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About the Institution

Gandhi Institute of Excellent Technocrats (GIET), Ghangapatana, Bhubaneswar under the flagship of Gandhi Group of Institutions (G.G.I) is an AICTE approved institute established in the year 2009. The B.Tech, MBA and MCA programs of the institute are affiliated to Biju Patnaik University of Technology, Odisha and the Diploma Programme is affiliated to State Council for Technical Education and Vocational Training, Govt. of Odisha, Bhubaneswar. The institute is set up by Venkateshwar Educational Trust and is being managed by distinguished Governing Council members comprising senior executives from Academics and Industries. The Institute works with a mission to provide quality education of international standards for producing technocrat and future leaders in a disciplined and conducive environment as an integral part of our societal commitment to promote education globally. It was started with an intake of 240 students in four branches with a motto of providing quality engineering education in a highly disciplined environment. In less than a decade it became a citadel of engineering education having 1080 intake with 7 B.Tech. Courses and 2 PG courses i.e. MBA and MCA. It has been regarded as Modern Gurukul by the students, alumni, faculty and all distinguished visitors for its learning environment, faculty, infrastructure and the facilities.

About the Department

The Department of Management Studies was established in 2021 to accommodate the popular Master in Business Administration course (MBA). Department of Management Studies is one of the emerging management departments in the state which develops business graduates with a holistic perspective and versatile, functional areas of business and industry. The program's objective is to impart management education in the state of the art technology to enable the students to optimally equip themselves with the changing requirements of the corporate and society. Eminent and experienced faculty enables the students to acquire various technical skills and value-focused decision-making ability. The program emphasizes practical experience for which extensive interaction with the industry is built into the curriculum. It offers dual Specialization and Sectoral Specialization in Human Resources, Marketing, Finance, Operations and Systems. The two-year full-time degree program includes basic core courses, electives, industry-oriented summer internship, and Company oriented projects

About the Conference.....

Gandhi Institute of Excellent Technocrats, Ghangapatana, Bhubaneswar is organizing a conference, “National Conference on Innovation, Management, Entrepreneurship Start up and IRP -2023” on 25th & 26th November 2023, at GIET, Ghangapatana, Bhubaneswar. The objective of this national conference NCIMESIPR-2023 is to bring together individuals and organizations to foster collaboration, knowledge exchange, and professional growth, while advancing the state of the field through re- search and innovation start up and entrepreneurship.

Chief Guest

❖ *Mr. Pramod Kumar Sahu*

AGM, (HR/CSR)

Corporate Office, NTPC, New Delhi

Chief Speaker

❖ *Prof. A. A Khan*

Director-UECH, RUSA 2.0 (Utkal University, BBSR)

Guest of Honour

❖ *Dr. Abhishek Goutam*
AIIMS, Bhubaneswar

Ambula Technology

Message from Chief Patron.....



DR. SATYA
PRAKASH PANDA CHAIRMAN
GIET, GHANGAPATANA, BBSR

I am extremely pleased to know that the Department of Civil Engineering, of GIET, Ghangapatana is organizing "National Conference on Innovation, Management, Entrepreneurship, Start-up, IPR" - 2023" organized by the Departments of MBA & EDCELL on 25th and 26th of Nov 2023.

I understand that the large number of researchers have submitted their research papers for presentation in the conference and also for publication. The response to this conference from all over India is most encouraging. I am sure all the participants will be benefitted by their interaction with their fellow researchers and engineers which will help for their research work and subsequently to the society at large.

I wish the conference meets its objective and confident that it will be a grand success.

A handwritten signature in black ink, appearing to read 'Dr. Panda', with a long horizontal stroke extending to the right.

With regards

Dr. Satya Ranjan Panda

Chief Patron, NCIMESIPR-2023

Message from Chief Patron.....



ER. RAMNARAYAN SABAT VICE CHAIRMAN
GIET, GHANGAPATANA, BBSR

*I hope this message finds you well. I am delighted to announce our institution's upcoming **"National Conference on Innovation, Management, Entrepreneurship, Start-up, IPR" -2023** scheduled to take place from 25th & 26th of November. As the Vice Chairman of our Institution, I am truly excited about this significant event that reflects our commitment to academic excellence and sustainable development.*

This conference will serve as a platform for the exchange of ideas, insights, and research findings related to sustainable infrastructure and the valorization of resources. It is an opportunity for us to showcase our institution's dedication to advancing knowledge and contributing to the betterment of society.

As esteemed members of our faculty, your participation is instrumental in making this conference a success. I encourage you to consider submitting your research papers, proposing sessions, and actively engaging in discussions during the event. Your expertise and contributions will undoubtedly enrich the conference and help us achieve our goals.

Together, we can make this National Conference a platform for meaningful discussions, networking, and collaborative research that will have a lasting impact on the field of sustainable infrastructure and valorization.

Best regards,

Er. Ram Narayan Sabat

Chief Patron, NCIMESIPR-2023

Message from Chief Patron.....



ER. MINAKSHI PANDA SECRETARY
GIET, GHANGAPATANA

*It is indeed a memorable day that a two day national conference on “**National Conference on Innovation, Management, Entrepreneurship, Start-up, IPR**” -2023” on 25th-26th Nov, 2023 is being organized at GIET, Ghangapatana to achieve the well-defined purpose of setting up an important landmark successfully by way of utilizing the activities consisting of expert lectures from exceptional achievers and presentation of researchers in relevant areas in an atmosphere of healthy interaction and sharing.*

The enlisted topics shall set up a platform of spreading light of the recent technologies and enable us to grow by way of learning from knowledge reserves and absorbing expertise from treasury of learned academicians.

I am highly grateful to the members of the team for exercising painstaking effort in making this conference successful.

Minakshi Panda

**Thank you Best
regards,**

Er. Minakshi Panda

Chief Patron, NCIMESIPR-2023

Message from Patron.....



DR.SUBHRAJITPRADHANPRINCIPAL
GIET,GHANGAPATANA

*I am pleased to announce that our Institution will be hosting a “**National Conference on Innovation, Management, Entrepreneurship, Start-up, IPR**” -2023”, Which is scheduled to take place from 25th & 26th of November 2023. This event represents an excellent opportunity for our academic community to contribute to the advancement of knowledge in this critical field.*

The conference aims to bring together experts, researchers, and industry professionals to discuss the latest trends, innovations, and best practices in construction, sustainable infrastructure, and valorization. It will serve as a platform for exchanging ideas and fostering collaborations that can have a lasting impact on our industry.

I encourage all faculty members to actively participate in this conference by submitting research papers, organizing sessions, and engaging in meaningful discussions. Your contributions will undoubtedly enhance the quality and significance of this event.

Thank you for your dedication to advancing knowledge and promoting sustainable practices in our field. Let us work together to make this National Conference a memorable and transformative experience for all involved.

A handwritten signature in black ink, appearing to read 'Subhrajit Pradhan', written over a light blue background.

**Thank you Best
regards,**

Dr. Subhrajit Pradhan

Patron, NCIESIPR-2023

Message from Dean R&D.....



DR.CHANDANKUMARSAHOODEAN R&D
GIET,GHANGAPATNA

Research, curiosity and discovery have been in existence ever since man's presence on this planet millions of years ago, civilization has been characterized by curiosity and discovery. Therefore, the curiosity to explore what will happen, how it happens, is there a better way to do it, has been the driving force behind all research efforts. During the past few decades, the engineering faculties have taken a number of initiatives to reorient the engineering machinery to play leading roles in the industrial development process.

I am delighted to acknowledge the **"National Conference on Innovation, Management, Entrepreneurship, Start-up, IPR" -2023**, organized by the Department of Master of Business Administration. I appreciate organizing team for showing their keen interest in organizing a successful conference to provide a platform for contributors to explore new ideas and exchange research findings among researchers.

I thank the support of all students, authors, reviewers, conference team, faculty members, and conference Convenor for making the conference a grand success.

Chandankumar Saahode

With regards
Dean R&D
Advisory Committee, NCIMESIPR-202

Message from Convener.....



It gives me immense pleasure to welcome you all for the “Innovation, Management, Entrepreneurship, Start up, IPR” NCIMESIPR -2023” which will be held on 25th and 26th November 2023 organized by the Department of MBA & associated with ED cell. The conference is organized with the view of supporting the academia namely faculty and students to show case the research ideas and thus giving the platform in this conference. GIET, Ghangapatna always promotes the research activities in the budding technocrats in support of their mentors, the faculty. It’s the first time to organize this national conference by department of MBA at this campus. We are highly obliged with blessings of the Hon. Chairman Sir, Dr.Satya Prakash Panda, President of Gandhi Group of Institution, Hon. Vice Chairman Sir Er.Ram Narayan Sabat, Hon. Secretary mam, Ms.Minakashi Panda for their motivation and constant support as always. We are also blessed by the constant support of respected Principal Sir, Dr.Subhrajit Pradhan. As on date, the conference has received huge number of research papers from all parts of the state and an enthusiastic response from the students’ and academia world. We welcome all the participants, delegates, organizer for these phenomenal brainstorming sessions on these two days. In this context, the conference aims to reflect the needs for Innovation are the catalyst that propels humanity forward, challenging norms, and reshaping industries. But innovation isn't solitary; it thrives within an ecosystem fostered by effective management. Management isn't about control; it's about nurturing, empowering, and aligning talents toward a common vision. Entrepreneurship embodies the spirit of daring, of embracing risks, and turning adversity into opportunity. Entrepreneurs are the trailblazers, the architects of change, who harness innovation and wield management strategies to build something from nothing. I expect this conference NCIMESIPR 2023 will prove a memorable and productive discourse.

I wish all the best.

Dr. Maitrayee Rout
HOD, MBA
DEPT

Message from Co-Convener



Our team is working hard continuously to improve upon the quality of education and to maintain the position of leadership, Entrepreneur, Innovator in our department of Master of business Administration. The core values of the departments help the students to develop their overall personality and make them worthy to compete and work at global level.

We have an exciting program at this conference that will share the keynote speaker experiences to our students. To put a conference of this magnitude together is not a small task. To that end, we want to thank our honorable Chairman, Vice Chairman, Principal, HOD MBA for the support to conduct the national conference NCIMESIPR- 2023. Lastly, we would like to thank all of the conference participants for their contributions who are the foundation of this conference.

I hope NCIMESIPR 2023 will bring a platform for the young technocrats to carry out research with innovative thinking, accept all challenges to become entrepreneurs, and gather knowledge to establish their start up in the coming days. I hope NCIMESIPR-2023 will come with flying colors to the Department of Business Administration with a lot of exciting moments followed by valuable knowledge sharing sessions.

Sibabrata Mohanty

Prof. Sibabrata Mohanty

CONVENOR

Bhubaneswer

CO-

GIET, Ghangapatna,

MessageFromOrganisingCommittee



I am indeed delighted to convey that our department of mechanical engineering of GIET, Ghangapatana is organizing the “National Conference on Innovation, Management, Entrepreneurship, Start-up, IPR” -2023”, Which is scheduled to take place from 25th & 26th of November 2023. The developments in the field of Innovation, Entrepreneurship, Management and Technology have far reaching impacts in all aspects of life and society. This conference will focus on recent trends, emerging technologies and advances in all aspects of Science, Humanities, Systems, Signals, Mathematical Methods, Management, and Start-up ideas and its applications. This conference will play a humble role in bringing together. I encourage each one of you to actively engage in the sessions and discussions, and take Full advantage of the wealth of expertise gathered here .Let's foster an environment of intellectual curiosity, where ideas flow freely, and meaningful conversations spark new insights.

*Prof. Ratnamanjari Mishra
Asst. Professor MBA
GIET, Ghangapatana*



MessageFromOrganisingCommittee



National Conference on Innovation, Management, Entrepreneurship, Start-up, IPR (NCIMESIPR 2023) organized by Department of MBA & ED Cell, GIET Gangapatna, Bhubaneswar is one of the important means of sharing of knowledge that offers to the group of professionals, researchers and students concerned with technological advancements, management –prospects and recent trends in Entrepreneurship and Start-up. It will be a vital platform that everyone will enrich themselves from this conference. I appreciate all the authors for their contributions. I would like to extend my gratitude to all the invited resource persons for their contribution for the event.

MessageFromOrganisingCommittee



It's my pleasure to write a few words on the occasion of the two-day "National conference on Innovation, Management, Entrepreneurship, Start-up, IPR (NCIMSIPR -2024)" to be organized by the Department of Master of Business Administration (MBA) and Entrepreneurship Development cell (ED Cell), Gandhi Institute Of Excellent Technocrats (GIET), Ghangapatana, Bhubaneswar. Civilization is the intelligent management of human emotions. I am sure this conference helps the participant to grab good knowledge and they can stand for the future earth. My best wishes to all the participants who are giving and spreading the knowledge and make the event a grand success.

