

JAGRAN INSTITUTE OF MANAGEMENT

6th International Conference on

**“Empowering Entrepreneurs- Information Technology & Effective Management”
(IC-EEITEM 2023)**

Saturday 2nd December, 2023

Aim of the conference

In our rapidly evolving world, where technology drives innovation, grasping the synergy between IT and efficient management is crucial for entrepreneurial triumph. Resources available empower entrepreneurs with essential tools, blending IT expertise with strategic management for informed decisions and sustainable success. This conference acted as a guiding light for entrepreneurs, corporates, researchers, scholars, and academicians, illuminating pathways to impact in the modern business landscape.

The aim of the conference on "Empowering Entrepreneurs- Information Technology & Effective Management" is to foster a collaborative platform for knowledge exchange, exploration, and discussion on the intersection of information technology and effective management practices. The conference seeks to empower entrepreneurs by examining innovative approaches, emerging trends, and transformative strategies that leverage technology for sustainable business growth. Through insightful presentations and discussions, the conference aims to provide a holistic understanding of how the synergy between information technology and effective management can drive entrepreneurship, enhance organizational success, and contribute to the broader economic landscape.

Introduction

Theme of the conference was **“Empowering Entrepreneurs- Information Technology & Effective Management” in association with Synergy University, Moscow & Dubai as Academic Partner along with First SIIC-IIT-Kanpur as Knowledge Partner.** In an age defined by technological evolution and business innovation, the synergy between Information Technology and Effective Management stands as a linchpin for entrepreneurial success. This conference is meticulously curated to dissect this intricate relationship, delving into the ways in which IT advancements and strategic management practices converge to empower entrepreneurs across diverse industries. Following are the sub-themes of the Conference. However the list is not exhaustive and researchers may submit their work relevant to any of the topics mentioned below:

(A) Entrepreneurship

- a) Corporate Entrepreneurship and Entrepreneurial Organization
- b) Entrepreneurship in the Age of AI, Automation & Digital Age
- c) Entrepreneurship in Health and Biotechnology
- d) Entrepreneurship and Global Trade, Diversity
- e) Entrepreneurial Ecosystems & Education
- f) Social, Women entrepreneurship & Youth Entrepreneurship

(B) Management

- a) Strategic CSR and Sustainability
- b) Social Entrepreneurship and Innovation
- c) Sustainability in the digital economy
- d) Corporate and sustainable business
- e) Leadership in digital age strategies for success
- f) Marketing strategy related to entrepreneurship, innovation and new product development)

(C) Information Technology (IT)

- a) Security and Privacy in Machine Learning and Artificial Intelligence
- b) Intelligent Big Data Analysis and Applications
- c) Internet of Things and Sensor Technology
- d) Neural Network and Deep Learning
- e) Cloud Computing
- f) Fuzzy Logic for Decision Making

Conference has four main sessions- Inaugural Session, Technical Session-1, Technical Session-2 and Valedictory Session. A brief of all four sessions is as follows:

Inaugural Session

Technical Session-1

- **Venue/Mode:** Hybrid through Zoom Platform
- **Time:** 02:30 P.M. to 3:30 P.M.
- **Session-Chair:** Dr. Rahul Verma, Lecturer Commerce Department, Delhi University

- **Rapporteur:** Mr. Priya Chopra (Assistant Professor, Jagran Institute of Management)
- **Best Paper Award:** Shrey Shukla

The First technical session was chaired by Dr. Rahul Verma, Lecturer Commerce Department, Delhi University. There were total of 15 papers out of which 14 papers were presented.

Ms. Priya Chopra was the Rapporteur for technical session-1.

A brief report of the session regarding papers is as follows:-

1. Dr. Meenal Sukhlecha (Asst. Prof. S.S. Jain Subodh Management Institute, Jaipur)

Topic: - Digital Creativity: Upgrading Creativity in Digital Business

The agenda of the paper was really good. Creativity has become one of the most significant driving factors of today's digital business environs. Businesses are progressively beholding for creative employees who can propose new and out-of-the-box resolutions to prevailing problems. Companies go through the procedure of digital transformation by gradually changing the ways in which they engage digital technologies and cultivate new digital business models that help to generate and to capture importance. Combined with aimaginativetactic, companies have experienced a rush in creative digital resolutions. However, the creative procedure is not a self-perpetuating appliance.

