

National Conference

“Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation”

Date	24 th August 2019
Time:	9.00 AM
Venue:	Seminar Hall
Section:	Not Applicable
Batch:	Not Applicable
Semester:	Not Applicable
Guest/Speaker Name:	Dr Kala Seetharam Sridhar, Amarpal Singh Chadda, Mr Alexander Rinku, Dr Anil Rao.
Guest/Speaker Designation	Professor & Head, India Mobility Leader, Director, Dean
Guest/Speaker Contact No & Email Id:	NA
Guest/Speaker Company/ Institute Name:	Centre for research Urban affairs, Ernst & Young, Oracle India, Director Weschool.
Faculty Coordinators Name:	Dr Ajay Massand, Dr Shakeela Banu C, Prof Anantha Subramanya Iyer
Topic:	National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation”
Moderator (if any)	
No. of Attendees	Attached
Feedback:	Attached
Brochure: (if any)	Attached
Revenue Collected: (if any)	Attached

1. Introduction:

National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation” was held on Saturday, 24th August 2019 at CMS Business School, Jain (Deemed-to-be University).

The conference received 76 papers, of which 56 full-text papers all following the ethical guidelines of the journal. These papers are double-blind peer-reviewed well before the presentations by the participants.

2. **Venue: Seminar Hall**

3. **Program Objectives:**

- Provide a platform for a diverse range of leading stakeholders.
- Collaborative model for building synergy between Academia and Industry.
- To face Challenges & Opportunities in changing era.
- Policy Programme & Institutional Recommendations.
- Disseminate Knowledge among Academic Researchers.

4. **Activity Overview: Not Applicable**

5. **Summary and Key Learnings of the session:**

The emcee of the conference was Dr. Sahana Madan, Associate Professor, CMS Business School. The program started at 9:30 AM with the invocation.

The invocation was performed by Ms. Deepa Gopinath, 3rd semester MBA student, and the dignitaries lighted the lamp.

Conference introduction was carried out by Prof. Anantha Subramanya Iyer KN, Assistant Professor, CMS Business School.

The Welcome address was delivered by Dr. Harold Andrew Patrick, Dean, CMS Business School. He enlightened the audience with his thoughts on the importance of industry & academia collaboration in his address.

In the inaugural session, Dr. Dinesh Nilkant, Director CMS Business School, highlighted the possibility of short term conventional and unconventional courses that can impart specific knowledge and skills for the students and make them industry-ready.

Chief guest Mr. Amarpal Singh Chadda, Partner and India Mobility Leader, Ernst & Young, spoke about blurring lines between industry and academia, the emergence of new types of jobs in the industry and importance of academic contribution in imbibing empathy among students.

Key-note speaker Dr. Kala Seetharam Sridhar, Professor & Head, Centre for Research in Urban Affairs, ISEC threw light on various research studies conducted in the area of industry-academia

collaboration and stressed upon increasing the interaction among academic institutions and with industry to reduce the gap. She has also suggested to make it a triangle by bringing Government with Industry and Academia.

Expert Session

In expert sessions, Mr. Alexander Rinku, Director-HR, Oracle India Pvt. Ltd., stressed upon the importance of developing EQ, empathy through training and also need for improving technical, functional and social skills in students.

The second expert speaker Dr. Anil Rao, Senior Dean & Director, Weschool, stated that the perseverance is need of the hour for faculty and academic institutions for connecting and building a strong relationship with the industry.

Vote of Thanks was delivered by Prof. Kambam Vedantan, Professor, CMS Business School

Panel Discussion

The panel discussion consisting of panelists

Dr. Xavier VK, Professor & HOD Department of Economics, Jain Deemed-to-be University

Dr. MS Narashimhan, Professor-Finance & Accounts and Dean Administration, IIM Bangalore

Dr. Jain Mathew, Dean, Commerce & Management, Christ (Deemed-to-be University) University

Mr. Sanjay K Chari, Business Consultant, Bangalore

Mr. Gaurav Rao, Global Director – Finance, Aspect Technologies, Bangalore

concluded with the opinion that creating win-win situation with multitude of courses and skillsets equally contributed by both industry and academia is an absolute necessity now.