Prof.
Bikas
h
Jethy
Asst.P
rofess
or,
MBA

GIET, Ghangapatana

[MessageFromOrganisingCommittee](#)





It is a proud privilege to pen down a few words on the occasion of the two days "National Conference on Innovation, Management, Entrepreneurship, Startup, IPR (NCIMESIPR-2024)" to be organized on 25th and 26th November, 2023 by the Department of Master of Business Administration (MBA) and Entrepreneurship Development Cell (ED Cell), Gandhi Institute of Excellent Technocrats (GIET), Ghangapatna, Bhubaneswar. I am sure that the sessions at the conference would give comprehensive exposure, helping to understand and appreciate the point of view. My best wishes for seeking the path towards giving and spreading knowledge and for the grand success of the event.

Prof.
Amaresh
Satapathy

Asst.Professor, MBA
GIET, Ghangapatana

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Paper Id- NCIMESIPR-01

ISBN NO-978-93-83060-31-3

CONCEPT OF APPLIED LEADERSHIP IN THE CONTEMPORARY WORLD

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ABSTRACT

Being a team or group leader requires a lot of effort, consideration, and time. Since leadership is the one area of study that determines whether an organization succeeds or fails, it is the most researched component of organizations. Although it may appear overly complicated at times, a team may be led confidently and competently by concentrating on a few key principles. Any organization's leader fulfils their duty by representing the organization's principles to others, as is expected of them. A manager needs to have leadership skills in order to function effectively at a strategic level. A successful manager or leader will be able to recognize and manage their own personal leadership development in order to accomplish strategic goals. They will also be able to assess the success of their leadership plan and foster a safe, healthy work environment that supports a culture of quality. Leaders have a positive influence on both our present and future. There is always a need, both in prosperous and poor times.

Keywords: Leadership, Organization, Leader, Manager

Paper Id- NCIMESIPR-02

ISBN NO-978-93-83060-31-3

**MPACT OF ARTIFICIAL INTELLIGENCE ON HUMAN RESOURCE
MANAGEMENT**

Sandeep Sahoo^{1*}

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ABSTRACT

Artificial intelligence is having a significant impact on the human resources landscape, potentially replacing humans for mundane activities and cognitive skills. This dynamic has caused HR professionals to become keener to learn new skills. The two key domains that this study explores are artificial intelligence and human resources. These two domains serve as the foundation for this investigation. Artificial Intelligence (AI) opens up a world of opportunities for improving HR operations, including hiring, invoicing, self-service, access controls, and corporate protocols. Artificial Intelligence technologies are centered around the practical application of human intelligence principles. The purpose of this investigation was to examine artificial intelligence as a concept and how it functions in the management of human resources. Results show that AI is becoming more and more applicable to a wider range of jobs. It can now be used for tasks such as hiring, data analysis, and workload optimization at work, which increases organizational effectiveness. Cutting-edge technology has focused on a number of HRM operations, from hiring and training to work performance, and it has also covered HRM strategies including job replacement and human-robot collaboration.

Keywords: Artificial Intelligence, Human Resource Management, Technology

Paper Id- NCIMESIPR-03

ISBN NO-978-93-83060-31-3

GREEN MARKETING AND IT'S IMPACT ON GOLBAL MARKET

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ABSTRACT

A relatively new phenomenon, green marketing has gained significant traction in India and other nations as it has emerged on the international scene. Because of environmental concerns, consumers now favour greener products over conventional ones. Their opinions and preferences have shifted in favour of the greener options. Green marketing refers to the development, advertising, and distribution of goods and services that protect the environment from deterioration. Due to its detrimental effects on the environment, businesses are adopting the modern concept of green marketing. In addition to explaining the companies that are implementing green strategies in the market and the variables that can affect them, this research paper also explains the concept of green marketing, its evolution, the components of a green marketing mix, and its challenges. The descriptive nature of this research paper is derived from secondary sources that were gathered from various sources, including books, websites, articles, and other research papers.

Keywords: Green Marketing, Environment, Consumer

RELATIONSHIP BETWEEN ORGANISATIONAL CULTURE, ORGANISATIONAL CLIMATE AND MANAGERIAL VALUES

Sonali Singh^{1*}

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ABSTRACT

This paper begins with a comprehensive review of the management literature on culture, and demonstrates close parallels with research and writings on organisational climate and values. The paper then reports the findings from an empirical investigation into the relationship between the organisational culture, climate, and managerial values of a large Australian public sector agency. The relative strengths of four dimensions of culture in this organisation were measured using Hofstede's instrument. Added to this were items from a questionnaire developed by Ryder and Southey, derived from the Jones and James instrument measuring psychological climate and providing scores across six specific dimensions of organisational climate. Measures of managerial values, drawn from a questionnaire by Flowers and Hughes, were also incorporated. Results show that levels of culture within this particular organisation are at variance with those reported by Hofstede from his Australian data. Findings indicate a strong link between specific organisational climate items and a number of managerial values dimensions. Additional relationships between particular dimensions of culture, climate and managerial values are also reported. From this, a hypothesised, predictive model of linkages between the constructs is presented.

Keywords: Organisational culture, Organisational climate, Managerial value

IMPACT OF NEUROMARKETING ON BUSINESS

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ABSTRACT

Neuromarketing's Impact on business explores the fusion of neuroscience and marketing, analyzing consumer behavior, preferences and decision-making. In the article we are taking about the tools used for this purpose, which include magnetic resonance imaging (MRI), Brain scanners that identify brain parts that react to different stimuli, and electroencephalography (EEG), devices that measure electrical activity in the brain. By tracking brain reactions to different stimuli, researchers can discover the marketing mechanisms which can address the issues of the consumers for this, along with EEG measurements, an eye-tracking device is used, which allows the exact identification of the stimulus that produces the reaction from that moment. Some neuromarketing companies also use Galvanic Skin Response (GSR), sensors to measure the electrical conductivity of the skin, which is another element that provides information about consumer's response to various commercial messages. The intent of our article is to highlights the impact of neuromarketing in the correct understanding of consumer's emerging needs.

Keywords: Neuromarketing, MRI, EEG, GSR

UNDERSTANDING DIGITAL MARKETING STRATEGY AND PROPOSAL OF DIGITAL MARKETING

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ABSTRACT

Digital marketing strategy on how the digital technologies make marketing more effective because they allow for individual attention better campaign management ,and better product marketing design and execution this article does not ignore the fundamental theories of marketing but emphasizes their usefulness in developing a response to the threats and opportunities created by the internet it is easy to understand the flow diagram for developing the marketing strategies: understand customer needs, formulate a strategy, implement the strategy, and build trust with customers .and proposal digital marketing is there for become impact to analyse the influence of relevant digital marketing tools on low density tourism region success, measured through destination image, tourists satisfaction and loyalty . The main aim of the article demonstrate the theoretician support of a model about the impact the digital marketing tools technologies on low density tourism region. To achieve this purpose literature review will be used as a methodological basis. This study also intends to contribute to the scientific debate through the improvement of knowledge in digital marketing tools applied to tourism and for this industry stakeholders.

Keywords: Digital marketing, Digital technology, Tourism

WOMEN ENTREPRENEURSHIP IN INDIA

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ABSTRACT

Woman constitute half of the world population but they hence played a very limited role in the field of trade, business, industry and entrepreneurship. In a male dominated society women are the victims of social prejudices and discrimination. They are considered to be weak, passive and depended on others. Entrepreneurship is when an individual who has an idea acts on that idea. Usually to disrupt the current market with a new product at service. The transformation of the social fabric of the Indian society, in terms of increased educational status of women and varied aspiration for better living has necessitated a change in the life style of every Indian women. She has competed with man and successfully stood of with him in every walk of life and business is no exception for this. These women's are assertive, persuasive and willing to take risks. They have managed to survive and have succeed in this cut throat competition with their hard work, diligence and perseverance. The present study has been an attempt to generate awareness and to understand the meaning of what women entrepreneurship is and how important it in or the development of the world rationally, economically and in all spheres. Some major problems faced by Indian women entrepreneurs, success stories of Indian women entrepreneurs, factors influencing women entrepreneurship and the perspective of different sections of the society about women entrepreneurship have been noted.

Keywords: Women entrepreneurship, assertive, persuasive

Paper Id- NCIMESIPR-08

ISBN NO-978-93-83060-31-3

SOCIAL MEDIA MARKETING: A CONCEPTUAL STUDY

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ABSTRACT

The world of Marketing has undergone unimaginable changes in the last century. The level of transformation marketing practices, tools and techniques have undergone, is beyond one's wildest imagination. A market, in a traditional economy, was only confined to a physical place with many limitations of place, time and utility. The era of globalisation has ensured that the world market is shrunk to the size of human palm as all the markets are accessible with the touch of our fingertips. Evidently, social media which started off as a platform for human interaction, now has been developed into a platform that can effectively be used for brand positioning, advertising and many others aspects of marketing management. For any business, it is imperative to keep up with the advancements taking place in the world of marketing and marketing tools. This paper is an attempt at presenting one of the most relevant trends in marketing.

Keywords: Social Media, Marketing, Economy, Globalisation

Paper Id- NCIMESIPR-09

ISBN NO-978-93-83060-31-3

TOURISM MARKETING

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ABSTRACT

The role of the marketer in the world of tourism is described. A wide range of issues are discussed from market research and planning, to technology and distribution. The 20 chapters examine; the tourism marketing environment; tourism marketing management; consumer behaviour; organizational buyer behaviour; segmentation, positioning and the marketing mix; marketing planning; demand forecasting; planning: budgets; marketing research in tourism; the tourism offering (services product); pricing; communications mix; distribution in tourism; the augmented marketing mix; relationship marketing; tourism supply sectors; marketing destinations; international tourism marketing; sustainable tourism; and, the challenges of the 21st century. Examples are cited from around the world.

Keywords: Tourism, Communication, demand forecasting

Paper Id- NCIMESIPR-10

ISBN NO-978-93-83060-31-3

E-COMMERCE IN BUSINESS

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ABSTRACT

Demonstrate the usefulness of the traditional marketing model in the developing e-commerce marketing strategies discusses four e-commerce frameworks and integrates them with traditional marketing model (product, price, promotion, and distribution) to develop a complete framework. Discusses how the e-commerce strategies could be applied to a real company using the integrated model. E-commerce offers greater returns to firms in developing advantages for developing country firm's first e-commerce transaction costs are less sensitive to distance traditional marketing channels, so access to global market is made to easier. Second, by simplifying and making market channels more efficient-commerce developing country firms to retain a large share of the final consumer price of products. The process is not necessarily one of more efficient internet-based intermediation. How do e-marketplaces operate in practice? The answer to this question is based on the mapping of the attributes of e-marketplace in the garments and horticulture sectors. The following the types of applications that were present at the e-marketplace based on the web which were included in the simple.

Keywords: Traditional Marketing, E-Commerce

Paper Id- NCIMESIPR-11

ISBN NO-978-93-83060-31-3

INVESTMENT BANKING IN INDIA

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ABSTRACT

Investment banking is a particular of banking which financial capital requirement enterprises. Investment banking assists as performs IPO. Private placement and bond offerings, acts as broker and carries through mergers and acquisitions Soon of banking encompassing business entities dealing with creation of capital for other companies the present condition of the investment bank in India and also evaluate the future scope. Out of the total 111 investment banker registered with SEBI on 30th Oct 2008 depending on the availability of data 10 non-banking investment banker were selected for study. Only secondary data was collected for meeting the objective of study. Data was collected from the website of SEBI and the companies with the help of internet in the form of text and financial statement of investment banker.

Keywords: Roles of investment banking, Investment banking in India.

Paper Id- NCIMESIPR-12

ISBN NO-978-93-83060-31-3

HOW APPLYING THE LEAN START-UP METHODOLOGY CAN AFFECT

BUSSINESS MODEL INNOVATION

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ABSTRACT

Start-ups often apply entrepreneurial approaches like the Lean Start-up Method (LSM) and Business Model Innovation (BMI). LSM emphasises experimentation during product development and testing in close interactions with potential customers to get first-hand feedback. Lessons learned are implemented so that improved product variants go through further feedback loops and so on. Products are developed by rapidly getting closer to what customers really want. BMI focuses on altering existing or developing new business models to enable differentiation from competitors. Typical elements of business models include target customer segments, value propositions, value chains and revenue mechanisms. BMI is assumed to take place when at least two of these elements are innovated in conjunction. Going beyond typical product or process innovation in isolation, BMI suggests to holistically consider interdependencies within the entire business model. The need for a better understanding on connections between LSM and BMI is expressed in the literature and this work's goal is to contribute to this discussion. More specifically, this work seeks to address the question of how the application of LSM can affect BMI. In search of answers, business plans of 25 finalist start-ups in the 2022 edition of an annual innovation competition in Switzerland are reviewed. While the evidence on the connection between LSM and BMI is not entirely convincing, reviewed business plans reveal insights into LSM-related factors at play that can support business model changes and trigger BM.

Keywords: LSM, BMI, Innovation

Paper Id- NCIMESIPR-13

ISBN NO-978-93-83060-31-3

DATA MINING FOR BUSINESS DECISION

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ABSTRACT

Data mining is the process of sorting through large data sets to identify patterns and relationships that can help solve business problems through data analysis. Data mining techniques and tools enable enterprises to predict future trends and make more-informed business decisions. Data mining is a crucial component of successful analytics initiatives in organizations. The information it generates can be used in business intelligence (BI) and advanced analytics applications that involve analysis of historical data, as well as real-time analytics applications that examine streaming data as it's created or collected.