2. Dr. Souvik Banerjee (Assistant Professor Management Development Institute Murshidabad, Murshidabad, India)

Topic: Post Covid-19 Opportunities For India's Energy And Mobility Sectors Towards A Clean Energy Initiative

This presentation highlights study about epidemic, there was a short decrease in greenhouse gas emissions, demonstrating some of the environmental benefits of consuming less fossil fuel. To maintain and expand on these gains, India must invest in renewable energy infrastructure such as solar and wind power and urge enterprises and households to consume less energy. Following COVID-19, India will have a once-in-a-lifetime opportunity to transition its energy and transportation sectors into a sustainable energy program. India can get its economy back on track after the epidemic and construct a healthier and more secure future by prioritizing renewable energy, sustainable transportation, job development, and international collaboration.

3. Suhas Vaidya (Asst. Prof. Mrs. Vaidya Bhonsala Military College, Rambhoomi, Nashik - 05)

Topic: - "Study of the Women Entrepreneurs in the Micro & Small Enterprises of Nashik: Attitudes and Perceptions"

The paper attempts to analyse the attitudes and perceptions of the Indian women behind starting their businesses. The study especially analyses the reasons for starting businesses by women in Nashik district

during and after the COVID pandemic i.e. from 2019 to 2023 and The study uses the primary and secondary data collected via questionnaires and the various research articles published. The paper attempts to analyse the reasons for starting the business, the type of technical and marketing assistance they get, the regulatory assistance from the government, and the prospects of these businesses.

4. Deepa Ramchandra Hinge (Assistant Professor Institution Name: Bhonsala Military College, Nashik, Maharashtra)

Topic: -“A Triple Bottom Line Approach of Corporate Social Responsibility– as a tool of Achieving Sustainability.

The study is about this research is As corporate earn profits from society hence it is moral responsibility of every corporate to minimize loss of natural resources, Practices fair business for well being of the society and future generation. The cost of profit of any business organizations should not be harmful to the society and human being as a whole. CSR is a way for a corporation to acknowledge and take responsibility for its actions that affect the market. CSR is the management concept.

5. Hardik Trehan (Student of BBA –Banking, financial services and Insurance-Delhi skill and entrepreneurship University)

Topic: -“Decentralized Finance: Challenges, opportunities and risks associated in India”

In this paper we talked about Decentralized Finance and new idea in the banking sector called "decentralized finance," or "defi," uses blockchain technology to provide financial services directly to customers. With a market valuation of over \$100 billion, it is regarded as the upcoming big thing in the fintech sector. In addition to examining the hazards involved, this article intends to examine the potential and problems related to defi in India.

6. Mukta Anand and Dr. Sudesh Kumar Srivastava (Associate Professor School Of Business Management, CSJM University Kanpur)

Topic: - “Organic Food Product Market in India”

This editorial collects the significant facts associated to Indian organic product at single locus which was really very helpful. Organic food has grown substantial approval due to multiplicity of motives, which in chance has extended the native as well as worldwide sustainable food market. This editorial collects the significant facts associated to Indian organic product at single locus. Production and export values are analysed for the purpose of this study. Statistics show slight decrease in the export and the production of organic food in comparison to last years. This editorial also focuses on the government policies related to organic food market with the help of secondary data. For this study secondary data has gathered through publications, periodicals, research papers, thesis, articles and internet.

7. Prerna Sharma, IGNOU (Indira Gandhi National Open University), New Delhi

Topic:- Spiritual Texts as a Guiding Light to New Age Leadership

The paper focuses on Contemporary world leaders have somehow lost the power to recognize the creative thinking of their workers. They are more into micromanaging these days and forgetting the real essence of management. The best pathways are conspicuous in the divine lessons of Hindu Scriptures and even Buddhist Canons to attain a visionary life. The old ways are always the golden ways and can be adopted in highly developed societies. The ancient Indian legacy of religious and philosophical doctrines dates back to thousands of years ago but has its roots beyond the measure of time.