Vote of Thanks was delivered by Prof. Anantha Subramanya Iyer KN, Assistant Professor, CMS Business School.

Technical Sessions

There were six tracks for Technical sessions where participants have presented their research papers. All Track Sessions were supervised by Dr. Ajay Massand, Assistant Professor, CMS Business School and Prof. Anantha Subramanya Iyer KN, Assistant Professor, CMS Business School.

Track 1: GM & Fin	Name of the Judge	Designation	Institution/Organization
External Judge 1	Dr. Bhavani M. R.	Principal	Nagarjuna Degree College, Yelahanka
External Judge 2	Dr. John Manohar	Professor & HOD, MBA Dept	KS School of Engineering & Management
External Judge 3	Mr. Thiagarajan	Chief Finance Officer	Allegis Group
Internal Judge 1	Dr. Batni Raghavendra Rao	Area Chair of Finance & Professor	CMS Business School

In the morning session, there were two tracks viz., Marketing & HR track and General Management & Finance track. In the afternoon there were four tracks viz., Marketing, Finance, HR and General Management. There were conceptual as well as empirical papers presented in each track. The topics revolved around all the areas of Industry-academia collaboration consisting, digital marketing, Social media, Organizational learning, Consumer co-creation, HR National educational policy, community development, AI concerning e-commerce, innovation in teaching sector, industry-academia collaboration and earnings management in banking sector etc. The papers discussed how education has become a challenge due to changes in the dynamics of students; the role of researchers in aiding financial inclusion; the banking practices towards earnings management as well as the pitfalls in the current practices of industry-academic connects and so on.

The Track sessions were chaired by the judges from both from industry as well as academia; the details are as follows.

Track 2:	Name of the Judge	Designation	Institution/Organization
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Marketing & HR			
External Judge 1	Dr. S. Hanuman Kennedy	Professor	Central University, Ananthapur
External Judge 2	Mr. Kaushik Gopalan	Director –HR	Aspect Technologies
Internal Judge 1	Dr. R. Satish Kumar	Professor	CMS Business School

Morning Tracks

Afternoon Tracks

Track 3: Marketing	Name of the Judge	Designation	Institution/Organization
External Judge 1	Dr. Arun Bhattacharyya	Professor	Kautilya Entrepreneurship & Management Institute (KEMI)
External Judge 2	Dr. Bhojanna	Professor & HOD, Management Studies	RNS Institute of Technology
Internal Judge 1	Dr. R. Satish Kumar	Professor	CMS Business School

Track 4: HR	Name of the Judge	Designation	Institution/Organization
External Judge 1	Dr. Muralidharan H.	Dean	MS Ramaiah Institute of Management
External Judge 2	Dr. Shaji Kurian	Professor - HRM,	IFIM Business School
External Judge 3	Mr. Raju Sivalingam	VP - HR,	ZeOmega
Internal Judge 1	Dr. Nishanth Singh	Assistant Professor,	CMS Business School

Track 5: Fin	Name of the Judge	Designation	Institution/Organization
External Judge 1	Dr. N.S.	Director-General	M.P.Birla Institute of

	Vishwanath		Management
External Judge 2	Dr. D N S Kumar	Associate Director, Center for Research - Projects	Christ (Deemed-to-be University), Bangalore
External Judge 3	Mr. Gaurav Rao	Global Director - Finance,	Aspect Technologies
Internal Judge 1	Dr. Preetha Chandran	Associate Professor	CMS Business School

Track 6 : Gen Mgmt	Name of the Judge	Designation	Institution/Organization
External Judge 1	Dr. GANESH L	Professor & Head, Strategy & Leadership, Institute of Mgmt	Christ (Deemed-to-be University) University
External Judge 2	Dr. Manasa Nagabhushana m	Director, Centre for Educational and Social Studies,	ISBR, Bangalore
Internal Judge 1	Dr. KS Srinivasa Rao	Associate Professor,	CMS Business School