Data mining tools are available from a large number of vendors, typically as part of software platforms that also include other types of data science and advanced analytics tools. Key features provided by data mining software include data preparation capabilities, built-in algorithms, predictive modelling support, a GUI-based development environment, and tools for deploying models and scoring how they perform. Vendors that offer tools for data mining include Apteryx, AWS, Data bricks, Dataiku, Data Robot, Google, H2O.ai, IBM,

Keywords: Association, Clustering, Predictive analytics, Data mining, Anomaly detection, Software deployment, etc.

Paper Id- NCIMESIPR-14

ISBN NO-978-93-83060-31-3

MANPOWER PLANNING

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ABSTRACT

Manpower planning and development is the first and the most important function of management. The essence of manpower planning and development involves a critical analysis of the supply, demand, surplus, shortage and utilization of human resources.

Manpower Planning is essentially the process of getting the number of qualified employees and seek to place the right employees in the right job at the right time, so that an organization can meet its objectives. Manpower Planning or Human Resource Planning is a forward looking function. Human Resource Planning has got an important place in the arena of industrialization. Human Resource Planning has to be a systems approach and is carried out in a set procedure.

Keywords: Man power planning, essential features of HRP

Paper Id- NCIMESIPR-15

ISBN NO-978-93-83060-31-3

MUTUAL FUNDS: A CONCEPTUAL STUDY

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ABSTRACT

It is a trust that collects money from a number of investors who share a common investment objective and invests the same in equities, bonds, money market instruments and/or other securities. And the income / gains generated from this collective investment is distributed proportionately amongst the investors after deducting applicable expenses and levies, by calculating a scheme's "Net Asset Value" or NAV. Simply put, the money pooled in by a large number of investors is what makes up a Mutual Fund. Here's a simple way to understand the concept of a Mutual Fund Unit. Mutual funds are ideal for investors who either lack large sums for investment, or for those who neither have the inclination nor the time to research the market, yet want to grow their wealth. The money collected in mutual funds is invested by professional fund managers in line with the scheme's stated objective. In return, the fund house charges a small fee which is deducted from the investment. The fees charged by mutual funds are regulated and are subject to certain limits specified by the Securities and Exchange Board of India (SEBI). India has one of the highest savings rate globally. This penchant for wealth creation makes it necessary for Indian investors to look beyond the traditionally favored bank FDs and gold towards mutual funds. However, lack of awareness has made mutual funds a less preferred investment avenue. Mutual funds offer multiple product choices for investment across the financial spectrum. As investment goals vary – post-retirement expenses.

Keywords: Mutual Fund, Capital Market, SEBI, NAV

Paper Id- NCIMESIPR-16

ISBN NO-978-93-83060-31-3

MARKETING IS KEY POINT OF EVERY BUISINESS

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ABSTRACT

Marketing is the process of identifying customers and creating, communicating, delivering and exchanging goods and services for the satisfaction and services retention of those customers. It is one of the primary components of business management and commerce. The 4 Ps are product, price, promotion and place. These are the key factors that are involved in the marketing of a good or services. The 4 Ps can be used when planning a new business venture, evaluating an exciting offer or trying to optimize sales with a target audience. Marketing includes advertising, selling and delivering product to customers or other business. Some marketing is done by affiliates on behalf of a company. Marketing for business is highly valuable tools as it helps to create brand awareness, drive profit and growth, acquire and enhance engagement. Marketing involves planning for production decisions, promotion decisions and other relevant activities. The main purpose of planning is to achieve the desire goals of the business through capturing targeted market. Marketing helps a business to remain relevant to the customers and in its domain. It helps in maintaining good relationships.

Keywords: Marketing, Goods, Services

Paper Id- NCIMESIPR-17

ISBN NO-978-93-83060-31-3

ISSUES IN INTERNSHIP AND CORPORATE TRAINING OF STUDENTS

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ABSTRACT

Research Project is pursued as a part of the MBA (Master of Business Administration). It is undertaken as an HR & Management Domain, On the topic, issues in internship & corporate training of students - primary Stakeholders Involved in Internship & Training are Students, Placement Committee, the world is changing at a faster pace, so is the corporate business world” The Major Faculty Mentors & Companies Coming on Campus for recruitment The main aim of the study is to identify the main problems and difficulties faced by various stakeholders in the process involved. This was done with the help of a questionnaire which was floated among the audience and the response was then recorded. Internships are considered of prior importance when it comes to gaining work experience before entering the real corporate business world. They are like a shorthand experience before going on board. They give a glimpse of what the corporate world looks like. Thus so, internships become a major part of a student’s life, so this research project focuses on the issues, problems & difficulties faced by students, placement & training cells, and companies during the course of the internship. The research done in the project is from primary sources and the research methodology opted is exploratory research design, wherein a questionnaire was developed and responses were collected from the most relevant audience, later on when we deep dive into the further ends of the work. There is a depth analysis of the data collected, and reasons and suggestions are outlined. The research study will help you understand the topic from various perspectives and help you to broaden the horizon of your understanding regarding the same.

Keywords: Internship, training, project

Paper Id- NCIMESIPR-18

ISBN NO-978-93-83060-31-3

RECRUITMENT AND SELECTION

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ABSTRACT

Recruitment and selection form the cornerstone of an organization's success by bringing in skilled individuals who contribute to its growth and achievement of objectives. This abstract delves into the multifaceted processes of recruitment and selection, exploring their significance, challenges, and strategies for effective implementation. Recruitment encompasses the systematic process of identifying, attracting, and engaging potential candidates. The modern recruitment landscape has evolved significantly, embracing technological advancements and innovative methodologies. Strategies like online job portals, social media recruitment, and AI-driven candidate screening have streamlined the initial stages of talent acquisition. This phase is crucial as it determines the future success and dynamics within the organization. Despite advancements, challenges persist in recruitment and selection. Issues such as a competitive job market, skills gaps, bias in selection, and ensuring diversity and inclusion remain prevalent concerns for recruiters. Mitigating these challenges requires a proactive approach, leveraging data analytics, promoting diversity initiatives, and implementing robust evaluation criteria. To optimize recruitment and selection processes, organizations should adopt a strategic approach. This involves aligning recruitment strategies with organizational goals, fostering employer branding, providing a positive candidate experience, and continuous evaluation and adaptation based on feedback and performance metrics. In conclusion, effective recruitment and selection strategies are fundamental in securing and retaining top talent. By embracing innovative approaches, acknowledging challenges,.

Keywords: Recruitment, Selection, Reference, Interview, Hiring, Performance.

Paper Id- NCIMESIPR-19

ISBN NO-978-93-83060-31-3

INITIAL PUBLIC OFFER VS GREEDY ISSUE PRICE

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ABSTRACT

At its core, the IPO price is based on the valuation of the company using fundamental techniques. The most common technique used is discounted cash flow, which is the net present value of the company's expected future cash flows. Underwriters and interested investors look at this value on a per-share basis. Before an IPO, a company is considered private. As a pre-IPO private company, the business has grown with a relatively small number of shareholders including early investors like the founders, family, and friends along with professional investors such as venture capitalists or angel investors. An IPO is a big step for a company as it provides the company with access to raising a lot of money. This gives the company a greater ability to grow and expand. The increased transparency and share listing credibility can also be a factor in helping it obtain better terms when seeking borrowed funds as well. When a company reaches a stage in its growth process where it believes it is mature enough for the rigors of SEC regulations along with the benefits and responsibilities to public shareholders, it will begin to advertise its interest in going public. Typically, this stage of growth will occur when a company has reached a private valuation of approximately \$1 billion, also known as unicorn status. However, private companies at various valuations with strong fundamentals and proven profitability potential can also qualify for an IPO, depending on the market competition and their ability to meet listing requirements. IPO shares of a company are priced through underwriting due diligence. When a company goes public, the previously owned private share ownership converts to public ownership, and the existing private shareholders' shares become worth the public trading price. Share underwriting can also include special provisions for private to public share ownership.

Keywords: IPO, Company, Advertise

Paper Id- NCIMESIPR-20

ISBN NO-978-93-83060-31-3

PERFORMANCE MANAGEMENT SYSTEM

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ABSTRACT

This abstract provides an overview of a comprehensive Performance Management System (PMS) designed to optimize organizational effectiveness. In today's dynamic business environment, the need for a robust PMS has become paramount for companies aiming to achieve sustainable growth and competitive advantage. The system discussed in this abstract incorporates key elements such as goal setting, continuous feedback, performance appraisal, and development planning. The Performance Management System begins with the establishment of clear and measurable organizational goals, aligning individual objectives with the overall strategic vision. Regular performance assessments are conducted through a combination of quantitative metrics and qualitative evaluations, fostering a holistic understanding of an employee's contributions. Continuous feedback is a cornerstone of the proposed system, promoting on going communication between supervisors and employees. This real-time exchange of information allows for immediate recognition of achievements and timely identification of areas for improvement. By facilitating regular dialogue, the PMS cultivates a culture of transparency and collaboration, enhancing employee engagement and motivation. In conclusion, the proposed Performance Management System is a multifaceted approach that goes beyond traditional performance evaluations. By fostering goal alignment, continuous feedback, and individual development, the system aims to enhance organizational effectiveness, employee satisfaction, and overall success in today's competitive business landscape. In conclusion, the proposed Performance Management System is a multifaceted approach.

Keywords: 360 degree feedback, critical incidence, development, self-appraisal, succession planning.

Paper Id- NCIMESIPR-21

ISBN NO-978-93-83060-31-3

TRAINING AND DEVELOPMENT IN MODERN ORGANINSATION

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ABSTRACT

Training and development serve as fundamental pillars in shaping the capabilities and competencies of a workforce within contemporary organizational structures. This 300-word abstract elucidates the multifaceted nature of training and development initiatives, emphasizing their pivotal role in organizational success. In today's dynamic and competitive business landscape, organizations recognize the imperative need to invest in continuous learning and skill enhancement. Training programs, tailored to meet the specific needs of employees, emerge as catalysts for nurturing talent and fostering professional growth. These initiatives go beyond mere skill acquisition; they encompass a holistic approach to bolstering employee performance, satisfaction, and overall retention. Moreover, the abstract highlights the symbiotic relationship between effective training strategies and organizational objectives. By aligning training programs with business goals, companies can achieve improved productivity, innovation, and adaptability. This alignment not only empowers employees with the necessary skills but also cultivates a shared sense of purpose, reinforcing the organizational culture. The landscape of training and development has undergone a significant transformation, embracing technological advancements and innovative methodologies. Digital platforms, augmented reality, and AI-driven learning tools revolutionize traditional training paradigms, offering personalized and immersive learning experiences. Such advancements cater to diverse learning styles, enhancing knowledge retention and application. Furthermore, the abstract delves into the vital role of feedback mechanisms in refining training programs. Continuous evaluation and feedback loops enable organizations to iteratively enhance their training modules, ensuring relevance and efficacy in an ever-evolving business environment. By examining case studies and empirical evidence, this abstract underscores the profound impact of investing in training and development on an organization's bottom line.

Keywords: Digital, Training, Organization, AI

Paper Id- NCIMESIPR-22

ISBN NO-978-93-83060-31-3

SHORTLISTING, INTERVIEWING AND SELECTION PROCESS

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ABSTRACT

The shortlisting, interviewing, and selection process is a crucial aspect of recruiting talent. Initially resumes are reviewed to shortlist candidates based on their qualification and experiences. Subsequently, selected candidates undergo a series of interviews, which may include phone or video interviews and face-to-face meetings. Interviews serve to assess not only technical skills but also interpersonal and problem-solving abilities. Behavioural questions often gauge how candidates handle challenges and collaborate in a team. Simultaneously, technical assessments may be conducted to evaluate specific job-related skills. Throughout the process, communication skills, cultural fit, and enthusiasm are weighed alongside technical competencies. Reference checks may be performed to validate a candidate's work history and qualifications. The final selection involves careful consideration of interview feedback, alignment with organizational values, and the candidate's potential for growth within the company. The chosen candidate is then extended an offer, and negotiations may follow on aspects like salary, benefits, and start date. A well-structured and thorough hiring process not only ensures the selection of qualified individuals but also contributes to a positive candidate experience. This, in turn, enhances the employer brand and fosters a strong foundation for successful onboarding and integration into the team.