8. Shahbano (Research Scholar Rama University, Kanpur)

Topic:- A STUDY ON FAST MOVING CONSUMER GOODS IN SHOPPING MALLS WITH REFERENCE TO UTTAR PRADESH

This Paper focuses on the consumer demographics and behaviour of numerous fast-moving consumer products found in shopping malls of Uttar Pradesh. Fast moving consumer items have minimal profit margins and so sell in huge volumes in the regional market. As there are numerous brands in the market for the same category of things, it is critical to understand how to increase brand value for customers. Consumer packaged goods, also referred to as fast moving consumer products, are goods that are provided for sale at low prices and quickly reach the market. This covers non-durable products like food, soft drinks, and cosmetics.

9. Dr. Debaditya Mohanti (Author for Correspondence)

Topic:- Monetary Policy during COVID-19 in India

This paper presented about COVID-19 pandemic posed unprecedented challenges to the global economy, including India. This study explores India's monetary policy response during the crisis. The Reserve Bank of India (RBI) swiftly implemented a series of measures to mitigate the pandemic's economic impact. These included substantial interest rate cuts to encourage borrowing and spending, ensuring ample liquidity in the financial system, and restructuring existing loans to ease financial stress on businesses and individuals. Additionally, the RBI introduced targeted long-term repo operations (TLTRO) to support sectors facing liquidity shortages, facilitating credit flow.

10. Shrey Shukla-Research Scholar RAMA UNIVERSITY KANPUR

Topic:- Sustainable Measures In Manufacturing Industries Reciprocating Towards Greener Practices.

This paper has focus on greener practices Manufacturing industries play a crucial role in the global economy, but they also have a significant environmental impact. Implementing sustainable measures in manufacturing is essential for mitigating this impact and moving towards greener practices. Sustainability in the manufacturing sector is a critical imperative for a more environmentally responsible and socially conscious global economy. It involves the adoption of practices and technologies that minimize negative environmental, social, and economic impacts, while promoting long-term viability.

**11. Dr. Anu Jajoo, Assistant Professor-Commerce, Government Degree College, Akbarpur, U.P.
anusidjajoo@gmail.com**

**Dr. Hariom Divakar, Assistant Professor-Commerce, Government Degree College, Akbarpur,U.P.
divakarhariom@gmail.com**

Topic;- Equity Crowdfunding Ecosystem: Its Legality Issues and Challenges In India

This paper has really told us about After financial crises of 2008, use of alternative funding methods have increased substantially in various forms and Technologies such as Artificial Intelligence, IoT, has reshaped the landscape of funding sourced by new businesses these days.

**12.Ashish Yadav Research Scholar, Department of Commerce, Siddharth University, Kapilvastu
SiddharthNagar, U.P., India.**

**Topic:- Promoting women Entrepreneurship in Eastern Uttar Pradesh: A Case study of Siddharth
Nagar**

This paper tells us about Women entrepreneur organize, industries for a variety of reasons, including their expertise and experience, their aptitude for business, and a strong desire to make a difference. According to the World Bank, investing more in women's businesses than in those of males promotes a country's economic development. Women's business empowerment helps to end inequality and fight poverty. In the rapidly evolving society of a nation like India, entrepreneurship is crucial. It is now known that entrepreneurial women possess entrepreneurial skills that may be developed to help them transition from being job searchers to job providers.

Technical Session-2

- **Venue/Mode: Hybrid through Zoom Meeting Platform**
- **Time: 03:30 P.M.to 5:00 P.M.**
- **Session-Chair: Dr. Neetu Goel, Sr. Assistant Professor (Dept. of IT) Vivekananda Institute of Professional Studies (VIPS), Delhi**
- **Rapporteur : Mr. Adarsh Srivastava (Assistant Professor, Jagran Institute of Management)**
- **Best Paper Award: Pooja Yadav**

The second technical session was chaired by Dr. Dr. Neetu Goel, Sr. Assistant Professor (Dept. of IT) Vivekananda Institute of Professional Studies (VIPS), Delhi. There were total 20 papers out of which 10 papers were presented. Mr. Adarsh Srivastava was the Rapporteur for technical session-2.

