

Report on INCON-XVI

International Conference on ‘Ongoing Research in Management & IT’

Tracks	Nos.
General Management	45
Human Resource Management	13
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The 16th Edition of the Ongoing Research in Management and IT was held from 19th to 21st of January 2023 in Pune City, organized by the ASM group of Institutes. The conference was organized at ASM IPS auditorium, situated at Old Mumbai Pune highway, Chinchwad, Pune. which is a prime location in PCMC area.



The Conference was inaugurated by the esteemed guests Dr. Parag Kalkar, Dr. K.K. Dave & Dr. Sayalee Gankar. The other dignitaries were ASM’S Chairman Dr Sandeep Pachpande, Director Dr Asha Pachpande, Dr. B.K Sarkar and foreign dignitaries were One of the main goal of the conference is to capture a comprehensive outlook featuring various pragmatic areas from management and information technology. Dr. Sandeep Panchpande welcomed the guests and gave brief about the purpose of conducting the event. Dr. Asha Panchpande ma'am too was overwhelmed to see the guests and wished everybody a great success for the event. Also present were online guests they were greeted with a warm welcome during online session Dr. Scott Venezia (Dean of International Affairs CETYS university), Dr. Bhimaraya Metri (Director, IIM Nagpur) .

Dr. Sandeep Sane Director of ASM IBMR PGDM felicitated our other guests Dr. Sanjeevani Gogawale & Dr. Hoshiar Mal. Also, there were online guests Dr. Mohammed Abdul Moid & Mr. Shivnansh Agarwal. The respective guest gave speeches related to the Incon XVI theme i.e., ‘Ongoing Research in Management & IT’. Dr Margretta Mori, Prof, University Delgi Studi Dell’Aquila was greeted with a warm welcome and felicitated by Dr. Sandeep Pachpande. She spoke about international conference and its 16th year of success.



There were various types of tracks in which everyone were given opportunity to present their Research papers. The participants were internal students, research scholars and faculties as well as there were external participants. The tracks were:

- General Management
- Financial Management
- Marketing Management
- IT Management
- Operation Management (Included in GM Track)
- Students Track

These tracks portrayed various topics which were about the current scenario, recent topics and as the theme suggests ongoing research in management and IT. From Day 1 to Day 3 all the tracks were simultaneously conducted along with the panel discussion online and offline in seminar hall at the IPS.

Human Resource/ Organizational Development Panel Discussion

In first day of INCON there were parallel sessions of paper presentation and Panel discussions in different specialization tracks, After the inaugural the next panel discussion session started, which was on Organizational Development/ Human Resource Development. The extraordinary panelists to grace the session were Dr. Jeanne Maes & Ronald Livingston, President ISODC (through Zoom). The panel discussed that Organizational change refers to the actions in which a company or business alters a major component of its organization, such as its culture, the underlying technologies or infrastructure it uses to operate, or its internal processes.

As the panel discussion took place in the seminar hall, parallel to it the presenters were presenting their research papers on various topics. Some are mentioned below:

1. An Investigation of Psychometric testing's Role and impact it has upon strategic human resource management.

A psychometric test is used to assess a candidate's cognitive ability and their personality. From a candidate's response psychometric testing can predict valuable insights such as job performance, competence, and motivations. There are two general types of psychometric tests: ability tests and personality tests. Psychometric tests examine an individual's capabilities and preferences, to provide data that can help assess a candidate's "fit" for a role and organization.

2. Culture influence on employees participation in Management.

In simple terms, a positive work culture promotes productivity, engagement, and improved employee experience. A hostile work culture, in contrast, can affect productivity levels, increase turnover rate, and lead to employees feeling disconnected from their work and workplace.

3. Study of Recent Trend- Green Human resource management in connection with HRM functions.

- Navigating The Great Resignation Landscape.
- Rescaling, Up skilling, and Flexible Development Opportunities Are Top Priorities For HR Leaders.
- People Analytics And Automation Are On The Rise.
- Workplace Diversity, Equity, and Inclusion Stays At The Forefront.