Valedictory

The valedictory session was started with the chief guest's introduction by Master of Ceremony, the Chief Guest of the ceremony was Dr. Senthil Kumaran A, Chief Confluence, The Learners Confluence, Bangalore. In his valedictory address, Dr. Senthil Kumaran questioned both industry and academia whether both these entities are doing enough to connect? He continued to say that it requires lot of time and effort in establishing a strong relationship between academic institutions and Industries.

He also explained various steps in building relationships. He concluded the session by insisting the need for outcome-based education.

Dr. N. Chandransekhar, Dean, Executive Education, spoke about spiritual quotient and its need in establishing the connection between industry and academia.

The conference report was read by Prof. Anantha Subramanya Iyer KN, Assistant Professor, CMS Business School.

The award for the best paper was distributed by dignitaries for the following presenters:

Best Paper Award - Finance

Dr. Sireesha Nanduri, “Financing the Sensitive Sector by Indian Banks - Need for Project Finance Appraisal Techniques,” CMS Business School, JAIN (Deemed-to-be University).

Best Paper Award - General Management

Dr. Lubna Ambreen, “Industry-Academic Collaborative Research: Indian Perspective,” CMS Business School, JAIN (Deemed-to-be University)

Dr. Santhosh Kumar A.V and Dr. Dinesh N, “Inculcating Entrepreneurial Spirit in Students Through Entrepreneurship Education,” Government First Grade College for Women and CMS Business School.

Best Paper Award - Marketing

AVR Mahadev and Dr. Satish Kumar, “Does the Enterprise Size Impact the Salesperson’s Predisposition Towards the Buyer?”, CMS Business School, JAIN (Deemed-to-be University)

Dr. S.Saravana Kumar, Dr. S. Murali, ”Usage of Social Network Sites by MBA Students And its Impact on Education in Bangalore,” Ramaiah Institute of Management Studies, Bangalore.

Best Paper Award - Human Resources

Dr. Ujjal Mukherjee and Dr. Harold Andrew Patrick, ” Entrepreneurial Intention: The Role of Entrepreneurial Creativity and Education,” CMS Business School, JAIN (Deemed-to-be University)

Dr. Sudarkodi, ” An Analysis of Soft Skill Training Provided by Colleges with Reference to Bangalore City,” Koshys Institute of Management Studies.

Best Paper Award - Student

Valanteena. D, and Monisha. M, ” A Study On Digital Transformation in Education,” Mount Carmel College.

There were many participants who came forward to provide their feedback for the National Conference. The Vote of Thanks was delivered by Dr. Ajay Massand, Assistant Professor, CMS Business School.

The participants were provided with refreshments and food during two tea breaks and a lunch break. Certificates were distributed to all those who have registered and participated.

The program was concluded at 5:30 PM.

6. **Participant details: Attached**
7. **Details of Winners (if applicable): - Information Provided in Report**
8. **Details of the judges (if applicable): - Information Provided**
9. **Attendance records:**

S.I.	Author Name	Affiliation
1	DAKSHAYINI E	Brindavan College
2	MARIA THOMAS	Mount Carmel College
3	MANALI SHARMA	Mount Carmel College
4	K Poornima	Acharya Institute of Technology
5	Dr. S.Saravana Kuma	Ramaiah Institute of Management Studies, Bangalore
6	Dr. S. Murali	Ramaiah Institute of Management Studies, Bangalore
7	Dr. Gopalakrishana	National Institute of Technology Karnataka (NITK), Surathkal
8	Aravind Nandakumar	St. Joseph's College of Commerce
9	Sam Stanley	St. Joseph's College of Commerce
10	Vedapradha. R	St. Joseph's College of Commerce
11	Fathima Raj Kilimas	IFIM College
12	Lanna Lalithan	ISBR Business School
13	Dr.Sundararajan	Sankara Institute of Management Science