A brief report of the session regarding papers is as follows:

1. Anuradha Dwivedi

Topic:- Artificial Intelligence- The Future of AI in Digital India

Artificial Intelligence, the term, is trending all over the world in various sectors, including the banking sector, education, corporate sector, hospitality, healthcare, e-commerce, etc. AI was first introduced by **John McCarthy** in the **1956s**, introducing AI as “the science and engineering of making intelligent machines”. AI refers to the ability of a computer or a robot controlled by a computer to perform tasks that are frequently performed by intelligent people, usually humans.

2.Rakesh Kumar, Anant Kumar Sinha and Rakesh Kumar Yadav

Topic:-Ensuring a Secure Environment for Wireless Mobile Communication Systems: Design and Provision

The research paper aims to explore the design and provision of a secure environment in wireless mobile communication systems. With the increasing reliance on wireless technology and the potential risks associated with mobile communication, ensuring a robust security environment becomes crucial. This paper reviews relevant literature to examine the challenges, solutions, and best practices for designing and implementing security measures in wireless mobile communication systems. It also explores emerging technologies and future directions in the field of mobile communication security.

2. Dr Neetu Singh

Topic:- Exploring The Significance Of Sensors In The Internet Of Things Revolution"

The Internet of Things (IoT) is one of the most novel and consequential technology concerns of the present day. Recently, sensors have been contemplating a very promising aspect of scientific study. Since there are so many applications for and benefits of IoT-based sensors, they have assumed a central position. Sensors are widely employed in the monitoring of manufacturing processes in the industrial internet, as well as in monitoring our health, air quality, and home security.

3. Shruti Jain

Topic:-Artificial Intelligence In Financial Planning

Artificial Intelligence is the science of making machine that can think like humans. It can do things that are considered “ smart” AI technology can process large amounts of data in ways, unlike humans. The goal for AI is to be able to do things such as recognize patterns, make decisions, and judge like humans.

4.Promila Sharma and Gauri Sharma

Topic:-A Review on Big Data Analysis for Travel and Tourism Industry

The objective of this paper is to survey and enlighten most influential and new Data Analysis techniques like Big Data Analytics. These techniques play an essential role in understanding customer needs in a better way, automate work processes and to analyze current market trends in various fields like Tourism and Hospitality Industry. Despite COVID-19 pandemic restrictions, Tourism especially in India is still a trendy opportunity for businesses and economic growth of the country. There are well established big players, small and medium-sized tour operators and agents who struggle hard in competitive environment to ensure their customer loyalty.

5.Dr. Kamal Vinod Kumar Singh

Topic:-Role Of Artificial Intelligence In Accounting And Auditing

The objective of this article is to explore emerging technologies, its implementation, perceived benefits, technology challenges, its ease of use and accounting professional's research experiences. AI enables the processing and automated authorization of documents to enhance internal accounting processes such as procurement and purchasing, invoicing, purchase orders, expense reports, accounts payable and receivables etc.

6.Aanyaa & Dr. Archana Shukla

Topic:-Transforming Business and IT Infrastructure with Amazon Web Services.

This research paper is motivated by the need to comprehensively explore Amazon Web Services (AWS), a leading force in the cloud computing industry. The purpose is to provide a comprehensive understanding of AWS and its impact on businesses and IT infrastructure. By examining AWS from various angles, this research seeks to illuminate its pivotal role in reshaping the digital landscape and driving innovation. In an era where organizations are increasingly reliant on cloud computing, it is essential to comprehend the intricate ecosystem of AWS. This research addresses the challenge of navigating AWS's diverse services and understanding its implications for diverse industries.

7. Aishika Saini

Topic:- Supply Chain Transparency : Empowering Social Entrepreneurship

The present paper on supply chain transparency studies its role in empowering social entrepreneurs. It also finds the factors required to align business practices with social and environmental values, build trust with consumers, and drive positive social impact.

8.Amita Negi

Topic:-Corporate Social Responsibility And Sustainable Development Goals: A Conceptual Study Of This Relationshi

The adoption of the Sustainable Development Goals (UN, 2015) in 2015 established a new paradigm in development through the explicit acknowledgement of the responsibility of corporations to contribute to sustainable development alongside governments and civil society. To accomplish the SDGs, businesses may make a significant contribution. In the same vein, business corporations have pressure to adopt sustainability practices. However, SDGs give businesses a CSR framework that takes into account their current and future demands.

