

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

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.

The Conference Committee

The Conference Committee was headed by Dr. Shakeela Banu C, Convener of the conference, Dr. Ajay Massand, Prof. Anantha Subramanya Iyer KN, conference members, under the guidance and support of Dr. Dinesh Nilkant, Director, Dr. Harold Andrew Patrick, Dean, Dr. N. Chandrasekhar, Dean – Executive Education and the Area Chairs.

Inaugural Session

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 imbining 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.

Panel Discussion

The panelists were:

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



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.

Dr. Shakeela Banu C, Convener of the conference undertook the task of compilation of double-blind peer review scores of evaluations by external and internal evaluators.

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 the 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 connect and so on.

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

Morning Tracks

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

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

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. Nishant Singh	Assistant Professor,	CMS Business School

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