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14	D.Nivetha	Sankara Institute of Management Science
15	Udayakumar.HM	Bangalore University
16	Dr.Irshad Nazeer	Presidency College
17	Shilpa S Hiregoudar	Sharnbasva university Kalaburagi
18	Aysha Warda	St Joseph's College of Commerce
19	Vidushi Seth	St Joseph's College of Commerce
20	Komal Vyas	Manipal University Jaipur
21	BABLI KALITA	MOUNT CARMEL COLLEGE
22	HARSHINI.S	MOUNT CARMEL COLLEGE
23	SOUNDARYAA.C	MOUNT CARMEL COLLEGE
24	ABIDA AZIM	Mount Carmel College, Autonomous
25	KEERTHANA. N	Mount Carmel College, Autonomous
26	V. EKTHA	Mount Carmel College, Autonomous
27	Valanteena. D	Mount Carmel College
28	Monisha. M	Mount Carmel College
29	PROF. MITHUN V SHINDHE	Global college of Management, IT and Commerce
30	PROF. JESSIE FERNANDES	Global college of Management, IT and Commerce
31	Sheelwanti M. Gajare.	Sharnbasva University, Kalaburagi

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32	T. Gautam	Coimbatore Institute of Technology
33	K. R. Gokulavasan	Coimbatore Institute of Technology
34	R. Deetchika	Coimbatore Institute of Technology
35	Shruti Maheshwari	Banasthali Vidhyapeeth
36	T.S.Narayanan	RVS Institute of Management Studies and Research
37	H.Joseph Richard Johnson	CMR UNIVERSITY
38	Ms.P.ANITHA	St.Peter's Institute of Higher Education and Research
39	Ms. Sonakshi Sharma	HDFC Bank
40	PAYAL. B. SADARANGANI	MOUNT CARMEL COLLEGE
41	IZWAH IRFAN	MOUNT CARMEL COLLEGE
42	Dr Sudarkodi	Koshys Institute of Management Studies
43	Suhas. L	St. Joseph's College of Commerce
44	P. Athishay	St. Joseph's College of Commerce
45	Dr.Sunil Vakayil	RVS Institute of Management Studies and Research
46	Dr.Naseer Mohammed Jaffer	Xavier Institute of Management and Entrepreneurship (XIME), Bangalore
47	Dr. P.Amalanathan	Xavier Institute of Management and Entrepreneurship (XIME), Bangalore
48	Mr. Saklesh Nagouda	Xavier Institute of Management and Entrepreneurship (XIME), Bangalore

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49	Ms. Divya Nair	Xavier Institute of Management and Entrepreneurship (XIME), Bangalore
50	Kong Ki Hong	CMS Business School
51	Dr. Prabha Kiran	Christ University
52	Dr. Nalina.R	BIT-MBA
53	AJAY BHARGAV (Attendee)	
54	M. Khojastehpour	Industrial Management Institute & Faradis Alborz Company
55	Rachel Johns	School of Management, University of Canberra, Australia
56	Dr. Salma Begum	CMS Business School
57	Dr. Shekar H. P.	CMS Business School
58	Mr. Prithviraj	CMS Business School
59	DR.M. GOVINDARAJ	CMS Business School
60	Dr. Sudarshan Seshanna	CMS Business School
61	MADHUSHREE SUR	CMS, Jain University
62	Mrs. Madhumati. R. Shettar	Jain College, Hubballi
63	N. Madhuchandrika	Jain School of Commerce and Management Studies and CMS BS
64	Dr.P.Periasamy	CMS Business School
65	Dr. S. Vinoth	CMS Business School
66	Dr. Sharat Kumar	CMS Business School