Valedictory Session

More than 40 papers were published & presented on 6th International Conference on “**Empowering Entrepreneurs- Information Technology & Effective Management.**” is a giant step in the journey of Jagran Institute of Management. Our aim during the conference and through the technical sessions was to gather in conversation the most knowledgeable experts and researchers on the subject matter. It helped us to

share knowledge, enhance common understandings and build consensus on possible policy options for meeting the current and future challenges in innovation.

We hope that the intense discussions during various sessions have enriched the deliberations, identified the threats that need resolution and paved the way for more enlightened progress in the respective areas in future. The conference theme took into consideration the varied aspects and planned its sessions around the theme of innovation as a tool for accelerating implementation of sustainable development.

In the presence of CEO, Dr. J. N. Gupta, Convener Prof. (Dr).Divya Chowdhary and Co-conveners, Prof. (Dr). Anil Kumar Singh and Assistant Professor Mr. Ashish Mishra, Further, Certificates were presented to the authors and presenters in hybrid mode however printed certificates were sent by post. The jury panel had a tough time selecting best papers in technical session. These awards are the encouragement and rise in enthusiasm for doing the best and reaching more great heights that makes us eligible for receiving award every time at this huge platform of recognition.

Best papers in each technical session in category of Entrepreneurship, Management and Information technology were awarded with certificates as follows:

Name of Authors	Name of the Paper
Shrey Shukla	Sustainable Measures In Manufacturing Industries Reciprocating Towards Greener Practices.
Pooja Yadav, Arjun Singh & Dr. Bharti Rawat	Examining the Impact of Voice Assistant Integration on Consumer Purchase Intentions: A Comprehensive Analysis

Prof. (Dr.) Divya Chowdhary, Director of the Institute proposed Vote of Thanks to the International & National Guests and special thanks to the Vice chairperson Mrs. Ritu Gupta Ji & CEO Dr. J.N.Gupta Ji for their infinite support and encouragement.

Further, all the faculty members, staff, students, directors & principals of all the verticals of Jagran Education Foundation were present. Report of technical sessions was presented by Mr. Ashish Mishra. In the end vote of thanks was toasted for the success of the conference by Prof. (Dr.) Anil Kumar Singh.



IC-EEITEM 2023 Inaugural Session





Lightning the lamp by Chief Guests



Welcome Speech by Chairman



**Chairman Presenting Memento to Mr. Ikuo Kawauchi,
Strategy Advisor for Educational Institution, Japan**



CEO Dr. J.N.Gupta presenting Green Certificate to (Prof.) Amey Karkare, Computer Science and Engineering Department, IIT Kanpur



Release Journal by the dignitaries



Certificate of Presentation



Proudly presented to *Dr. Souvik Banerjee*

for Publication & Presentation of paper titled:

*Post Covid-19 Opportunities For India's Energy And Mobility Sectors Towards A Clean Energy Initiative
in the 6th International Conference on*

"Empowering Entrepreneurs- Information Technology & Effective Management"

organised by

Jagran Institute of Management

Kanpur, Uttar Pradesh (India)