Keywords: Shortlisting, Interviewing, Technical

Paper Id- NCIMESIPR-23

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DIGITAL MARKETING

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ABSTRACT

"The term digital marketing refers to the use of websites, apps, mobile devices, social media, search engines, and other digital means to promote and sell products and services. Digital marketing started to become popular with the widespread adoption of the internet in the 1990s." "Technology is creating customer choice, and choice is altering the marketplace. Gone are the days of the marketer as salesperson. Gone as well is marketing that tries to trick the customer into buying whatever the company makes. There is a new paradigm for marketing, a model that depends on the marketer's knowledge, experience, and ability to integrate the customer and the company. Six principles are at the heart of the new marketing. The first, "Marketing is everything and everything is marketing," suggests that marketing is like quality. It is not a function but an all-pervasive way of doing business. The second, "The goal of marketing is to own the market, not just to sell the product," is a remedy for companies that adopt a limiting "market-share mentality." When you own a market, you lead the market. The third principle says that "marketing evolves as technology evolves." Programmable technology means that companies can promise customers "anything, anyway, any time." Now marketing is evolving to deliver on that promise. The fourth principle, "Marketing moves from monologue to dialogue," argues that advertising is obsolete. Talking at customers is no longer useful. The new marketing requires a feedback loop--a dialogue between company and customer. The fifth principle says that "marketing a product is marketing a service is marketing a product." The line between the categories is fast eroding: the best manufacturing companies provide great service, the best service companies think of themselves as offering high-quality products.

Keywords: CAD, CAM, Digital Marketing

Paper Id- NCIMESIPR-24

ISBN NO-978-93-83060-31-3

FUNDEMENTAL VS TECHNICAL ANALYSIS

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ABSTRACT

Fundamental analysis involves evaluating a company's financial health, performance, and market position to determine its intrinsic value. It considers factors like earnings, assets, and market share to assess investment opportunities. On the other hand, technical analysis focuses on studying past market data, particularly price and volume, to predict future price movements. It involves using charts, patterns, and indicators to make trading decisions based on historical trends and patterns in the market. Technical analysis can be useful for determining when to make an investment quickly, while fundamental analysis can be beneficial for determining whether an investment is worthwhile in the long term. I can trade a stock, or options on that stock, without knowing a single thing about the company, not even its name. Technical analysis, or more accurately, some of the thousands of different types of technical analysis, are used to analyse the supply and demand of the stock itself. Fundamental analysis is generally not used as a tactical, short-term decision-making method. Technical analysis enables traders to gain a vision of the market and make the right move at the right time, while fundamental analysis should be applied strategically, over longer periods. While it is sure that technical analysis cannot assure a 100% success rate or magically high profits- it is however a very thorough study of how to predict equity market share value and thus can be considered a format of trade prediction. Fundamental analysis can be hard work and be overly complicated. Given the time and difficulty constraints, it may be difficult to get an edge. In the short term, markets will not always move in the same direction as fundamental value meaning that often short term momentum will override the fundamentals. "Have you ever heard of Charles Dow?" Dev inquired. "He was a financial journalist during the late 1800s and early 1900s, and he's widely recognized as the father of modern technical analysis.

Keywords: Analysis, Technical, Modern, Financial

Paper Id- NCIMESIPR-25

ISBN NO-978-93-83060-31-3

START-UP ECOSYSTEMS

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ABSTRACT

The startup ecosystem is a dynamic and interconnected network comprising entrepreneurs, investors, mentors, support organizations, and various stakeholders fostering innovation and growth. It's an environment where nascent companies ideate, launch, and scale their ventures, driven by a culture of innovation and risk-taking. At its core, the startup ecosystem thrives on innovation. Entrepreneurs identify problems or unmet needs and develop innovative solutions, often leveraging technology to disrupt traditional industries or create entirely new markets. Investors play a pivotal role by providing crucial funding at different stages of a start-up's growth. They include angel investors, venture capitalists, and crowd funding platforms, injecting capital into these ventures in exchange for equity or other investment structures. This infusion of funds enables start-ups to develop prototypes, conduct market research, hire talent, and scale their operations. The start-up ecosystem's success is often measured by its ability to foster innovation, attract investment, create jobs, and drive economic growth. Its dynamism and adaptability continuously evolve, influenced by technological advancements, market trends, and global economic shifts, making it a vital engine of innovation-driven economies worldwide. Collaboration and networking form the bedrock of a thriving start up ecosystem. Interactions among start-ups, established companies, academic institutions, and government bodies create a fertile ground for idea exchange, partnerships, and knowledge sharing. Additionally, a supportive regulatory environment and access to talent further bolster the ecosystem's vibrancy.

Keywords: Start-up, Collaboration, Technology

Paper Id- NCIMESIPR-26

ISBN NO-978-93-83060-31-3

TRAINING AND DEVELOPMENT PROGRAM

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ABSTRACT

A successful training and development program is the linchpin of organizational advancement. Commencing with a thorough needs assessment, it tailors content to address specific skill gaps, ensuring immediate relevance and applicability. Employing diverse learning methods, from workshops to mentorship, accommodates various learning styles and enhances participant engagement. Integration of real-world scenarios into training fosters practical application of acquired knowledge. Continuous evaluation is paramount, facilitated through regular feedback loops to make timely adjustments and ensure sustained effectiveness. Monitoring participant progress not only gauges individual development but also provides insights into the overall impact of the program, guiding further refinements. Beyond the structured curriculum, fostering a culture of continuous development is indispensable. Encouraging employees to take ownership of their growth instills motivation and adaptability, contributing to a dynamic and resilient workforce. Managers play a pivotal role by offering support, conducting regular check-ins, and recognizing achievements, reinforcing a positive learning environment.

Keywords: Training, Advancement, Feedback

Paper Id- NCIMESIPR-27

ISBN NO-978-93-83060-31-3

SHORTLISTING, INTERVIEWING AND SELECTION PROCESS

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ABSTRACT

Shortlisting candidates is the process of reviewing job applications and selecting the candidates that are best suited for the position based on predetermined criteria, thus creating a shorter list of qualified candidates to move forward with. Effective shortlisting, interview and selection process, retention is critical to organisational success. They enable companies to have performing employees which are satisfied with their job, thus contributing positively to the organisation. On the contrary, in-effective recruitment methodology and Selection process is therefore not only the first step towards organisational excellence but is important cost control mechanisms as well. Better shortlisting, interviewing and selection process or strategies result in improved organizational outcomes. With reference to this context, the research paper entitled Recruitment and Selection has been prepared to put a light on Recruitment and Selection process. The main objective is to identify general practices that organizations use to recruit and select employees and, to determine how the recruitment and selection practices affect organizational outcomes at Electronics Industry, Successful recruitment and selection practices are key components at the entry point of human resources in any organization. The purpose of this review is to review what came in some studies and articles that talk about the topic of employment and selection during the time period between 2010 and 2020 in order to study the modalities that are carried out in these two tasks in various organizations. The review provided an explanation of both tasks, taking into account what came from the recommendations in those studies. Finally, the researcher presented a brief summary about the recruitment and selection process. The main objective of this paper is to identify general practices that organizations use to recruit and select employees.

Keywords: Organization, Recruitment, Selection

Paper Id- NCIMESIPR-28

ISBN NO-978-93-83060-31-3

IMPACT OF INNOVATION IN BUSINESS

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ABSTRACT

By definition, innovation is the introduction of something new, furthering reason for how we exist in the modern world. Remember, change is .products, the most innovative thing provides a solution to the common problem. A good example is the Apple iPhone – they're innovative both aesthetically and in terms of product features. Each new update provides new features such as voice recognition, fingerprint technology and synchronization between devices. Perhaps the biggest impact innovation had on society regarding technology is in effect in almost everywhere. From agriculture to transport, technology is changing the way our lives and interact with those around us. In addition to AI, there is also cloud computing, storage methods, block chain, augmented and virtual reality and the Internet of Things (IoT) are the good innovations in society. With these technological innovations, the world is becoming a more seamless place where almost everything is available to us, any place, any time. The good news is that whole society is ready to embrace new technologies. It's a given fact of life that, as technology changes, society will need to adapt with that technology. One solution will not fix all the problems. Innovation helps to find many solutions to society's issues, from technology to the environment, to the job market and everything in between that environment. Innovation involves risk, but there is almost a very big reward at the end.

Keywords: Innovative things, Impact, Technology, AI, Society, Big reward

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ABSTRACT

Technological advancements have always played a pivotal role in shaping the course of human civilization. Among these advancements, nanotechnology has emerged as a transformative force, holding immense potential to revolutionize the healthcare sector. Nano science is the study of the unique properties of materials between 1-100 nm. Nanotechnology is the manipulation of matter at the atomic and molecular level. The ability to manipulate structures at the atomic scale allows for the creation of nanomaterial. It offers innovative solutions in healthcare including targeted drug delivery, improved medical imaging and regenerative medicine. It has been used to combat some of the most common diseases, including cardiovascular diseases and cancer. Nanotechnology stands at the forefront of healthcare innovation, offering a wealth of possibilities to address a wide range of medical challenges.

Keywords: Nanotechnology, Healthcare, Improved Medical Imaging, Regenerative Medicine

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ABSTRACT

Green innovation is an organizational capability that contributes to the creation and development of key products, services or processes oriented to reduce the harm, impact and deterioration of the environment, at the same time that optimizes the use of natural resources. This concept is currently being remarkably popularized since the environmental impact of human activities has become a global and growing concern for citizens, policymakers and organizations. Within the context of environmental management, the conceptualization of green innovation has evolved through the last years and it has become a central issue for firms aiming to attain environmental improvement and superior performance while actively complying with growing environmental pressures and demands.

Keywords: Environment, Organization, Citizen

Paper Id- NCIMESIPR-31

ISBN NO-978-93-83060-31-3

GROWTH OF STARTUP ECOSYSTEMS IN INDIA

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ABSTRACT

India has emerged as the 3rd largest ecosystem for startups globally with over 1,12,718 DPIIT-recognized startups across 763 districts of the country as of 03rd October 2023. India is a developing south Asian country. It is a most populous and 7th largest country by area. Large population implies a large prospective market in India and puts more pressure for employment in the country, in the present decade, India is undertaking an essential shift towards startup welcoming policies and a business friendly environment. India is a populated country having increasing demand which is putting a competitive environment forcing to create innovative systems. One of these systems is a Startup ecosystem. This paper is aimed at about the growth and prospects of Startup systems in India.

Keywords: Startups, Innovation, Technological Business Incubator,

Paper Id- NCIMESIPR-32

ISBN NO-978-93-83060-31-3

CHALLENGES FOR REDUCING FOOD WASTE

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ABSTRACT

According to the Food and Agriculture Organization of the United Nations, approximately one third of the food produced globally is wasted, by the private sector and consumers. Reducing food waste would have an essential role in fighting world hunger, by redistributing food that is not consumed. However, achieving this goal would not only have a positive social impact, but also an economic and environmental impact. The subject of food waste is strongly tied to the objectives of several international organizations and of public institutions that have lead awareness campaigns and have developed goals and policies for the reduction of the phenomenon. Reducing food waste would contribute to the achievement of the 12th Sustainable Development Goal of the United Nations, “Ensure sustainable consumption and production patterns”. For an efficient strategy, it is necessary that organizations and the involved people analyze and eliminate research gaps and the barriers for the reduction of food waste. Both among consumers and private companies, such as producers, distributors, retailers, as well as the food service industry. The present article reviews the main challenges and barriers in achieving the reduction of food waste, both in the private sector, and among consumers. Among the main challenges that need to be tackled are the quantification of wasted food along the value chain, systematic reporting of wasted food and the evaluation of the causes of food waste.

Keywords: food waste, challenges, foodwastecauses, foodwaste quantification.

ENTERPRENEURSHIP AND START-UP ECOSYSTEMS

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ABSTRACT

The traditional industry/corporate houses are less relevant in comparison to the current business scenarios as today's new businesses are merging into widely networked environment circumventing the industrial and information era thus making the brick and mortar companies of yesteryears diminish their worth. Earlier startups were created in a startup ecosystem that was demarcated by a place like Silicon Valley. Boston. Today's entrepreneurship is a global occurrence that needs interconnected landscape. With lesser money and consumer adopting the new technology at surprising speed. The critical role of startup ecosystem in financing the ventures. Making available the talent and skill has made innovation that was never clean or linear possible. India competing with China to become the fastest growing economy. The rise of the Indian startup ecosystem is the result of a convergence multiple factors. Consumers going online have massively increased due to smartphone technologies. Supported by increase in income levels and desire for consumption while on the other side there has been a huge increase in entrepreneurial and technological talent. Indian startup ecosystem has available funding. Some skilled labor and is still not equipped with required infrastructure. Opportunities are plenty but India is yet to reach the internet economy. Though the creation of startups in India has made "business" a highly worthwhile career beyond the traditional trading community. The policy journey for achieving startup creation and success at massive scale need refinement. Integrating simplicity and effective execution with continuous improvement based outcomes.

Keywords: Industry, Start-up, Ecosystem, Technology

INNOVATIONS IN INTERNATIONAL PAYMENTS

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ABSTRACT

The banking industry is under permanent pressure for innovation of banking services and banking products. In 2014 all members of Eurozone implemented new payment system developed under Single Euro Payment Area project (SEPA). SEPA project harmonizes the way euro payments are made across Europe. In 2016 other member states of European Union joined this platform. SEPA allows consumers, businesses and public administrations to make and receive credit transfers, direct debit payments and credit cards under the same basic conditions. SEPA credit transfer is realized in one banking day. The non-banking competition in payments pressed banks to go further and the result was the implementation of first SEPA instant payment in 2017 realized in max. 10 seconds. The Society for Worldwide Interbank Telecommunication (SWIFT), which is one of the most important institutions accelerated innovations in international payments, offers a new cross border payment system known as SWIFT global payments innovation (SWIFT gpi). The aim of this paper is to define innovations in payments, especially: SEPA instant payment and SWIFT gpi. To achieve this aim we are using qualitative methods such as analysis, synthesis and comparison.