4. Positive psychology in perfecting workers performance and organizational productivity. If a business or organization wants to achieve long-term success, promoting positive psychology in the workplace is necessary.

The advent of technology has changed how we work, including how we perform in the workplace. Changes include globalization and more intense competition. In order to keep up with the competition and the fast-paced world that we live in today, organizations need to rely more heavily on innovation, creativity and capitalize on the unique personal and intellectual strengths of its employees.

There were many more various research papers discussed in the HRM Track session.

Finance Panel Discussion

INCON Finance Panel Discussion was Topic which discuss in the conference by the honorable Chairperson Given below:

- Bed bank
- Digital currency and crypto currency
- Data security
- Central Bank has come to own digital currency
- FINTECH

CA AMIT DAREKAR PARTNER of FINPRO& DIRECTOR Feature trends in financial. Few years back we used hard currency and now days after demonetization and during the pandemic situation all type of transaction become online and its revolutionary of transactions. People are using e-payment, mobile wallet, pay and etc. service. And now FINTECH (FINANCIAL TECHNOLOGY) currency is new concept of finance or money transfer it's thread to traditional Banking system. Then Trends in financial sector service Higher use of digital money Slowly it may happen hard currency maybe disappear User base product.

Challenges in finance

- Data security
- Data privacy

Dr Margherita Mori She is THE INDEPENDENCE CONSULTANT CHARTER ACCOUNTANT -If we look backward we can see how many problems there but now the help of technology of finance, fintech and so on .

Dr Yamini Agrawal the DIRECTOR AND PROFESSOR OF FINANCE BHARTI VIDYA INSTITUTE OF MANAGEMENT AND RESEARCH

BED BANK a financial entity set up to buy Non-Performing Assets (NPAs), or Bad Loans, from banks. The aim of setting up a bad bank is to help ease the burden on banks by taking bad loans off their balance sheets and get them to lend again to customers without constraints. Examples of bad banks include Grant Street National Bank. Bad banks were also considered during the financial crisis of 2008 as a way to shore up private institutions with high levels of problematic assets.

Challenges for the FINTECH

- Financial Literacy
- Data security
- Issue of connectivity and all

CA SHAYAM SARDA HE IS THE OWNER OF SARDA ESTATE

Using AI artificial intelligence for schedule your monthly transaction if you schedule it then you don't need to note down that entire in your records the entry will happen automatically RPA (Robotics Process Automation) Finance robotics is evolving from simple individual task

automation to full process automation that could improve the accuracy of financial analysis and forecasts. Automating finance processes requires combining finance robotics with other intelligent automation technologies

IT, Computer, Data Science and Disruptive Technology:

In Information Technology domain which were presented in online/offline mode. During these presentations, several key areas of IT and Data science were discussed. One of the presentations was particularly interesting where the presenter discussed the comparative study of Boat and Zara.

In the panel discussion our guest Dr. Manish More, Director, DIAT , Mr. Neerav Shah and Mr. Abhishek discussed on various new technologies. The session was very interactive and student participation was very good. Topics like Disruptive Technology and importance of Bluetooth Technology was discussed.

Marketing Panel Discussion:

The marketing world moves at the speed of light. Influencer marketing will evolve in to a common marketing tactics : Inbound marketing will remain a best practice for growing brands. Leveraging social media as customer service tool is relatively new, but this trend is gaining quickly gaining steam. Showing a sense of social responsibility is both thoughtful and effective. Digitally immersive platforms continue to get more accessible to larger audiences , the possibility of experimental marketing back on the table again.

The above mentioned were the few insights of the presenters of the researchers in the INCON -2023. Some presented online and some presented offline.

General Management Panel Discussion

The General Management track basically consists of all the research paper discussion from various fields like economics, operations, etc.

There were many research papers discussed in the GM Track few are mentioned below :

- Impact of Covid-19 Pandemic on the Micro, Small and Medium Enterprises (MSME) in Maharashtra.
- A Study of Corporate Communication Practices Implemented in Period of Covid-19 with Special Reference to IT companies
- “Significance of Corporate communication at workplace and its impact on employee engagement.”
- Past Crisis and COVID-19 Pandemic Linkages for the Indian Economy.