Saturday 2nd December, 2023

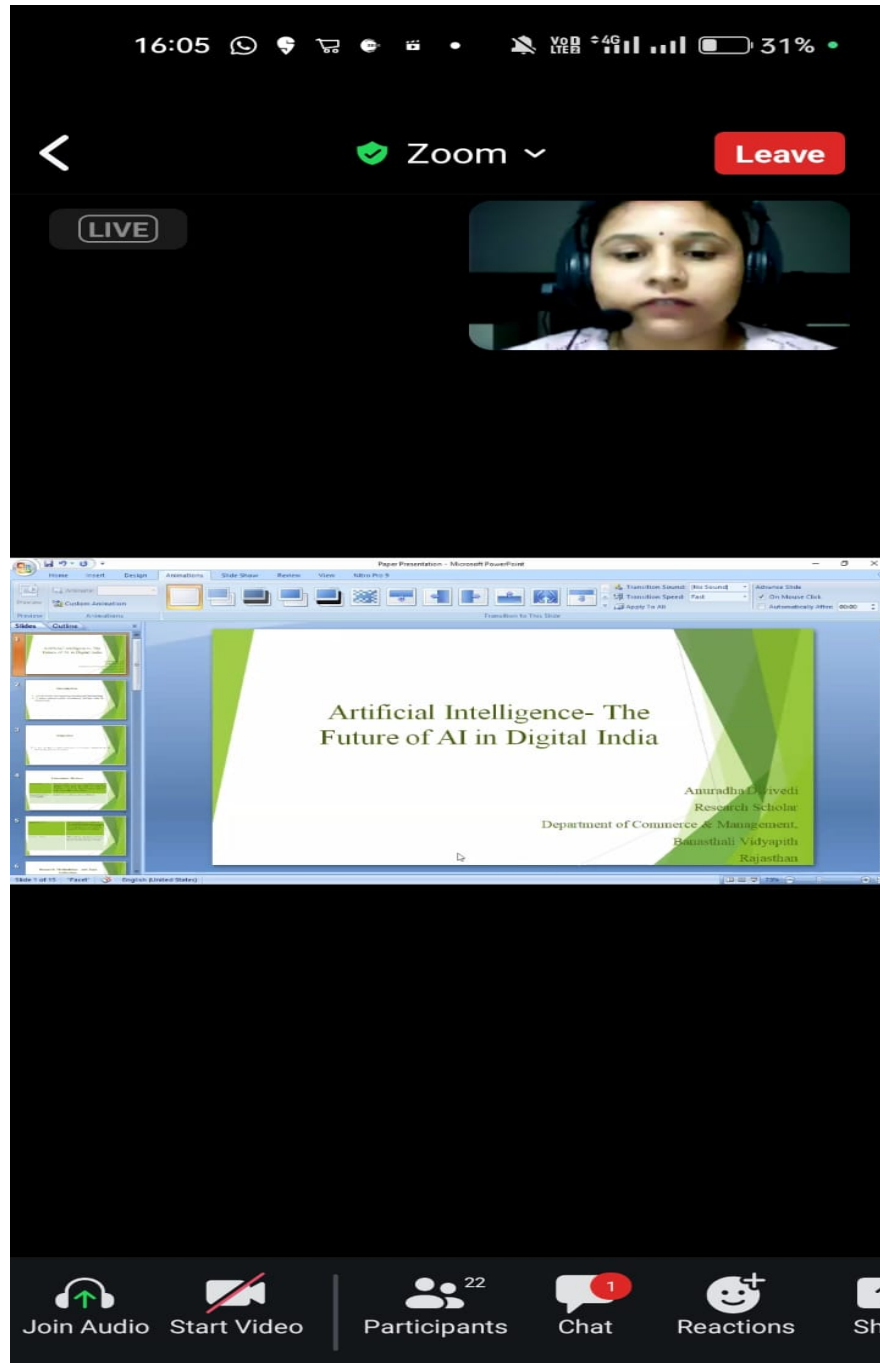
Dr. Divya Chowdhry
Convenor

Dr. Anil Kumar Singh
Co-Convenor

Mr. Ashish Misra
Co-Convenor

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Certificate Distributed to the Students and Presenters.



Glimpses of Technical Session

'नवाचार और तकनीक को अपनाएं युवा, देश को समृद्ध बनाएं'



जैसे, कानपुर : भारत आज जापान के साथ मिलकर व्यापारिक स्तर पर हुए करार में अपनी विशेष सहभागिता निभा रहा है। जापान के युवा अन्य देशों की तुलना में नए-नए आविष्कार कर रहे हैं। भारत के युवाओं को भी शोध, नवाचार और तकनीक को अपनाने के लिए आना चाहिए ताकि देश को समृद्ध बना सकें। ये बातें जापान के शैक्षिक संस्थानों के रणनीति सलाहकार इक्यू क्वाचो ने कहीं। मौका था जागरण इंस्टीट्यूट आफ मैनेजमेंट साकेत नगर के लक्ष्मी देवी सभागार में आयोजित उद्यमियों को सशक्त बनाना, आइटी और प्रभावी प्रबंधन विषय पर छठवां इंटरनेशनल कांफ्रेंस का। कार्यक्रम का शुभारंभ स्व. पूर्णचंद्र गुप्त व स्व. योगेंद्र मोहन गुप्त के चित्र पर माल्यार्पण एवं सरस्वती प्रतिमा के समक्ष दीप प्रज्वलित करके हुआ।