Keywords: SWIFT gpi, SEPA instant payment, Application Programming Interfaces, Distributed Ledger, Technology, Artificial Intelligence in Payments, Ripple X-Current

Paper Id- NCIMESIPR-35

ISBN NO-978-93-83060-31-3

STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP

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ABSTRACT

The aim of this article is to contribute to a better understanding of the relationship between the academic fields of entrepreneurship and strategic management, based on the bibliographical references existing in these two fields. The structure of the article synthesizes the academic works existing in the two fields, seeking to generate new knowledge. The result can be used to increase the integration of these two areas of knowledge. First, it identifies apparent relationships and then focuses more in detail on some of the most important intersections, including strategic management in small and medium-sized enterprises (SMEs) and start-ups, recognizing the central role of the entrepreneur. The content and the process of strategic management are discussed, as well as its important link to the business plan. To conclude, clues are indicated for future investigations.

Keywords: Entrepreneurship, Small and Medium Enterprises, Strategic Management, Strategy

Paper Id- NCIMESIPR-36

ISBN NO-978-93-83060-31-3

IMPACT OF INNOVATION IN OUR SOCIETY

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ABSTRACT

Innovation is like magic in our world. It's all about new ideas and cool inventions that make life awesome! Think about phones. They started as big, clunky things, and now they're super smart and fit in our pockets. These inventions don't just appear out of nowhere; smart people come up with them. And when they do, everything changes. Innovation helps us in lots of ways. It makes things faster, like how we talk to friends on video calls instantly, no matter how far away they are. It also helps us stay healthy. Doctors use new ideas to create better medicines and treatments to keep us feeling good. Our world gets better with innovation. Remember when computers filled entire rooms? Now we have tiny laptops and smartphones that do so much more. Innovation even helps the planet. We're finding new ways to use clean energy like the sun and wind, so we don't hurt our Earth as much. But, there can be tricky parts too. Sometimes, new inventions take away jobs. Like when machines do things people used to do. We also need to be careful with some inventions, like robots or powerful technologies, so they're used safely and don't cause problems. Overall, innovation is like a superhero. It changes our lives for the better, but we need to use it wisely to make sure it helps everyone and makes the world a better place.

Keyword: Innovation, Technology

Paper Id- NCIMESIPR-37

ISBN NO-978-93-83060-31-3

**NAVIGATING MODERN FINANCE: INSIGHTS INTO FUNDING AND
INVESTING STRATEGIES**

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ABSTRACT

This study delves into the dynamic landscape of funding and investing, analyzing traditional and emerging strategies in the modern era. Venture capital and private equity are scrutinized for their continued relevance, while the impact of crowdfunding, decentralized finance (DeFi), and impact investing on the investment landscape is explored. Technological disruption takes centre stage as artificial intelligence, blockchain, and big data reshape decision-making processes and risk management. The integration of ESG criteria underscores the rising importance of ethical considerations in shaping financial portfolios. Global economic trends and geopolitical factors provide a contextual backdrop, illuminating the risks and opportunities facing investors. The study also addresses the influence of regulatory frameworks on funding and investing choices, emphasizing the need for adaptability in navigating evolving policies. Instartup financing, the roles of incubators, accelerators, and angel investors are examined, highlighting their contributions to innovation and entrepreneurial growth. The research concludes by emphasizing the significance of strategic foresight in an ever-evolving financial landscape. This concise exploration aims to provide stakeholders with practical insights, empowering them to make informed decisions amidst the complexities of modern finance. Whether navigating traditional avenues or embracing innovative models, adaptability and strategic thinking emerge as key factors for success in the pursuit of financial goals.

Keywords: Landscape, Portfolios, Backdrop

Paper Id- NCIMESIPR-38

ISBN NO-978-93-83060-31-3

MANAGEMENT IN THE DIGITAL AGE - LEADERSHIP IN THE 21ST CENTURY IN BUISNESS

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ABSTRACT

In the dynamic landscape of 21st-century business, effective leadership plays a pivotal role in navigating complexities and driving organizational success. The traditional hierarchical model is evolving, with a growing emphasis on adaptable, collaborative, and empathetic leadership styles. Leaders must not only possess a profound understanding of their industry but also demonstrate agility in response to rapid technological advancements, market fluctuations, and societal changes. The contemporary business leader is a visionary, capable of fostering innovation and steering their teams through uncertainty. In an era marked by digital transformation, leaders must harness technology to enhance productivity and competitiveness. The 21st-century business leader recognizes the importance of diversity, equity, and inclusion. The ethical dimension of leadership has gained prominence, with stakeholders scrutinizing corporate behavior. Leaders are expected to champion ethical business practices, environmental sustainability, and social responsibility. Transparency and accountability are paramount, shaping a corporate culture that values integrity. Adaptive leadership is essential in navigating global challenges, such as economic uncertainties and public health crises. Leaders must make informed decisions swiftly while remaining resilient in the face of adversity. Effective communication skills are indispensable, enabling leaders to inspire trust and foster a cohesive organizational culture. In conclusion, leadership in 21st-century business requires a multifaceted approach that integrates technological acumen, adaptability, ethical considerations, diversity, and strong interpersonal skills.

Keywords: Organizational Culture, Landscape, Innovation

INNOVATION IN TRADITIONAL INDUSTRIES

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ABSTRACT

Innovation in traditional industries is reshaping the landscape of sectors deeply entrenched in longstanding practices, fostering increased efficiency, sustainability, and global competitiveness. This transformative wave is underpinned by the integration of cutting-edge technologies, driving substantial improvements in manufacturing, agriculture, and construction. In manufacturing, the adoption of Industry 4.0 technologies, including automation and data analytics, has revolutionized production processes. Factories are becoming smarter, more agile, and increasingly efficient, leading to a notable reduction in operational costs and enhanced product quality. Agriculture has witnessed a surge in innovation through precision farming techniques. Leveraging IoT devices, sensors, and data analytics, farmers can optimize crop management, reduce resource wastage, and boost overall yields. This not only addresses global food security concerns but also contributes to sustainable agricultural practices. The construction industry is embracing innovative practices to address environmental concerns. From 3D printing of building components to the use of sustainable materials, these advancements are redefining construction processes, promoting energy efficiency, and reducing industry's ecological footprint. The integration of advanced technologies in traditional industries goes beyond process improvements. It stimulates economic growth by creating a demand for skilled labour. Job opportunities emerge in areas such as digital manufacturing, data analysis, and technology maintenance, contributing to a more diversified and resilient workforce.

Keywords: Environment, Global, IoT

IMPACT OF INNOVATION ON SOCIETY

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ABSTRACT

Current society is an innovation society and an entrepreneurship society, but only in a rather superficial sense. In the name of progress, mostly understood as economic growth but also sustainable development, innovation and entrepreneurship are viewed as the solutions to all of society's problems and challenges. Meanwhile, signs abound that real innovation and real entrepreneurial efforts are less valued in society and the economy, that the real or deeper contributions of innovation to our societies are seen as less important than the appearance of innovation, and that both innovation and entrepreneurship are treated as ends in themselves, or only means to achieve economic growth. Innovation—real innovation—has shaped the world as we know it, and created the unprecedented wealth and wellbeing of current society. There are many horrors in this world that can be blamed on exploitation of people and natural resources in the pursuit of technological and social innovation for the benefit of the few. There are, likewise, grave economic injustices that are hard to separate from the largely innovation-based economic development of the Global North, and several examples of innovation being used by dictators and oppressors against the security, dignity and privacy of people. But overall, there can be no doubt that innovation—the “process of constantly discovering ways of rearranging the world into forms that are unlikely to arise by chance” (Ridley 2020: 2)—has turned the world into an enormously safer, freer, richer, and more enjoyable place now than 50, 100, or 200 years ago. Imagine what innovation can do if it is allowed to continue to be this source of astonishing improvement. And imagine the losses we will suffer if we leave it stuck in emptiness.

Keywords: Entrepreneurship, Technology, Innovatio

Paper Id- NCIMESIPR-41

ISBN NO-978-93-83060-31-3

A COONCEPTUAL FRAMEWORK ON IMPACT OF INNOVATION ON SOCIETY

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ABSTRACT

Innovation stands as the cornerstone of societal evolution, shaping the fabric of our communities, economies, and daily lives. This abstract explores the multifaceted impact of innovation on society, elucidating the profound changes it has brought and continues to usher in across various dimensions. At its core, innovation is a catalyst for progress, driving advancements in technology, science, and industry. The relentless pursuit of novel ideas has led to the development of ground-breaking technologies, from the advent of the internet to the proliferation of artificial intelligence. These innovations have not only revolutionized communication and information dissemination but have also redefined industries, creating new opportunities and challenges alike. Societal structures have undergone seismic shifts in response to innovative breakthroughs. The democratization of information has empowered individuals, fostering a more informed and interconnected global community. Additionally, the rise of social media platforms has redefined how we communicate, share ideas, and mobilize for social and political causes. Innovation has thus played a pivotal role in shaping the dynamics of public discourse and activism, giving a voice to the previously marginalized and underserved. Economically, innovation has been a key driver of growth and competitiveness. Start-ups and tech giants alike have disrupted traditional industries, fostering an environment of constant adaptation and reinvention. While this has created challenges for some, it has also opened new avenues for employment and entrepreneurship, contributing to economic resilience and dynamism. However, the transformative power of innovation is not without its ethical and societal considerations. As technologies advance, questions of privacy, security, and ethical use become increasingly pertinent.

Keywords: Privacy, Security, Evolution

Paper Id- NCIMESIPR-42

ISBN NO-978-93-83060-31-3

EMERGING TECHNOLOGIES

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ABSTRACT

In this literature review, I summarize key concepts and findings from the rich academic literature on emerging technologies. At present, emerging technologies, such as machine learning, deep learning, or various forms of artificial intelligence are penetrating different fields of education. Moreover, the current young generation was born into the technological environment, and they perceive technologies as being an indispensable part of their everyday life. The Robotics and related technologies are central to the ongoing digitalization and advancement of manufacturing. In recent years, a variety of strategic initiatives around the world including “Industry 4.0”, introduced in Germany in 2011 have aimed to improve and connect manufacturing technologies in order to optimize production processes. In this work, we study the changing technological landscape of robotics and “Internet-of-Things” (IoT)-based connective technologies over the last 7–10 years in the wake of Industry 4.0. Finally, based on our findings, we highlight key research directions for the robotics community that can enable improved capabilities in the context of manufacturing results of the detected experimental studies revealed that there was a serious lack of the latest technologies, such as chat bots or virtual reality (VR) devices , machine learning , automation and artificial intelligence. With a view point of these applications this paper reviews the latest state-of-the-art of emerging developments.

Keywords: Industry 4.0 , Robotics , Digitalizations , chat bots , artificial intelligence.

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ABSTRACT

Innovation, the driving force behind societal progress, stands as a cornerstone of human development, shaping the contours of civilizations across epochs. This abstract explores the multifaceted impact of innovation on contemporary society, scrutinizing its transformative influence on various facets of human life. From technological breakthroughs to societal paradigms, innovation has woven an intricate tapestry that touches every aspect of our existence. In the realm of technology, innovation has propelled societies into uncharted territories, fostering unprecedented advancements in communication, healthcare, and transportation. The advent of the internet, for instance, has revolutionized the way individuals connect and share information, collapsing geographical boundaries and fostering a global community. Similarly, breakthroughs in healthcare technologies have not only extended life expectancy but have also enhanced the quality of life, offering solutions to once insurmountable medical challenges. Economic structures have undergone seismic shifts due to innovation, with disruptive technologies birthing entirely new industries and rendering existing ones obsolete. The rise of artificial intelligence and automation, for instance, has redefined labor markets, demanding a recalibration of skill sets and labor dynamics. The societal implications of these changes are profound, necessitating adaptive strategies to mitigate potential disparities and ensure inclusive growth. Innovations in sustainable practices are shaping societies' responses to environmental challenges. From renewable energy sources to eco-friendly production methods, innovative solutions are steering humanity toward a more sustainable future. Societal awareness of environmental issues is on the rise, prompting a collective commitment to responsible practices and the development of green technologies.