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67	Dr. Ajay Massand	CMS Business School
68	Dr. Uma Warriier	CMS Business School
69	Prof. G. Esther Princess	CMS Business School
70	AVR Mahadev	CMS Business School
71	Dr. Satish Kumar	CMS Business School
72	Dr. Avijit Bakshi	CMS Business School
73	Suchismita Ganguly	JAIN (Deemed to be University)
74	Prof. Lubna	CMS Business School
75	Vinayak Anil Bhat	CMS Business School
76	Dr. Ujjal Mukherjee	CMS Business School
77	Dr. Harold Andrew Patrick	CMS Business School
78	Dr.Hemanth Kumar S.	CMS Business School
79	Dr Swetha.N	CMS Business School
80	Dr. SIREESHA NANDURI	CMS Business School
81	SIREESHA ANAND	CMS Business School
82	NIHARIKA.M.N	CMS Business School
83	DISHA JOSHI	CMS Business School
84	Sunil Kumar R	CMS Business School
85	Dr. Sarangapani. N	CMS Business School

86	Dr. Ranjith P. V	CMS Business School
87	Rupesh Sinha	Research Scholar, Jain (Deemed to be University)
88	Dr. Ajay Massand	CMS Business School
89	Dr. SIREESHA NANDURI	CMS Business School
90	Dr. Ranjith P. V	CMS Business School

10. Participants' Feedback, Feedback Analysis and Attainment Calculation:

Attainment Calculation is not relevant for any conference.

Feedback Analysis:

Questions to Map Pos	List of Pos & PSOs	Wt Score ▶					Total	Wt. Score	Max score	%age
		5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1 Strongly Disagree				
How well was the objective of the Conference achieved?	PO1 PO2 PSO1	37	38	8	2	5	90	370	450	82%
Effectiveness of Expert Session?	PO2 PO3 PO7 PSO1	30	30	15	9	6	90	339	450	75%
Effectiveness of Technical Sessions?	PO2 PO3 PSO1PSO3	30	28	12	12	8	90	330	450	73%
Effectiveness of Panel discussion?	PO3 PO4 PO6 PO7	27	32	19	7	5	90	339	450	75%
Satisfaction from overall learning?	PO4 PO5 PSO3	29	42	8	6	5	90	354	450	79%
Infrastructure and logistics satisfy me		39	37	5	4	5	90	371	450	82%

11. Proposals for the Event/Programme: Attached

12. Minutes of Meetings:

Minutes of Meeting: 1 - National Conference 2019

Meeting Title	Initiation meeting on the Planned National Conference 2019 on – Revisiting Industry Academia Collaboration.	
Date of Meeting	01/07/2019	
Meeting Venue	CMS Business School, Room 301	
Meeting Agenda	To discuss the Title, details of the National Seminar and the Resource Persons	
In Attendance	Name	Title/ Department/ Organization
	1. Dr. Shakeela Banu	Faculty – GM (Conference Convener)
	2. Dr. Ajay Massand	Faculty – GM (Member Conf. Comt.)
	3. Prof. Anantha Subramanya Iyer	Faculty – Marketing (Member Conf. Comt.)Admin Manager
	4. Mr. Harsha S	
Key Meeting Outcomes		
1.	A better understanding of the feasibility, Title and content of this proposed National Conference 2019. The date proposed was accepted (24 th August 2019). The Resource Persons to be identified Soon.	
2.	The requirements of the Conference, Budget other Resource Persons required	



	were noted
3.	The brochure, registration form and other important aspects of the conference were also discussed and noted
Action Plans if Any (also mention 'First Person Responsible (FPR)')	
1.	The Committee will organize a meeting with Dean and Director get the approval & brochure prepared
2.	Dr. Ajay Massand & Prof. A S Iyer will communicate with the resource persons
3.	Dr. Shakeela Banu will take care of Marketing & overall coordination

