

### **About Tumkur University**

Tumkur University, established in 2004 by the Government of Karnataka, is a recognized State University by the UGC with NAAC B+ and 96<sup>th</sup> rank in NIRF Ranking (State Public University). With the vision "Knowledge is Eternal," it offers exceptional education focused on excellence, international outlook, entrepreneurial thinking, and industry alignment. The university has total 23 departments with 18 Post Graduate Departments and 92 affiliated colleges, contributing to its academic excellence and research achievements. Tumkur University continuously evolves its educational practices, preparing students to meet global challenges and contribute meaningfully to society.

### **Department of Studies and Research in Business Administration**

#### **Administration**

Established in the year 2004, the Department has grown significantly in management through innovation in teaching, extracurricular activities, and student-centric initiatives, fostering excellence through FDPs and National Conferences.

#### **MBA (Finance)**

MBA (Finance) program started in 2024, equips students with the knowledge and skills to excel in the

#### **Chief Patron**

**Hon'ble Prof. M.Venkateshwarlu**  
Vice chancellor, Tumkur University

#### **Patron**

**Smt. Nahida Zam Zam. K.A.S**  
Registrar, Tumkur University

**Prof. Prasanna Kumar. K**  
Registrar (Evaluation)  
Tumkur University

#### **Conference Director/Convenor**

**Prof. Noor Afza**  
Chairperson DOSRBA  
Tumkur University

#### **Editorial Committee**

Dr. Impa B.J- Ph.no.8867439268  
Dr. Renuka M- Ph.no.7760630128  
Dr. Vijaylakshmi M-Ph.no.9986375469

#### **Organizing Committee**

Mrs Pavithra N  
Mrs Amira Zainab Khanum  
Mrs Anitha B R  
Mrs Vinutha S H  
Mrs Pushpalatha S Patil



TUMKUR UNIVERSITY

National Conference On

## **Digitalization and Innovation for Sustainable Eco-System of Business (Hybrid Mode)**



On 19<sup>th</sup> October 2024  
at  
10.30 a.m

**Venue: Visveswaraya Auditorium Tumkur University, Tumkur**

#### **Organized by**

Department of Studies and Research in Business Administration  
Tumkur University, Tumkur

<p><b>About Conference</b></p> <p>Tumkur University is hosting a hybrid National Conference on "Digitalization and Innovation for Sustainable Ecosystem of Business," focusing on the role of digital technologies in fostering sustainable business ecosystems. The conference will cover topics like digitalization's impact on sustainability, eco-friendly strategies, and integrating digital solutions for economic and environmental resilience. The event will feature academics, industry experts, and researchers, fostering a comprehensive and inclusive dialogue.</p> <p><b>Guidelines for Full Paper Submission</b></p> <ul style="list-style-type: none"> <li>• Full Paper Submission include using 1.5 spacing, Times New Roman font, 12-point size, and one-inch margins all around.</li> <li>• The title page must feature the theme title, author names, corresponding author, affiliations, keywords, contact numbers, and email IDs. Only original, unpublished work is accepted.</li> <li>• Previously published or accepted papers are ineligible. Selected papers will be published in ISBN edited/UGC care list with extra publication charges. Submit full paper and abstract via email to nationalconference2024.tu@gmail.com by 17th September 2024.</li> </ul> <p><b>General Instructions</b></p> <p>Selected papers will be published in ISBN Edited Book / UGC Care list</p> <p>All authors must register individually for the conference.</p> <p>Authors of Selected papers must pay publication charge individually to the conference</p>	<p><b>AI and Machine Learning in Business Sustainability</b></p> <ul style="list-style-type: none"> <li>• Role of AI in optimizing resource utilization.</li> <li>• Predictive analytics for sustainable supply chains.</li> <li>• AI-driven sustainability reporting and compliance.</li> </ul> <p><b>Digital Transformation and Green Technologies</b></p> <ul style="list-style-type: none"> <li>• Digitalization in reducing carbon footprints.</li> <li>• IoT for sustainable energy management.</li> <li>• Blockchain for transparent and sustainable supply chains.</li> </ul> <p><b>Innovative Business Models for Sustainability</b></p> <ul style="list-style-type: none"> <li>• Circular economy and digital platforms.</li> <li>• Sharing economy models and their impact on sustainability.</li> <li>• Sustainable product lifecycle management through digital tools.</li> </ul> <p><b>Fintech and Sustainable Finance</b></p> <ul style="list-style-type: none"> <li>• Role of digital finance in promoting green investments.</li> <li>• Impact of blockchain and cryptocurrencies on sustainable finance.</li> <li>• Innovations in microfinance for sustainable development.</li> </ul> <p><b>E-commerce and Sustainability</b></p> <ul style="list-style-type: none"> <li>• Sustainable practices in digital retailing.</li> <li>• Impact of digital consumer behaviour on sustainability.</li> <li>• Green logistics and delivery solutions.</li> </ul> <p><b>Digital Marketing for Sustainable Brands</b></p> <ul style="list-style-type: none"> <li>• Role of digital marketing in promoting eco-friendly products.</li> <li>• Sustainable brand communication strategies.</li> <li>• Use of social media for sustainability awareness and engagement.</li> </ul>	<p><b>Who can participate?</b></p> <p>Faculty members Research Scholars Industry delegates Student of any discipline &amp; other enthusiasts</p> <p><b>Registration:</b></p> <p><b>Registration Fee</b> Industry/Academicians Rs 800 Research Scholar Rs 500 Student Rs 200</p> <p>Online with e certificate Rs 300 Online registration</p> <p>link: <a href="https://forms.gle/iVzv2xjcU78eAE6t5">https://forms.gle/iVzv2xjcU78eAE6t5</a></p> <p>Registration fee may be paid through online banking</p> <p>Name: <i>In favor of Finance Officer, TUT</i></p> <p>Account Number: <b>64081416021</b> IFSC: <b>SBIN0040850</b> State Bank of India, Tumkur University Branch, Tumakuru</p> <p>Upload fee receipt paid to below mentioned mail ID</p> <p><a href="mailto:nationalconference2024.tu@gmail.com">nationalconference2024.tu@gmail.com</a></p> <p><b>Note: Spot registration is also permitted</b></p>
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