Keywords: Production, Medical, Community

E-BUSINESS & E-COMMERCE

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ABSTRACT

E-business refers to the use of digital technologies to streamline internal processes, enhance communication, and improve overall efficiency within an organization. On the other hand, E-commerce involves the buying and selling of goods and services over the internet, transcending geographical boundaries and connecting businesses with a global consumer base. In this exploration, we navigate the complexity of E-business and E-commerce, unravelling their fundamental concepts and pivotal roles in modern generation. E-business facilitates seamless integration of technology into core business functions, fostering innovation, and enabling organizations to adapt swiftly to a rapidly evolving market. This encompasses online communication, data management, and automated workflows, empowering businesses to operate more carefully and competitively. Simultaneously, E-commerce has redefined the retail landscape, providing businesses with a virtual storefront accessible to a vast and diverse audience. From B2B (business-to-business) transactions to B2C (business-to-consumer) interactions, E-commerce bridges gaps, creating a convenient and efficient marketplace. Consumers benefit from the ease of online shopping, personalized experiences at their fingertips. However, this digital frontier is not without challenges. Security concerns, privacy issues, and the need for robust infrastructure pose hurdles that businesses must navigate.

Keywords: E-business, E-commerce, Digital transactions, Online marketplaces, Internet-based business models

Paper Id- NCIMESIPR-45

ISBN NO-978-93-83060-31-3

**BUSINESS INTELLIGENCE AND TECHNOLOGICAL ADVANCEMENTS IN
SOCIAL MEDIA**

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ABSTRACT

In the dynamic landscape of modern business, organizations are increasingly leveraging Business Intelligence (BI) tools to extract actionable insights from vast and complex datasets. This paper explores the intersection of Business Intelligence and technological advancements in social media, highlighting the synergistic relationship that contributes to informed decision-making and strategic planning. The evolution of social media platforms has revolutionized the way businesses engage with their audience, providing a rich source of real-time data that can be harnessed for strategic advantage. Technological advancements in social media analytics tools have empowered organizations to extract valuable information from the massive volumes of user-generated content, enabling a deeper understanding of consumer behavior, preferences, and trends. Business Intelligence, as a discipline, encompasses a range of technologies and processes aimed at transforming raw data into meaningful insights. Integrating BI with social media analytics allows organizations to not only monitor their brand presence but also to gain a comprehensive view of the competitive landscape. Real-time analytics enable businesses to adapt swiftly to changing market dynamics, identify emerging trends, and capitalize on opportunities. The paper explores key BI functionalities, such as data warehousing, data mining, and predictive analytics, and their application in the context of social media data. Advanced BI tools are enabling businesses to perform sentiment analysis, track brand sentiment, and forecast market trends based on social media conversations. This integration enhances the decision-making process by providing a holistic view of the business environment. Furthermore, the paper discusses the role of artificial intelligence and machine learning algorithms in enhancing social media BI capabilities.

Keywords: Social Media Analytics , Data Mining in Social Media , Real-time Social Media Insights , Artificial Intelligence in Social Media , Social Commerce Technologies

Paper Id- NCIMESIPR-46

ISBN NO-978-93-83060-31-3

EMERGING TECHNOLOGY

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ABSTRACT

Science, technology, and innovation (STI) are critical to national competitiveness, security, domestic and international policy, governance, politics, economic growth, culture, and human well-being. One course of action is to only collaborate with known, established partners. But this approach comes with the risk of missing out on the next “up and coming” player, losing the beneficial products that could arise if collaboration had been established earlier. Newcomers are nations that are developing competency and breakthroughs in specific disciplines but have not yet attained global recognition for their expertise and capacity to both newcomer nations and more established partners. Augmented reality (AR) is a technology that covers virtual objects into a real environment with real objects for better observer's knowledge. Virtual Reality (VR) enables user to interact with a computer-simulated environment which is either a simulation of the real world or an imaginary world. VR and AR are the key to explore, and touch the past, present and the future. They are the basis of creating one's own world, one's own custom-built reality. It enables users to design a video game to have a virtual stroll around the universe, to practice their own dream house, to experience a walk on an alien planet. We can learn by experiencing the most threatening and difficult situations by playing safe. Very few really know the basic principles of VR & AR and their open problems. In this survey, we present the historical overview of Virtual Reality and Augmented Reality, characteristics, and types of VR and AR systems. The requirements and challenges of typical VR and AR systems are illustrated.

Keywords: Innovation, Technology Policy, International Relations, Diplomacy

THE STRATUP ECO SYSTEM

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ABSTRACT

The start-up ecosystem refers to the network of various stakeholders like: entrepreneurs, investors, mentors, support, organization and resources like that interact to foster innovation and the growth of new businesses. This dynamic environment is characterized by its interconnectedness, access to funding, supportive infrastructure, technology advancements, and a culture that encourage the risk taking and entrepreneurship. Access to capital forms the lifeblood of start-ups, and ecosystems that offer various funding sources like angel investors, venture capitalists, and government grants empower entrepreneurs to transform their ideas into viable businesses. Equally critical is access to talent, which thrives in ecosystems with rich pools of skilled individuals and a culture that celebrates risk-taking and innovation. Support structures within these ecosystems, such as incubators, accelerators, and co-working spaces, provide crucial resources and mentorship, nurturing start-ups through their formative stages. Collaborations between start-ups and established enabling knowledge exchange, innovation partnerships, and market access for emerging businesses. Government policies and regulations significantly influence the growth of start-up ecosystems. Supportive policies, tax incentives, and regulatory frameworks that encourage entrepreneurship and risk-taking often fuel the rapid evolution of these ecosystems. In essence, start-up ecosystems function as grounds where luck and opportunity meets strategy, fostering an environment where ideas flourish, businesses thrive, and innovation fuels economic growth. The collaborative synergy within these ecosystems continues to redefine industries, disrupt traditional models, and shape the future of entrepreneurship globally.

Keywords: Entrepreneurs, Investor, Accelerators, Co-working Space, Universities & Research Institutions And Benefits of Thriving Ecosystem.

INNOVATION AND GROWTH: HOW BUSINESS CONTRIBUTES TO SOCIETY

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ABSTRACT

Milton Friedman once argued that profits are the chief purpose of business. Profits do matter, but today we know more about how business contributes to society. Good firms bring innovation to the marketplace, which facilitates their growth. Innovative, growing firms generate economic growth and employment, which, in turn, greatly improves people's lives. In this paper I argue that the main goal of business is to develop new and innovative goods and services that generate economic growth while delivering important benefits to society. Steady economic growth generated through innovation plays a major role in producing increases in per capita income. Small changes in economic growth can yield very large differences in income over time, making firm growth particularly salient to societies. In addition to providing growth, innovative firms can supply important goods and services to consumers, particularly those at the base of the pyramid. Through innovation and growth firms can do untold good for society. Businesses play a crucial role in societal progress by driving innovation and fostering economic growth. They create job opportunities, develop new technologies, improve standards of living, and contribute to the overall welfare of communities through products, services, and social initiatives. Innovation within businesses leads to advancements in various fields, benefiting society by addressing challenges, creating efficiencies, and enhancing the quality of life.

Keywords: Business, Innovation, Growth

ARTIFICIAL INTELLIGENCE IN ENTREPRENEURSHIP: A STUDY

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ABSTRACT

The advent of artificial intelligence (AI) into the entrepreneurial sphere presents vast avenues for creativity, productivity, and decision making. An overview of the multiple ways through which the AI is changing business environments within entrepreneurial ventures. This research demonstrates how AI enables entrepreneurs to extract immense amounts of data, perform automated services and deliver customized solutions for their clients with a thorough examination of several applications including data analytics, automation, personalization, forecasting, and customer support. It also examines how AI-enabled predictive analytics helps entrepreneurs make sense of trends in the market to enable forward looking decisions and minimizing risks. This abstract discusses how artificial intelligence can help to create innovative, efficient, yet competitive and flexible start-ups. AI will continue to grow into more aspects of entrepreneurship. It will help to change various existing strategies. It will also improve production and make it sustainable

Keywords: *Artificial Intelligence (AI), Entrepreneurship, Entrepreneurial venture, Entrepreneurial sphere, Innovative, Efficient, Flexible start-ups, Sustainability*

ISBN NO-978-93-83060-31-3

Paper Id- NCIMESIPR- 50

HUMAN-MACHINE-INTERACTION IN THE INDUSTRY 4.0 ERA

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ABSTRACT

The development of Industry 4.0 will be accompanied by changing tasks and demands for the human in the factory. As the most flexible entity in cyber-physical production systems, workers will be faced with a large variety of jobs ranging from specification and monitoring to verification of production strategies. Through technological support it is guaranteed that workers can realize their full potential and adopt the role of strategic decision-makers and flexible problem-solvers. The use of established interaction technologies and metaphors from the consumer goods market seems to be promising. This paper demonstrates solutions for the technological assistance of a cyber-physical world and the therein occurring interactions in the form of intelligent user interfaces. Besides technological means, the paper points out the requirement for adequate qualification strategies, which will create the required, interdisciplinary understanding for Industry 4.0. In Industry 4.0, human-machine interaction involves advanced technologies like IoT, AI and robotics, creating more collaborative environments, enhances efficiency, and allows humans to focus on complex tasks while machines handle repetitive ones. It's a fusion of technology and human expertise, fostering innovation and productivity across industries.

Keywords: Strategic, Initiatives, Innovation

DIGITAL TRANSFORMATION OF BUSINESS

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ABSTRACT

The paper presents opportunities of digital transformation of business as a changes associated with the application of digital technology in all aspects of business. A research of digital business found that maturing digital businesses are focused on integrating digital technologies, such as social, mobile, analytics/big data and cloud, in the service of transforming how businesses work. The ability to digitally reimagine the business is determined in large part by a clear digital strategy supported by leaders who foster a culture able to change and invent the new. Unique to digital transformation is that risk taking is becoming a cultural norm as more digitally advanced companies seek new levels of competitive advantage. Among companies where big data, cloud, mobile, and social technologies are critical parts of the infrastructure, these technologies are, or will soon be profitable on average, had higher revenues, and achieved a bigger market valuation than competitors without a strong vision. As with any emerging technology, however, there are significant challenges associated with cloud, mobile, social, and big data initiatives. The survey suggests that the primary risks preventing their wider adoption are data security issues, lack of interoperability with existing IT systems, and lack of control.

Keywords: Mobile, social technologies, big data, analytics, internet of things, change management.

SMART GRID TECHNOLOGY IN ENTREPRENEURSHIP:-A STUDY OF RESEARCH.

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ABSTRACT

Approaching to the Smartest technological use the whole world is being aware of using the smartest technology of generating and distributing power throughout the country in a simple but effective system. Smart Grid technology is providing with this unique feature. A lot of features make it possible to differentiate the Smart Grid from the existing traditional grid in various manners. This paper basically focused on the Smart Grid (SG) technology. A technology that has let us dreamt about solution of maximum power problems including generation to distribution ends. In this time of technological advancement where all the governments are facing challenges of meeting the power demand of the consumers, smart grid can bring harmony in demand supply ratio. In this paper a brief detail about Smart Grid Technology, its application has been discussed.

Keywords: Sensors, microprocessors, data storage, controls, software, typically, an embedded operating system enhanced user interface.

ENTREPRENEURSHIP AND START-UP
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ABSTRACT

Entrepreneurship refers to the process of starting and managing a new business venture. It involves taking risks, identifying opportunities, and creating innovative solutions to meet market demands. Start-ups, on the other hand, are newly established companies that aim to bring a unique product or service to the market. They often operate in dynamic and competitive environments, seeking growth and scalability. Both entrepreneurship and start-ups require careful planning, resource allocation, and a strong understanding of market trends and customer needs.

Keywords: - Business models, Business plans, Business relationships, Business strategy, Startup marketing.

OPPORTUNITY IDENTIFICATION THROUGH MARKET SURVEY

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ABSTRACT

This comprehensive market survey aims to analyze current industry trends, consumer preferences, and emerging opportunities within the specified market. Leveraging a combination of quantitative and qualitative research methods, the study provides a detailed overview of the competitive landscape, potential growth areas, and key challenges. Through extensive data collection and analysis, the research uncovers critical insights into market dynamics, identifying gaps and untapped segments. The findings highlight evolving consumer demands and preferences, enabling businesses to align their strategies with market needs. Opportunity identification is a focal point, with a focus on innovative solutions, emerging technologies, and niche markets. By understanding the ever-changing market ecosystem, businesses can position themselves strategically to capitalize on latent opportunities and navigate potential risks. Ultimately, this market survey serves as a valuable resource for businesses seeking to make informed decisions, optimize their market positioning, and stay ahead in a dynamic and competitive business environment.

Keywords: Competitor Analysis, Market segmentation, Target Audience, Product Gap,

Paper Id- NCIMESIPR-55

ISBN NO-978-93-83060-31-3

DIGITAL TRANSFORMATION

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ABSTRACT

Digital transformation is a strategic and comprehensive process that organizations undergo to leverage technology to fundamentally change their business models, operations, and customer experiences. In a rapidly evolving digital landscape, this shift is imperative for businesses seeking to stay competitive and relevant. At its core, digital transformation involves the integration of digital technologies into all aspects of an organization, reshaping how it operates and delivers value. One key aspect of digital transformation is the adoption of advanced technologies such as artificial intelligence, cloud computing, big data analytics, and the Internet of Things. These technologies empower organizations to streamline processes, enhance decision-making, and gain deeper insights into their operations. Cloud computing, in particular, enables flexibility and scalability, allowing businesses to adapt to changing demands seamlessly. Customer experience is a focal point in digital transformation, with organizations prioritizing user-centric approaches. Digital channels, mobile applications, and personalized interactions are employed to create a seamless and engaging customer journey. This not only improves customer satisfaction but also contributes to brand loyalty and advocacy. Furthermore, digital transformation transcends internal operations, extending to collaborative ecosystems and partnerships. Organizations increasingly embrace interconnected platforms that facilitate communication and data exchange with suppliers, partners, and customers. This interconnectedness enhances agility and responsiveness to market dynamics.