Minutes of Meeting: 2 - National Conference 2019

Meeting Title	Planning & Approval meeting on the Proposed National Conference on Revisiting Industry Academia Collaboration.	
Date of Meeting	03/07/2019	
Meeting Venue	CMS Business School, Board Room-1	
Meeting Agenda	To get the approval for the National Conference - 2019 with Director & Deans	
In Attendance	Name	Title/ Department/ Organization
	1. Dr. Dinesh N	Director
	2. Dr. Harold Andrew Patrick	Dean – Research
	3. Dr. N. Chandrasekhar	Dean – Academic
	4. Dr. Shakeela Banu	Faculty – GM (Conference Convener)
	5. Dr. Ajay Massand	Faculty – GM (Member Conf. Comt.)
	6. Prof. Anantha Subramanya Iyer	Faculty – Marketing (Member Conf. Comt.)Admin Manager
	7. Mr. Harsha S	

Key Meeting Outcomes

1.	<p>The Date, Topic, Resource Person's Selection, Brochure & Certificate Designs, Registration Fees were approved by the Director & Deans.</p> <p>The Conference Title was slightly modified into: Revisiting Industry Academia Collaboration: Exploring New Paradigms in Value Creation.</p> <p>Four Sub Themes were finalized: Marketing, Finance, HR, General Management</p> <p>Research Papers will be called for in these above mentioned sub themes.</p> <p>A best paper award with a cash prize of Rs.5000/- for each sub theme has been approved</p>
2.	<p>The Logistics Requirements and other Infrastructure requirements were reviewed and approved by the Director & Deans</p> <p>Conference Kit details were also finalized and approved.</p>
3.	<p>All other requirements were noted and approved</p> <p>The papers presented in this conference will be published (based on the willingness of the authors) in "Humanities & Social Science studies (HSSS) Journal" listed in UGC Care List.</p>
Action Plans if Any (also mention 'First Person Responsible (FPR)'	
1.	The Committee will organize two meetings & dry run with Director & Deans before the Conference
2.	Dr. Ajay Massand & Prof. A S Iyer will take care of brochure, budget & certificate designs and other arrangements by coordinating with Admin executives.
3.	Dr. Shakeela Banu will start off with Marketing & Managing activities, Registrations
4.	Dr. Shakeela Banu will work with deans to identify the conference track



chairs

Minutes of Meeting: 3 – National Conference 2019

Meeting Title	Progress Review Meeting of the National Conference on Revisiting Industry Academia Collaboration: Exploring New Paradigms in Value Creation.	
Date of Meeting	12/08/2019	
Meeting Venue	CMS Business School, Board Room-2	
Meeting Agenda	To check the progress made on various fronts regarding National Conference - 2019 with Director & Deans	
In Attendance	Name	Title/ Department/ Organization
	1. Dr. Dinesh N	Director
	2. Dr. Harold Andrew Patrick	Dean – Research
	3. Dr. N. Chandrasekhar	Dean – Academic
	4. Dr. Shakeela Banu	Faculty – GM (Conference Convener)
	5. Dr. Ajay Massand	Faculty – GM (Member Conf. Comt.)
	6. Prof. Anantha Subramanya Iyer	Faculty – Marketing (Member Conf. Comt.)
	7. Mr. Harsha S	Admin Manager
	8. Ms. Rajani	Admin Executive
	9. Mr. Yogesh	Admin Executive
Key Meeting Outcomes		
1.	The status of number of registrations, papers received for the conference and the status of the papers sent for evaluation with the identified external	

	& internal track chairs were verified.
2.	The Logistics Requirements and other Infrastructure requirements were reviewed and the progress was verified by the Director & Deans Conference Kit and its contents were reviewed and approved for final assembly.
3.	The communication with the “Humanities & Social Science studies (HSSS) Journal” listed in UGC Care List – regarding publication was once again discussed and approved.
Action Plans if Any (also mention ‘First Person Responsible (FPR)’	
1.	The Committee will organize one meeting & dry run with Director & Deans one day before the Conference
2.	Dr. Ajay Massand & Prof. A S Iyer will take care of all other arrangements by coordinating with Admin executives.
3.	Dr. Shakeela Banu & Prof A S Iyer will look at Registrations & communication with resource persons
4.	Dr. Shakeela Banu & Dr. Ajay Massand will coordinate with conference track chairs

