduate areas of study and 78 graduate programs from its main campus in Edmond and facilities throughout the metro area. The UCO College of Business offers 7 out of 10 degrees most in demand by employers and claims notable alumni, including the CEOs of AT&T, BOK Financial, Gulfport Energy, PACCAR and Compsource Mutual. It strives to provide students with transformative learning experiences through personal connections with faculty, advisors and a wide variety of available courses and majors.



THE CONFERENCE

The Global Business environment has seen unprecedented changes and transition leading to a Global Business meltdown due to several factors including the pandemic. There is a need for rethinking on the way we do the business. Until and unless the organizations develop competitive advantage there is an imperative exit from the competition. This requires innovation and data driven sustainable business strategies. It is in fulfilling this felt need that we plan to bring experts from different fields to analyse the factors causing this situation and to formulate strategies that are essential for survival and growth of Global Business. We invite all those who wish to contribute their ideas for a sustainable Global Business.

SUB THEMES FOR PAPER PRESENTATION

- Technology and Climate Change
- Crypto Currency
- Artificial Intelligence
- Machine Learning
- Robotics
- Automation in Business Operations
- Cyber Security and role of Cyber Laws
- FinTech
- Block Chain Technology
- Cloud Computing
- Quantum Computing
- Edge Computing
- Virtual Reality and Augmented reality
- Transition to 5 G
- Data analytics
- Use and misuse of social media in Business
- Virtual Education and skill Development
- Technology lead change in work culture
- Technology disruption and its impact on global business
- Business transition and Technology
- HR Analytics
- Marketing Analytics
- Financial Analytics
- Knowledge Management
- Learning Organization
- Q Commerce
- Digital Marketing
- Digital Communication
- Technology Driven Entrepreneurship
- Technology in Logistics and supply chain Management
- Impact of Warfare on International Business
- Radical Business Transformation
- Emerging Trends in Finance
- Emerging Trends in HR
- Venture Capital
- Mind Mapping
- Social Entrepreneurship
- Risk Management
- Technology and Skill Development
- Data Security

PARTICIPANTS' PROFILE

- Faculty
- Research Scholars
- Under Graduate and Post Graduate students from any stream (B Com, BBA, BA, BSc, BE, M Com, MA, MSc, MBA etc.)

CALL FOR PAPERS

The Conference provides a platform to the participants to present the original research work on the theme "Data driven sustainable business practices during turbulent times" or on the sub themes or any other related topics.

BEST PAPERS AWARDS

| | |
|-----------------|---|
| Three 1st Prize | Based on Original Research work submitted and presented |
| Three 2nd Prize | |
| Three 3rd prize | |

GUIDELINES FOR PAPER SUBMISSION

- All submissions must be made in word format.
- The manuscript should not exceed 5000 words.
- Soft copy of the paper must be submitted in MS-Word with 1.5 line spacing in A-4 size using Times New Roman font size 12.
- Figures, tables and charts must be original and not scanned.
- The Paper should be based on original work, not published or presented earlier.
- The author and co-author(s) should register separately and present the paper online.
- Abstract and Full paper have to be mailed to cippforum@mccbldr.edu.in
- The cover page of the paper and abstract should contain- Title of the paper, Name of the Author(s) and designation (Faculty, Research Scholar or Student), Email ID, Mobile Number, Department, Name of the College.

IMPORTANT DATES

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|-----------------------------------|-------------------|
| Abstract Submission | : 20th July, 2023 |
| Full Paper Submission | : 28th July, 2023 |
| Last date for Registration | : 30th July, 2023 |

REGISTRATION DETAILS

Registration Fee:

| | |
|-------------------|---|
| Faculty | Rs. 118/- per participant including GST (18%) |
| Research Scholars | Rs. 118/- per participant including GST (18%) |
| Students | Rs. 118/- per participant including GST (18%) |

- ❖ Author and Co-Author have to register separately
- ❖ E-Certificate will be mailed to the participants.
- ❖ Participants will receive the session link the previous day of the Conference.
- ❖ All payments should be made through online mode by RTGS, NEFT, IMPS or UPI to the following College Account.

| | | | |
|--------|------------------------|-----------------|-------------------|
| Name | : "Principal , MCC PG" | IFSC Code | : UCBA0002015 |
| Bank | : UCO Bank | Branch | : Vasanthanagar |
| A/C No | : 20150110002056 | Type of Account | : Savings Account |

Last date for registration : 30th July, 2023

Reg Link: <https://forms.gle/hYqxWMsFJNTHiQnf6>

Chief Patron

Sr Albina, Director, Mount Carmel College, Autonomous

Patron

Dr. Sr Arpana, Secretary and Treasurer, Mount Carmel Educational Trust.

Conference Chairperson

Dr George Lekha, Principal, Mount Carmel College, Autonomous

Conference Secretary

Dr. S. Ramesh, Dean, International Programs and Partnerships, MCC

ADVISORY COMMITTEE

Dr Geoff Willis, Assistant Dean for Curriculum Management and Global Activities, UCO
Dr Subhaskar Reddy, Member, Board of Governors, Girne American University
Dr M Jayappa, Special Officer, KSHEC
Dr R V Tyagarajan, Company Secretary, Sartorius India Pvt Ltd,
Dr Venkatachalam, MD, Hexagon Capital Market
Dr Rangaraj G, Analytics Consultant

ORGANISING COMMITTEE

Ms Rajani Korah, Coordinator, Centre for International Programs & Partnerships, Mount Carmel College
Mr Anand Joseph, Consultant, CIPP
Mr Arun, Consultant, CIPP
Ms Prathiba , CIPP

CONTACT DETAILS

Ms Rajani Korah,
Coordinator, CIPP
Mob: 98453 11982
Conference Mail Id: cippforum@mccbldr.edu.in

STUDY MBA in USA



**CENTRE FOR
INTERNATIONAL
PROGRAMS
AND PARTNERSHIPS**
**MOUNT CARMEL
COLLEGE Autonomous**



- NAAC Re Accredited A+
- Recognized by UGC as College with Potential for Excellence

At MCC

1. Post Graduate Diploma in Business Administration (PGDBA-1 Year)
2. Post Graduate Diploma in International Business (PGDIB- 1 Year)
3. Post Graduate Diploma in Management Analytics (PGDMA -1 Years)

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On Completion (PGDBA/PGDIB/PGDMA at MCC)

Students have an option to transfer their credits from MCC to 2nd year of Masters in Business Administration (MBA) /Master of Science in Business Analytics (MSBA) at University of Central Oklahoma, USA.

Some of our Recruiters....



For Details Visit PG Centre, MCC
Mob - +91 9845311982 Email - cipp@mccb1r.edu.in

Admission Link: <https://mountcarmelcollege.iolite.co.in/KnowledgePro/OnlineApplicationServlet>