Keywords: Digital Transformation, Business Models, Operations, AI, Technology

Paper Id- NCIMESIPR-56

ISBN NO-978-93-83060-31-3

COPYRIGHTS AND LICENSING: NAVIGATING THE LANDSCAPE OF INTELLECTUAL PROPERTY PROTECTION

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ABSTRACT

The realm of copyrights and licensing forms a critical domain in the ever-evolving landscape of intellectual property (IP) protection. This abstract provides a concise overview of the multifaceted issues surrounding copyrights and licensing, exploring their fundamental concepts and contemporary challenges. Copyrights serve as the bedrock for safeguarding the rights of creators, granting exclusive privileges over their original works of authorship. These works encompass a broad spectrum, ranging from literary and artistic creations to technological innovations. The abstract delves into the primary objectives of copyrights, emphasizing the dual purpose of incentivizing innovation while ensuring the equitable distribution of knowledge. In parallel, licensing emerges as a pivotal mechanism for the controlled dissemination of copyrighted works. Licensing agreements define the terms under which individuals or entities can use, reproduce, or distribute copyrighted content. The abstract explores the nuanced dynamics of licensing, dissecting the various models and agreements that govern the exchange of intellectual property rights. As the digital age reshapes the landscape of content creation and consumption, new challenges and opportunities arise. The abstract sheds light on the complexities introduced by the digital paradigm, including issues of online piracy, fair use, and the emergence of open-source licensing models. Furthermore, it addresses the global nature of copyrights and licensing, considering the variations in legal frameworks across jurisdictions and the implications for cross-border collaborations.

Keywords: Intellectual Property , Copyright Protection , Licensing Agreements , Digital Era Challenges , Global Copyright Landscape

INNOVATION MANAGEMENT IN THE GLOBALIZED DIGITAL SOCIETY

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ABSTRACT

The Community Innovation Survey (CIS) was introduced in 1996 to provide data on innovative activities and output measures of innovation. The CIS is now implemented every two years in all EU member states. However, European policy largely relies on long-established R&D indicators, which are excellent measures of formal, creative activities to develop innovations in-house, particularly in manufacturing. The CIS collects data on four characteristics of innovation in modern knowledge economies that are not adequately covered by R&D indicators: the diffusion of technology, the role of 'distributed knowledge bases' in sharing information of value to innovation, the continual increase in the economic importance of the service sector, and the importance to many. Innovation management is focused on the systematic processes organizations use to develop new and improved products, services, and business processes. It involves the development of creative ideas within the organization and the networked environment. The management of innovation is a complex task of leadership that aims at a systemic process of change throughout strategic and operational approaches.

Keywords: CIS, Leadership, management, innovation, technology

Paper Id- NCIMESIPR-58

ISBN NO-978-93-83060-31-3

**SYNERGIZING ENTREPRENEURSHIP AND INNOVATION: PIONEERING
EFFECTIVE MARKETING STRATEGIES**

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ABSTRACT

Entrepreneurship and innovation are vital elements in modern business strategy, particularly within marketing, as they profoundly influence organizational activities. Researchers emphasize that top management must prioritize both marketing and innovation, which are closely intertwined. Innovation is critical for an organization's competitiveness and marketing leadership. The synergy of entrepreneurship and innovation shapes marketing strategies by introducing novel approaches that elevate existing products and services, enhancing established businesses. Entrepreneurship involves seizing opportunities within the business landscape or those stemming from innovation, creating value for organizations. Today's economic competition centers on cultivating talent, specifically innovation. Therefore, organizations must integrate entrepreneurial aspects into their marketing strategies, utilizing innovative concepts to strengthen their competitive edge across diverse markets. This study aims to highlight the relationship between entrepreneurship and innovation, showcasing their roles in crafting successful marketing strategies in a rapidly evolving business environment. Uniqueness and superior quality are paramount in delivering products and services to varied markets within the domains of entrepreneurship and innovation.

Paper Id- NCIMESIPR-59

ISBN NO-978-93-83060-31-3

CLIMATE RISK: AN OVERVIEW

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Risk is an inevitable part of any business. We have strategies, objectives etc. to deal with various Risks and established methods to plan to mitigate them. Awareness, understanding, and preparedness are the grounding rules to mitigate risk and build long-term resilience. However, one risk that resides in oblivion is the climate risk as many organizations are blind to it. Climate risk assessments help us to identify the likelihood of future hazards and their potential impacts around in society, and the community as a whole. This would help corporates to prioritize their actions and make investment decisions accordingly. To address this risk and understand its full potential, the science of climate and data is vital. Climate risk models help the business to take informed decisions inclusive of financial components and socio-economic angles. Predictions of extreme weather conditions like flood, hurricane, earthquakes wildfires, etc. along with variable data synthesizes the complexity to arrive at clear, visual and actionable data. Organizations are enabled with visualization of scenarios that help them take resilience decisions based on industry needs and the infrastructure available. The study shows that without having proper policies and procedures of climate risk management it would leave the organization exposed to financial risks, brand damage, asset and operational damage, and legal risks to name a few. One of the hot spots of your unpredictable risk is the workforce risk. The weather conditions leave a catastrophic impact on the workforce both from the physical and mental well-being aspects. The labour shortage in any fundamental industry would have widespread consequences. By dealing with Climate risk, organizations can uncover opportunities with a consistent and meaningful view of physical and transition risks. There are interrelated challenges within the lending, risk, and finance departments. With proper data analysis and study of the climate risk factors, it reactivates the organization with more responsiveness to evolving regulatory landscapes and caters to customers and shareholders' demands. Climate risk poses as a hindrance to the growth of the social and ecological diaspora. It impacts the fundamental nature of any business. Although there is ongoing research in every area of risk, impact, and opportunity still there are limitations to data.

Keywords: Climate, Risk, resilience, Banking, Data.

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Paper Id- NCIMESIPR-60

ISBN NO-978-93-83060-31-3

GROWTH OF MSME IN INDIA AND SUCCESS FACTORS- A CRTICAL REVIEW.

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ABSTRACT

With India marching 4 trillion USD and targeting to be the third largest economy in the world, the significance of the micro small and medium scale industries cannot be undermined. The MSMEs contribute not only to the GDP but also to the employment generation. The growth of MSME is measured by number of MSMEs, employment generation and contribution to GDP. Current study is an effort to examine existence of any cause and effect relationship between these three variables. A regression model was designed to test the same. Results exhibit existence of significant statistical relationship between these three variables with P value < 0.05 and the R value 99.52 and Adjusted R value 99.4. Also it has been found that there is a direct positive linear relationship between numeric growth, productivity and employability, however the relationship is strongest between growths in number of MSMEs and Employment.

Keywords: MSME, Enterprise, MSME Growth, Small Business.

Paper Id- NCIMESIPR-61

ISBN NO-978-93-83060-31-3

**THE DEVELOPMENT OF SUSTAINABLE ENTREPRENEURSHIP IN THE FIELD
OF RESEARCH**

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ABSTRACT

In the past ten years, sustainable entrepreneurship has gained significant attention from scholars and industry professionals, as evidenced by a discernible and quick rise in the number of publications on the subject. This study maps the major body of academic literature on sustainable entrepreneurship and examines the most significant contributions to the field's scientific advancements using bibliometric approaches and tools. Scholars ought to concentrate on understanding how sustainable businesses create their search engine roadmaps based on the social and environmental effects that result from best practices established in their surroundings. Research indicates that there is a significant gap in the literature about sustainable entrepreneurship practices. Measurement tools are employed in the practices to track changes over time, since businesses operate in adverse environments due to the influence of external agents.

Keywords: sustainable entrepreneurship; sustainability; sustainable opportunities; social entrepreneurship; environmental entrepreneurship

Paper Id- NCIMESIPR-62

ISBN NO-978-93-83060-31-3

**MANAGERIAL CHALLENGE: COMPREHENDING AND REDUCING EMPLOYEE
ATTRITION**

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ABSTRACT

The Progressive Loss in The Number or Strength of a Workforce or Organization Over Time Is Referred to As **Attrition**. It's Because Of Resignations. Managing Attrition Is Critical for Sustaining Employee Stability and Productivity, Thus Firms Must Implement Retention Tactics. The Significance of Employee Attrition on Workforce Stability, Productivity, And Overall Business Success Makes It a Critical Study Topic in Modern Organizational Management. Because Attrition Has So Many Ramifications, It Is Important to Look into The Phenomenon of Employees Leaving a Business. A Company's Stability May Be Gravely Threatened by A High Turnover Rate. Frequent Departures Create an Environment of Constant Flux, Which Makes It Difficult for Cohesive Teams to Establish and Generate Results. This Uncertainty Could Undermine Team Morale, Impeding Collaborative Efforts and Decreasing Overall Productivity. In Addition, The Exit of Experienced Employees Leads to A Loss of Institutional Knowledge and Experience, Which Could Hinder the Company's Ability to Innovate and Adapt to Changing Market Conditions. Attrition Has Significant Financial Repercussions. There Are Substantial Expenses Associated with The Hiring, Onboarding, And Training of New Staff Members. These Costs Go Beyond Financial Outlays; They Also Involve Time and Resources That Would Be Better Spent on Strategic Projects. In Order to Maximize Organizational Budgets and Guarantee Long-Term Financial Sustainability, Attrition-Related Cost Management Is Essential. Proactive Human Resource Management and Long-Term Organizational Success Are Directly Impacted by Researching or Tracking Attrition in An Organization. First Of All, It Helps the Company Identify the Root Causes of Employee Attrition So That Problems Like Work Discontent, A Lack of Possibilities for Advancement, Or Cultural Barriers May Be Addressed. This Knowledge Makes It Possible to Apply Focused Retention Tactics That Increase Worker Happiness and Engagement. Second, Keeping an Eye on Attrition Minimizes the Disruptive Impact of Continuous Turnover on Team Dynamics and Aids in The Prediction and Management of Workforce Changes, Enabling Strategic Workforce Planning. It Also Helps to Optimize the Onboarding and Recruitment Procedures, Which Lowers Related Expenses. In The End, A Methodical Examination of Attrition Enables Companies to Establish a Reliable and Driven Team, Improving Output, Safeguarding

Institutional Knowledge, And Strengthening the Company's Standing as An Employer of Choice in The Cutthroat Labor Market.

Keywords: Human Resource Management, Attrition, Turnover, Employee Morale, Organizational Exit

**ADOPTION OF COMPUTERIZED ACCOUNTING INFORMATION SYSTEM
AMONG MICRO, SMALL AND MEDIUM ENTERPRISE IN TWIN CITY**

By

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University.**

**Suresh Kumar Sahoo, Associate Professor, Faculty of Management studies, SRI SRI
University.**

ABSTRACT

Information, communication and technology (ICT) adoption has increased dramatically over time irrespective of organizations whether micro, small or medium enterprises. The objective of this paper is to examine and explore the use of computerized accounting information system (CAI) among micro, small and medium enterprises operating in twin city Cuttack and Bhubaneswar as well as to determine its impact on financial performance of such MSMEs. The study also focused on establishing the level of usage, benefits and challenges of computerized accounting information systems (CAIS) by small and medium scale enterprises (SMEs) operating in twin city. To validate the proposed technological, organizational and environmental framework model an online questionnaire survey data was collected from 120 MSMEs comprising of 50 micro, 60 small and 10 medium scale enterprises operating in twin city Cuttack and Bhubaneswar, Odisha. Out of the total MSMEs enrolled 35% of firms are using fully CAIS while 55% of them using a combination of manual AIS and CAIS where as remaining 10% firms not adopting CAIS at all. This study revealed that majority of MSMEs operating in twin city are highly depend on manual AIS with firm size and financial readiness identified as significant factors on fully adoption of CAIS. It might be because of most people in the business community are not aware about the importance of computer, computerized accounting software and good quality financial reporting. This study will give importance insight to academicians, Govt of Odisha and professional bodies regarding the adoption of CAIS among MSMEs operating in the state Odisha.

Keywords: Computerized Accounting Information System (CAIS), Micro Small Medium Enterprises (MSMEs), Adoption, Manual Accounting Information System (AIS), Technological, Organizational and Environmental (TOE) Framework, Twin City.