Minutes of Meeting: 4 - National Conference 2019

Meeting Title	Program Planning Meeting: National Conference on Revisiting Industry Academia Collaboration: Exploring New Paradigms in Value Creation.	
Date of Meeting	23/08/2019	
Meeting Venue	CMS Business School, Board Room-2	
Meeting Agenda	To finalize the action plan for the National Conference - 2019	
In Attendance	Name	Title/ Department/ Organization
	1. Dr. Dinesh Nilkant	Director

	<p>2. Dr. Harold Andrew Patrick</p> <p>3. Dr. N. Chandrasekhar</p> <p>4. Dr. Shakeela Banu</p> <p>5. Dr. Ajay Massand</p> <p>6. Prof. Anantha Subramanya Iyer</p> <p>7. Mr. Harsha S</p> <p>8. Ms. Rajani</p> <p>9. Mr. Yogesh</p>	<p>Dean – Research</p> <p>Dean – Academic</p> <p>Faculty – GM (Conference Convener)</p> <p>Faculty – GM (Member Conf. Comt.)</p> <p>Faculty – Marketing (Member Conf. Comt.)</p> <p>Admin Manager</p> <p>Admin Executive</p> <p>Admin Executive</p>
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Key Meeting Outcomes

1.	<p>This meeting was held to fine tune the flow of various activities at National Conference - 2019, The overall action plan was approved by the Director & Deans.</p> <p>The Marks for Submitted research papers obtained from Conference Track Chairs (External & Internal) has been approved on ‘as it is basis’.</p>
2.	<p>The stage team, the coordination teams are set up and are being headed by faculty and students.</p> <p>The Internal faculty allocation list for various Conference Tracks are approved and communicated to the respective faculty immediately, the respective faculty will be briefed of their roles in the conference track sessions.</p> <p>Conference Kit is informed to be ready & kept safely.</p>

3.	<p>The student volunteers have been briefed about the flow of activities and a rehearsal will be conducted today after this meeting at Seminar Hall – 4, CMS Business School, New Campus.</p> <p>Venue of the conference is decided to be Seminar Hall – 1 & Track sessions are scheduled in class rooms in 2nd & 3rd floors.</p>
Action Plans if Any (also mention ‘First Person Responsible (FPR)’)	
1.	Dr. Shakeela Banu will look after the conference proceedings and prepare conference report
2.	Dr. Ajay Massand, & Prof A S Iyer will take care of on stage arrangements
3.	Mr. Harhsa, Ms. Rajai, Mr. Yogesh & Mr. Ajith Kumar will take care of off-stage arrangements & welcoming guests coordinating with Admin Staff and Student Volunteers, kit distribution etc.

Minutes of Meeting: 5 - National Conference 2019

Meeting Title	Closure Meeting: National Conference 2019: On Revisiting Industry Academia Collaboration: Exploring New Paradigms in Value Creation.	
Date of Meeting	27/08/2019	
Meeting Venue	CMS Business School, Board Room-2	
Meeting Agenda	Summing up National Conference 2019	
In Attendance	Name	Title/ Department/ Organization
	1. Dr. Dinesh Nilkant	Director

	<p>2. Dr. Harold Andrew Patrick</p> <p>3. Dr. N. Chandrasekhar</p> <p>4. Dr. Shakeela Banu</p> <p>5. Dr. Ajay Massand</p> <p>6. Prof. Anantha Subramanya Iyer</p> <p>7. Mr. Harsha S</p> <p>8. Ms. Rajani</p> <p>9. Mr. Yogesh</p>	<p>Dean – Research</p> <p>Dean – Academic</p> <p>Faculty – GM (Conference Convener)</p> <p>Faculty – GM (Member Conf. Comt.)</p> <p>Faculty – Marketing (Member Conf. Comt.)Admin Manager</p> <p>Admin Executive</p> <p>Admin Executive</p>
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Key Meeting Outcomes

1.	This meeting was held to analyze and sum-up the National Conference 2019 event, to assess the overall performance and to address the issues.
2.	Director & Deans suggested the committee members to improve the reach of the Conference to more number of people belonging to Industry and Academia.
3.	Overall, National Conference -2019 was conducted without any issues, Director and Deans have congratulated the Conference Committee for their efforts and asked the committee to prepare proposal for an International Conference.
4.	The overall feedback was also taken and was very positive.