साकेत नगर स्थित जागरण इंस्टीट्यूट आफ मैनेजमेंट में आयोजित अंतरराष्ट्रीय कांफ्रेंस में स्मारिका का विमोचन करते मुख्य अतिथि जापान के शैक्षिक संस्थानों के रणनीति सलाहकार इक्यू क्वाचो (बाएँ से दूसरे)। साथ में दैनिक जागरण के नान एजीक्यूटिव चेयरमैन महेंद्र मोहन गुप्त (बाएँ से तीसरे)। बिड़ला इंस्टीट्यूट आफ टेक्नोलॉजी एंड साइंस (बिदस) पिलानी में मैकेनिकल इंजीनियरिंग विभाग में प्रोफेसर प्रो. मनोज कुमार सोनी (दाएँ से तीसरे)। जागरण एजुकेशन फाउंडेशन की वाइस चेयरपर्सन रितु गुप्ता (दाएँ से दूसरी)। जागरण एजुकेशन फाउंडेशन के सीईओ डा. जेएन गुप्त (बाएँ) व निदेशक डा. दिव्या चौधरी (दाएँ)।

के माध्यम से स्टार्टअप स्थापित कर एक कुशल उद्यमी बन सकते हैं। आइआईटी के कंप्यूटर विज्ञान और इंजीनियरिंग विभाग में प्रोफेसर अमेय करकरे ने कहा कि विस्तृत भाषा माडल चैट जीपीटी के उपयोग में सुनिश्चित कार्य प्रणाली बनाने एवं आने वाली समस्याओं को हल करने का सशक्त माध्यम है। वर्चुअल प्लेटफॉर्म पर मार्को के सिनर्जी विश्वविद्यालय के वरिष्ठ व्याख्याता मिखेल लियोनोव ने आर्टिफिशियल इंजीनियरिंग के क्षेत्र में सक्रिय प्रबंधन और आज के तकनीकी समय में उसकी उपयोगिता के बारे में बताया। दिल्ली विश्वविद्यालय में वाणिज्य विभाग के व्याख्याता डा. राहुल वर्मा और विवेकानंद इंस्टीट्यूट आफ प्रोफेशनल स्टडीज सूचना प्रौद्योगिकी विभाग नई दिल्ली में वरिष्ठ सहायक प्रोफेसर डा. नीतू गोयल ने शोधकर्ताओं के संबंधित विषयों का विश्लेषण किया। शोध कार्य प्रभावी बनाने को हमेशा कुछ नया सीखें। दैनिक जागरण के नान एजीक्यूटिव चेयरमैन महेंद्र मोहन गुप्त ने कहा कि किसी भी कुशल प्रबंध व उद्यम को स्थापित करने के लिए व्यावसायिक वातावरण रणनीतिक योजना अहम भूमिका निभाती है। आर्टिफिशियल इंटेलिजेंस, डाटा एनालिटिक्स सहित अन्य नवीन तकनीकों के उपयोग से बदलाव देखने को मिल रहे हैं। उन्होंने कहा कि विद्यार्थियों के लिए जरूरी है कि वे अपने शोध कार्यों को प्रभावी बनाने के लिए हमेशा कुछ नया सीखने की प्रेरणा लें। 40 शोधपत्रों पर आधारित अंतरराष्ट्रीय

जागरण इंस्टीट्यूट आफ मैनेजमेंट में आयोजित अंतरराष्ट्रीय कांफ्रेंस को भारत सहित जापान, मास्को के विशेषज्ञों ने किया समीक्षित।