**BREAKING BARRIERS, BUILDING BRIDGES:
A COMPREHENSIVE STUDY OF CHALLENGES AND OPPORTUNITIES FOR
WOMEN ENTREPRENEURS**

By

Khushi Vashishtha

FMS-MBA-2022-24-047

ABSTRACT

Entrepreneurship is acknowledged as a vital driver of economic development, and the role of women entrepreneurs is gaining prominence. This study aims to conduct an in-depth analysis of the challenges and opportunities faced by women entrepreneurs, relying on qualitative data from interviews, case studies, articles, and research reports. The focus is on understanding internal and external motivating and demotivating factors, investment preferences, and ideal working conditions for women entrepreneurs. The research design adopts a qualitative approach, drawing insights from interviews with a diverse group of women entrepreneurs. Case studies are analysed to provide in-depth narratives of individual experiences, while articles and research reports contribute to a broader understanding of the challenges and opportunities in the field. The analysis is contextualized within different sectors to capture industry-specific nuances and variations. The research identifies income as a substantial motivator for women entering entrepreneurship. However, it also underscores the legal and regulatory framework as a major impediment. The findings emphasize the necessity of fostering an enabling environment that enhances the skills of women entrepreneurs, ultimately increasing their competitiveness in the market. The research anticipates uncovering a spectrum of challenges faced by women entrepreneurs, including financial constraints, marketing intricacies, health considerations, family dynamics, and societal pressures. The study proposes that targeted interventions from governmental and financial institutions are imperative, including training programs, financial support mechanisms, and motivational initiatives spanning individual, societal, and governmental spheres. The anticipated findings suggest income as a significant motivator for women entering entrepreneurship, with the legal and regulatory framework posing notable impediments. The study emphasizes the importance of fostering an enabling environment that enhances the skills of women entrepreneurs, ultimately increasing their competitiveness in the market. The practical implications of this study are extensive. Policymakers should prioritize creating a supportive ecosystem for women entrepreneurs by addressing financial, regulatory, and infrastructural challenges. Training programs tailored to the socio-economic-demographic conditions of

women entrepreneurs are essential, with a specific emphasis on technical skills. Financial institutions should play a proactive role in providing targeted support to women entrepreneurs, acknowledging their unique needs. Public speaking schemes, as suggested in previous literature, can contribute to building confidence and visibility among women entrepreneurs. Additionally, the promotion of a bottom-up approach to product development ensures alignment with market needs.

Keywords: Financial Institutions, ecosystem, entrepreneurs



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Dt: 04.12.2023

REPORT

NATIONAL CONFERENCE ON INNOVATION, MANAGEMENT, ENTREPRENEURSHIP, STARTUP, IPR

Two days National conference on Innovation, Management, Entrepreneurship, Startup and IPR was successfully conducted in G.I.E.T, Gangapatna, Bhubaneswar on 25th and 26th November, 2023. The purpose of the conference was to develop the enterpreneurial and startup culture among the young technocrats with different ideas shared by the resource persons. It also focused the different aspects on management, innovation and intellectual property right. The conference not only energized the young technocrats but also motivate them to be job giver rather than job seeker.

As per the agenda and plan the conference was organized at APJ Abdul Kalam Seminar Hall, GIET, Gangapatna, Bhubaneswar. In the inaugural session the chief guest was Mr. Pramod Kumar Sahu, AGM-HR/CSR, Corporate Office, NTPC, New Delhi and the Guest of honour was Prof. A.A Khan, Director, UECH (RUSA 2.0), Utkal Entrepreneurship & Career Hub, Utkal University, Bhubaneswar.

In the inaugural session, Dr. Maitrayee Rout, Head of the Department, MBA, GIET heartily welcomes all the delegates and members to the conference. She focused on the theme of the conference, emphasized on the successful startups and motivate them to attend such conference. Dr. Dillip Kumar Dash, Dean Student Welfare also energize the students power and motivate the students for future startup. Prof. Sibabrata Mohanty, Associate Professor, MBA proposed vote of thanks at the end of the inaugural session.

In the technical session Dr. Pravas Ranjan Mohapatra, Professor, Gandhi Engineering College, Bhubaneswar and Dr. Suresh Kumar Sahoo, Associate Professor, Sri Sri University, Cuttack chaired the session as the keynote speaker. After their talk the participants had presented their paper along with their poster presentation. Their presentation has been judged by the judges.



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SHANTI NIKETAN, GANGAPATNA, BHUBANESWAR 752054**

In the valedictory session the gathering was addressed by the chief guest Dr. Abhishek Goutam, Ambula Technology, Health Tech, AIIMS Bhubaneswar. His words was to motivate the students to go for the startup and attend such conference to sketch ideas on startup. The program ended with a cultural event prepared by the students.

<p align="center">ABOUT THE INSTITUTE</p> <p>Gandhi Institute of Excellent Technocrats (GIET), Ghangapatana, Bhubaneswar under the flagship of Gandhi Group of Institutions (G.G.I) is an AICTE approved institute established in the year 2009. The B.Tech, MBA and MCA programs of the institute are affiliated to Biju Patnaik University of Technology, Odisha and the Diploma programme is affiliated to State Council for Technical Education and Vocational Training, Govt. of Odisha, Bhubaneswar. The Institute is set up by Venkateshwar Educational Trust and is being managed by distinguished Governing Council members comprising senior executives from Academics and Industries. The Institute works with a mission to provide quality education of international standards for producing technocrats and future leaders in a disciplined and conducive environment as an integral part of our societal commitment to promote education globally. It was started with an intake of 240 students in four branches with a motto of providing quality engineering education in a highly disciplined environment. In less than a decade it became a citadel of engineering education having 1080 intake with 7 B. Tech. Courses and 2 PG courses i.e. MBA and MCA. It has been regarded as Modern Gurukul by the students, alumni, faculty and all distinguished visitors for its learning environment, faculty, infrastructure and the facilities.</p> <table border="1"> <thead> <tr> <th>UG Courses</th> <th>Seats</th> </tr> </thead> <tbody> <tr><td>Mechanical Engineering</td><td>60</td></tr> <tr><td>Electronics & Communication Engg.</td><td>60</td></tr> <tr><td>Computer Science and Engg.</td><td>180</td></tr> <tr><td>Electrical & Electronics Engg.</td><td>60</td></tr> <tr><td>Electrical Engineering</td><td>60</td></tr> <tr><td>Civil Engineering</td><td>60</td></tr> <tr><td>Computer Science and Engg.(AI)</td><td>60</td></tr> </tbody> </table> <table border="1"> <thead> <tr> <th>PG Courses</th> <th>Seats</th> </tr> </thead> <tbody> <tr><td>Master of Business Administration (MBA)</td><td>120</td></tr> <tr><td>Master in Computer Application (MCA)</td><td>180</td></tr> </tbody> </table> <table border="1"> <thead> <tr> <th>Diploma Courses</th> <th>Seats</th> </tr> </thead> <tbody> <tr><td>Mechanical Engineering</td><td>60</td></tr> <tr><td>Electrical Engineering</td><td>60</td></tr> <tr><td>Civil Engineering</td><td>60</td></tr> </tbody> </table> <p align="center">www.gietbbsr.edu.in</p>	UG Courses	Seats	Mechanical Engineering	60	Electronics & Communication Engg.	60	Computer Science and Engg.	180	Electrical & Electronics Engg.	60	Electrical Engineering	60	Civil Engineering	60	Computer Science and Engg.(AI)	60	PG Courses	Seats	Master of Business Administration (MBA)	120	Master in Computer Application (MCA)	180	Diploma Courses	Seats	Mechanical Engineering	60	Electrical Engineering	60	Civil Engineering	60	<p align="center">ABOUT THE DEPARTMENT</p> <p>The Department of MBA was established in the year 2021. MBA is an internationally accredited post-graduate degree for developing business and management skills amongst future business leaders and entrepreneurs. The MBA full form is Master of Business Administration. A typical MBA degree covers a wide range of business fields like accounting, marketing & management. An MBA degree is not limited to a career in management so those interested in pursuing a career in the private, government & public sectors can also benefit from an MBA degree. We have three specializations in MBA like Finance Management, Human Resource Management, and Marketing Management.</p>    <p align="center">CONTACT US www.gietbbsr.edu.in</p>	<p align="center">   </p> <p align="center">NATIONAL CONFERENCE ON "INNOVATION, MANAGEMENT, ENTREPRENEURSHIP, STARTUP, IPR" (NCIMESIPR-2023) 25th & 26th Nov 2023 ORGANIZED BY Department of MBA And Associate with ED CELL Gandhi Institute of Excellent Technocrats (GIET) Ghangapatana, Bhubaneswar, Dist: Khurda, Odisha, Pin: 752054</p>  <p align="center">  </p>
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**GANDHI INSTITUTE OF EXCELLENT TECHNOCRATS
SHANTI NIKETAN, GANGAPATNA, BHUBANESWAR 752054**

About the conference

In an era characterized by rapid technological advancements and a dynamic business landscape, the Gandhi Institute of Excellent Technocrats (GIET) is proud to announce the National Conference on Innovation, Management, Entrepreneurship, Startup, and Intellectual Property Rights. This conference aims to bring together scholars, researchers, professionals, and entrepreneurs to explore and discuss the latest trends, challenges, and opportunities in the fields of innovation, management, entrepreneurship, startups, and intellectual property rights.

The conference looks forward to create a platform where people from various core as well as new areas of engineering and social sciences can come together & share their views & opinions which can bring about some changes & innovation in the traditional methods of production, operations marketing & other functions in the organizational culture.

Conference Tracks

Innovation and Technology

- Emerging technologies
- Technological disruptions
- Innovation in traditional industries
- Impact of innovation on society

Entrepreneurship and Start-ups

- Start-up ecosystems
- Funding and investment
- Scaling up ventures
- Success stories and lessons learned

Management in the Digital Age

- Digital transformation
- Data analytics and decision-making
- Sustainable management practices
- Leadership in the 21st century

Intellectual Property Rights

- Patenting and trademarks
- Copyrights and licensing
- IP strategy in business
- Ethical considerations in intellectual property

Call for Research Papers

Researchers, scholars, and professionals are invited to submit original research papers for presentation at the conference. The papers should align with the conference tracks and may cover, but are not limited to, the following topics:

- Innovations in specific industry/sector
- Management strategies for specific business challenge
- Case studies on successful entrepreneurship and start-up ventures
- Legal aspects and challenges in intellectual property rights
- Ethical considerations in innovation and entrepreneurship

CHIEF GUEST
Mr. PRAMOD KUMAR SAHU
AGM, HR/CSR, CORPORATE OFFICE, NTPC, NEW DELHI

CHIEF SPEAKER
PROF. A A KHAN
(DIRECTOR - UEGC, IITRA 2.0, UTKAL UNIVERSITY), BBSR

GUEST OF HONOUR
Dr. ABHISHEK GOUTAM
(AMBULA TECHNOLOGICAL INSTITUTION, BBSR)

KEY NOTE SPEAKER
Dr. PRAVASH R. MOHAPATRA
(PROF.), GIET, BBSR

KEY NOTE SPEAKER
DR. SURESH KUMAR SAHOO
(ASSO. PROF.), SRI SRI UNIVERSITY, CUTTACK

SPEAKER
DR. JAYASHREE JETHY
(ASST. PROF.), RAMA DEVI WOMEN'S UNIVERSITY, BBSR

Paper Submission Guidelines

Each paper is limited to 5 pages normally, and additional pages will be charged. Please follow the Conference format.

FORMATTING INSTRUCTIONS

Prospective authors are kindly invited to submit full text papers in a single column format including abstract, keywords, introduction, methodology, results, discussions, tables, figures, conclusion and references. Follow the citation style specified by the conference (e.g., APA, IEEE, or Vancouver). Include a list of references at the end of your paper, citing all the sources you have used. Full text papers (.pdf, .doc) will be accepted by Email (ncrme-2023@gi-etbbsr.edu.in)

All submitted articles should report original, previously unpublished research results, experimental or theoretical. Articles submitted to the Conference should meet these criteria and must not be under consideration for publication elsewhere. Manuscripts should follow the style of the Conference and are subject to both review and editing.

DATES TO BE REMEMBERED

Abstract Submission Deadline: 22nd November, 2023
 Notification of Acceptance: 23rd November, 2023
 Registration Deadline: 24th November, 2023
 Conference Date: 25th & 26th November, 2023

Category	Indian Rupees
Student	300
Faculty	500
Industrial Participant	500

Registration Fees Include Conference kit and Certificate

ADDRESS FOR COMMUNICATION

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 And
 Student co-ordinator
 Department of MBA & ED CELL

Welcome to the

NATIONAL CONFERENCE ON

“ INNOVATION, MANAGEMENT, ENTREPRENEURSHIP, STARTUP, IPR-2023 ”

{NCIMESIPR-2023}

RESOURCE PERSONS

25th & 26th Nov 2023

MR. PRAMOD KUMAR SAHU
(AGM, HR/CSR)
(CORPORATE OFFICE, NTPC, NEW DELHI)

DR. ABHISHEK KUMAR GOUTAM
(AMBULA TECHNOLOGY, HEALTHTECH)
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NCIMESIPR-2023



Welcome Delegates

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**ORGANISING COMMITTEE
NCIMESIPR-2023**



Dr. Maitayee Rout



Prof. Sibabrat Mohanty



Prof. Ratnamanjari Mishra



Prof. Samikshya Mishra





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