Action Plans if Any (also mention ‘First Person Responsible (FPR)’

1.	Dr. Ajay Massand & Dr. Shakeela Banu will prepare report of the conclave and send it to IQAC
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Proposal and Budget: -

Date: 2/12/2018

For Director’s kind approval
Dear Sir,

Sub: Application for Budget approval of “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation”

A National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation” is scheduled on 24/08/2019.

The details are as follows:

Title: National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation”

Duration: 2 days

Resource persons: Multiple experts are identified for Panel discussion, track chairs, Inaugural address and Valedictory address

Expected participants: 100 faculty members and research scholars

The following are the expected expenses for the same.

Sl	Details	Amount in Rupees
1	Amount to be paid to the resource persons	85000
2	Food	10000
3	Other related expenses	10000
	Total	Rs. 105000

Kindly approve the same.

Kind Regards

Faculty Coordinator

Dean

Director

Approval Authority

Approval Authority

Signature

Signature

13. Trailing Emails/communications:

Invitation to Chair a session in General Management in **National Conference** at CMS Business School



AJAY MASSAND <ajay_m@cms.ac.in>
to Srinivasa, Harold ▾

Fri, Aug 23, 2019, 7:34 AM

Dear Dr. Srinivas Rao,

Greetings from CMS Business School.

Thank you for accepting to be a chair at our **National Conference** which is on "REVISITING INDUSTRY-ACADEMIA COLLABORATION: NEW PARADIGMS IN VALUE CREATION" to be held on 24th August 2019.

Kindly find the attachment of Paper to be presented in your session. You will be given evaluation form during the session. Thanking you.

Warm Regards,
Dr. Ajay Massand
Asst. Professor
CMS Business School
Jain University

9 Attachments



Thank you for your Contribution in **National Conference** at CMS Business School

AJAY MASSAND <ajay_m@cms.ac.in>
to prof.l.ganesh@gmail.com, Harold ▾

Thu, Aug 29, 2019, 1:32 PM ☆ ↵

Dear Dr. L. Ganesh,

Thank you for your Contribution to **National Conference** at CMS Business School. PFA of **Conference** Pics of your session. Thank you.



14. **Any other related details: -None**

15. **Pictures for the Event: Attached**



Figure 1: National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation” on 24/08/2019-Inauguration



Figure 2: : National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation” on 24/08/2019-Inauguration



Figure 3: National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation” on 24/08/2019-Inauguration



Figure 4: National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation on 24/08/2019



Figure 5: National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation” on 24/08/2019-Panel discussion



Figure 6: National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation” on 24/08/2019-Track session



Figure 7: National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation” on 24/08/2019-Track session



Figure 8: National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation”” on 24/08/2019-Track session



Figure 9: National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation”” on 24/08/2019-Track Session



Figure 10: National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation”” on 24/08/2019-Welcoming the Vaedictory Guest-Dr. Senthil



Figure 11: National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation”” on 24/08/2019-Best Paper award



Figure 12: National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation”” on 24/08/2019-Best Paper award



Figure 13: National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation”” on 24/08/2019-Best Paper award



Figure 14: National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation”” on 24/08/2019-Student best paper award



Figure 15: National Conference on “Revisiting Industry-Academia Collaboration: Exploring New Paradigms in Value Creation”” on 24/08/2019-Vote of thanks



Figure 15: National

Conference on “Revisiting

Industry-Academia Collaboration: Exploring New Paradigms in Value Creation”” on

24/08/2019- Group Photo