

# NATIONAL CONFERENCE ON MANAGEMENT PRACTICES: OPTIMIZATION AND CHALLENGES IN COMMERCE, SCIENCE AND TECHNOLOGY



**Shree Bhairavnath Shikshan Prasarak Mandal's  
Adhalrao Patil Institute of Management & Research, Landewadi.**

**NATIONAL CONFERENCE (Virtual Mode)**  
on  
**"MANAGEMENT PRACTICES: OPTIMIZATION & CHALLENGES IN  
COMMERCE, SCIENCE & TECHNOLOGY"**

**Our Patrons**



**Hon. Shree Shivajirao Adhalrao Patil**  
Chairman, SBSPM



**Hon. Shree Akshay Adhalrao Patil**  
MD, Dynalog (India) Pvt. Ltd.

**Our Resource Persons**



**Hon. Dr. E. B. Khedkar**  
Vice President: Ajinkya D. Y. Patil University,  
Pune.



**Hon. Dr. Anil Dongre**  
Dean & Professor School of Management: Studies  
Director School of Thoughts, Kavayitri Bahinabai  
Chaudhari, North Maharashtra University, Jalgaon.



**Hon. Prof. Dr. Teki Surasaya**  
Professor & Dean & Chairman BOS,  
Adikavi Nannaya University, Andhra  
Pradesh.



**Hon. Dr. Mahesh Abale**  
Director SPM's Prin. N. G. Narlaker Institute  
of Career Development & Research, Pune.

**Date: 23rd & 24th Dec. 2022  
on Zoom platform**

On 23<sup>rd</sup> Dec 2022 APIMR Organized National conference on

**“Management Practices: Optimization and Challenges in Commerce, Science  
and Technology”.**

MARKETING MANAGEMENT	
Taking advantages of future marketing trends	Potential marketing trends beyond 2022-23
New customer dynamics rejuvenating marketing	Challenges and opportunities in agricultural marketing
Digitalization of marketing	AI in Marketing
Marketing analytics	Tourism and Agro-Tourism
HUMAN RESOURCE MANAGEMENT	
Generations in workforce	New Labour Code
International Indexes-Modern slavery index, Happiness Index, etc.	Human Development Index and reality with Indian Scenario
Moonlighting	Labour laws and compliance
HR Analytics	Work life Balance
FINANCIAL MANAGEMENT	
Fintech	Crypto Currency
Role of investors actions	Integration of Carbon Risk into a factor model
Financial Analytics	Digital Finance
Portfolio risk analysis	Financial Matrix
Foreign Direct Investment	Financial Policies
OPERATIONS MANAGEMENT & TECHNOLOGY	
Industry 5.0	Big data, Cyber Fraud, A threat in Automation
Case studies on productivity	Best practices in quality improvement
TQM	AI and Machine learning
COMMERCE AND ECONOMICS	
Accounting standards	Fiscal Reforms & GST
Fiscal Policies	Monetary policies
Union Budget	State Budget
Agriculture and Economy	Regional Economic Imbalances



**Online Conference** **UGC Care List**

**NATIONAL CONFERENCE ON  
MANAGEMENT PRACTICES:  
OPTIMIZATION AND CHALLENGES IN  
COMMERCE, SCIENCE AND TECHNOLOGY**

Virtual Conference  
**Shri Bhairavnath Shikshan Prasarak Mandal's  
ADHALRAO PATIL**  
Institute of Management and Research  
Landewadi, (Via-Manchar)  
on  
**23<sup>rd</sup> and 24<sup>th</sup> December 2022**  
**Online Using ZOOM Platform**

**OUR PATRONS**  
**Hon. Shri. Shivajirao Adhalrao Patil**  
President-SBSPM  
**Hon. Shri. Akshay Adhalrao Patil**  
Secretary-SBSPM & MD, Dynalog (India) Pvt. Ltd.

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**Branch :** Manchar **Account Number :** 30844875935  
**IFSC :** SBIN0004929

For more detail- Contact  
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Cell-9921791252  
**Dr. Vishvajit Thigale** Conference Co-Convener  
Cell-9370805522



**SCAN & PAY**

On this occasion our chief Guest  
**Hon. Dr. E.B Khedkar, Vice  
President: Ajinkya D.Y. Patil  
University Pune delivered a  
speech on ‘Ethical research’.**

Whereas Dr. Mahesh Abale, Director  
SPM's Prin. N.G. Narlaker Institute of  
Career Development & Research, Pune.  
Key speaker of the conference explore the  
topic “Selection of Research Topic”