जर्नल का विमोचन- शोध की महत्व देने हुए 40 शोधकर्ताओं के शोधपत्रों को अंतरराष्ट्रीय जर्नल में प्रकाशित किया गया है। कांफ्रेंस में दैनिक जागरण के नान एजीक्यूटिव चेयरमैन महेंद्र मोहन गुप्त, जागरण एजुकेशन फाउंडेशन की वाइस चेयरपर्सन रितु गुप्ता, सीईओ डा. जेएन गुप्त, संस्थान की निदेशक डा. दिव्या चौधरी, जागरण इंस्टीट्यूट आफ मैनेजमेंट एंड मास कम्युनिकेशन के निदेशक डा. उपेंद्र पांडेय, जागरण इंस्टीट्यूट आफ मैनेजमेंट एंड डिजिटल एनोमेशन के निदेशक अमरदीप सिंह, जागरण डिग्री कॉलेज की प्राचार्या डा. अस्मिता दुबे ने अंतरराष्ट्रीय जर्नल का विमोचन किया। कांफ्रेंस में सिनर्जी यूनिवर्सिटी, मास्को एकडेमिक पार्टनर और आइआईटी कानपुर का एसआईआईसी फर्स्ट नालेज पार्टनर रहा। संचालन एमबीए के छात्र कुशल ओझा व शांभवी मिश्रा ने किया। अक्सिस्टेंट प्रोफेसर आशीष मिश्रा मौजूद रहे। डॉन एकडेमिक्स डा. अनिल कुमार सिंह ने धन्यवाद प्रस्ताव दिया।

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KANPUR (4 Dec): जागरण इंस्टीट्यूट आफ मैनेजमेंट साकेत नगर के लक्ष्मी सभागार में एमपावरिंग इंटरप्रोन्नोस आइटी एंड इफेक्टिव मैनेजमेंट सबजेक्ट पर छठी इंटरनेशनल कांफ्रेंस हुई। कांफ्रेंस का शुभारंभ स्व. पूर्णचंद्र गुप्त जी एवं स्व. योगेंद्र मोहन गुप्त जी के चित्र पर माल्यार्पण एवं दीप प्रज्वलन के साथ हुआ। स्वागत भाषण में जागरण एजुकेशन फाउंडेशन के चेयरमैन महेंद्र मोहन गुप्त ने देश एवं विदेश से आए हुए सभी राष्ट्रीय एवं अंतराष्ट्रीय अतिथियों को धन्यवाद दिया। उन्होंने कहा कि किसी भी कुशल प्रबंध एवं उद्यम को स्थापित करने के लिए व्यावसायिक वातावरण, रणनीतिक योजना महत्वपूर्ण भूमिका निभाती है। वर्तमान तकनीकी दौर के क्षेत्र में नवीन तकनीकों के उपयोग में बदलाव देखने को मिल रहे हैं, जिसमें प्रमुख रूप से आर्टिफिशियल इंटेलिजेंस, डाटा एनालिटिक्स आदि शामिल है।

वक्ताओं ने रखे विचार

कांफ्रेंस में देश और विदेश के मुख्य स्पीकरों में इक्यू क्वाचो सी स्टूडी एंडवाइजर फॉर एजुकेशनल इंस्टीट्यूट्स जापान प्रो. मनोज कुमार सोनी बिरला इंस्टीट्यूट ऑफ टेक्नोलॉजी एंड साइंस, प्रो. अमे करकेयर कंप्यूटर साइड एंड इंजीनियरिंग डिपार्टमेंट आईआईटी, मिखाइल लियोनोव सीनियर लेक्चरर सिनर्जी यूनिवर्सिटी मास्को, डॉ. राहुल वर्मा लेक्चरर कामर्स डिपार्टमेंट दिल्ली यूनिवर्सिटी, डॉ. नीतू गोयल सीनियर असिस्टेंट प्रोफेसर विवेकानंद इंस्टीट्यूट ऑफ प्रोफेशनल स्टडीज नई दिल्ली ने विचार रखे। कार्यक्रम में रितु गुप्ता वाइस चेयरपर्सन जागरण एजुकेशन फाउंडेशन, डॉ. जेएन गुप्ता सीईओ जागरण एजुकेशन फाउंडेशन, संस्थान की निदेशक डा. दिव्या चौधरी, जागरण इंस्टीट्यूट ऑफ मैनेजमेंट के निदेशक डा. उपेंद्र पांडेय, जागरण इंस्टीट्यूट ऑफ मैनेजमेंट एंड डिजिटल एनोमेशन के निदेशक अमरदीप सिंह, जागरण डिग्री कॉलेज की प्राचार्या डा. अस्मिता दुबे आदि रही।

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