- A STUDY ON AWAKE IN EMPOWERING WOMEN THROUGH ENTREPRENEURSHIP FOR ECONOMIC DEVELOPMENT OF THE NATION.
- Teaching Approaches for Better Understanding of Management Concepts
- How artificial Intelligence has been used in the administration of COVID -19 in India
- Study of Engineering Services' supply-chain improvisation drives.
- Study of Green productivity & Circular economy implementation.
- STUDY ON MAINTENANCE EXPENSES OF STORE CONSUMPTION IN JUTE INDUSTRY.
- Data Protection in EdTech Sector.
- “MAJOR CHANGES IN THE CONSUMER PROTECTION ACT, 2019”.
- “IMPORTANCE OF DIGITALIZATION AND ITS APPLICATION IN INDIAN TEXTILE INDUSTRY”.
- INTERNET MARKETING – OPPORTUNITIES AND CHALLENGES.
- Future challenges for India's Financial Management.
- Exploring the technological behavior of small merchants with reference to cashless payments methods: The Indian Context.

After the two days of conference there was Valedictory session conducted in the seminar hall.

The session started with the Address by Dr. Andreas Zhetner (Online Mode), Vice President International Affairs, University of Applied Sciences Upper Austria. He spoke about different aspects of IT and Technology, it was discussed through online mode then we were addressed by Dr. Ravi Kumar Jain (Online Mode) Founding Director, Sparsh Global Business School he spoke about the evolving of IT and how technology helped us during covid times.

We were then addressed by Dr. Frank Kottler (Online Mode) Chat-GPT Trainer for Business & Teams. He enlightened us by letting us know about the different aspects of technology and how human being can take this an advantage to make life easier.

The audience was also addressed by Dr. Christopher Abraham (Online Mode) CEO & Head Dubai Campus & Sr. VP S P Jain School of Global Management as he shared a PowerPoint presentation of understand the life skills and how human brain works to improve it.

Later Dr. Satish Pawar Research Head of ASM IBMR gave a brief reading about the 16th Edition of the Ongoing Research in Management and IT and the main reason for conducting such conferences is to understand the ongoing trends in different fields and how the Research paper can help the management as well as the students to utilize the data for their further needs. He thanked and addressed all the participants for conducting this conference successfully. The audience was also addressed by Dr. Balakrishna Shetty Vice chancellor, Sri Siddhartha University, through online mode and he spoke about how Research papers should not be recorded in the books but audio recordings should be made so that the data can be stored for years and also as

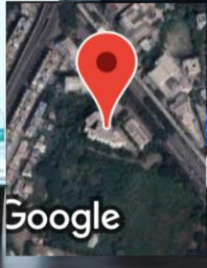
the theme was ongoing research so for researchers it is easier for them to add in the information.

The guests present Dr. Karunesh Saxena Vice Chancellor, Sangam University, Rajasthan and Dr. Vishnu Magare Vice Chancellor, Pravara Institute of Medical Sciences were felicitated by ASM'S Chairman Dr Sandeep Pachpande, Director Dr Asha Pachpande. The book published by ASM with all the Research papers were inaugurated by Dr. Karunesh Saxena Vice Chancellor, Sangam University. A memorandum was signed between ASM'S Chairman Dr Sandeep Pachpande and Dr. Karunesh Saxena Vice Chancellor, Sangam University for exchange programs. Later, the audience were addressed by the respective guests about the conference theme and how students should initiate and benefit from these kind of conferences.

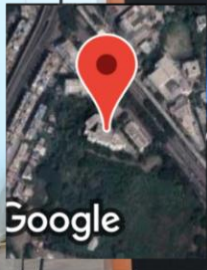
The end of the conference was done by Dr. Balsaraf D.D. ASM CSIT who gave vote of thanks on behalf of all the participants, colleagues & management







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