

ABOUT THE CONFERENCE

The fourth Industrial Revolution has facilitated the growth of Disruptive Innovation and Digital Assets Management which have changed the business environment drastically. The concept of Disruptive Innovation and Digital Assets Management is an outcome of business environment turbulence induced by digital technological innovation. Disruptive Innovation happens when as agile company takes advantage of latest technologies to do business. Disruptive Innovation and Digital Assets Management is multidimensional in terms of technological features and marketplace dynamics. It is believed that Disruptive Innovation and Digital Assets Management will enable the companies to enter market with innovative products and services and create value of customers. Emerging digital technologies like internet of things (IoT), Big Data, Artificial Intelligence(AI) and multi-cloud environment to autonomous vehicles have opened up new possibilities in the field of business and management. Digital companies like Amazon, Flipcart, Ola, Uber, Oyo, Airbnb are under constant pressure from new disruptors, they are reinventing themselves regularly using emerging digital technologies. In the light of this, National Conference on “Disruptive Innovation and Digital Assets Management (DIDAM 2024) a platform is given for discussion on how large- cap companies, MSMEs and Start- ups are preparing themselves to evolve in volatile digital economy. This conference will make significant contribution by adding knowledge to existing literature and ongoing discussion on how Disruptive Innovation and Digital Assets Management is actually changing the business environment.

ABOUT US - BIMA

Geetha S Educational Trust manages Bangalore Integrated Management Academy (BIMA). BIMA is a vibrant and welcoming learning community , committed to create the best possible educational experience for every student. We aim to enable to reach their full potential . We have a talented , dedicated caring team of staff , each of whom works very hard to ensure that the abilities of students in our care are nurtured and carefully developed . Our faculty members are experienced and work as a team to make the institution a special place, everyday for every student. BIMA provides a stimulating and enriched environment so that the student can enjoy all aspects of their learning.

PATRONS

Sri M. Suresh - Chairman

Prof. Geetha Suresh - Director

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Dr. K M Nagendra - Principal

CONVENOR

**Dr. Aarti J, Associate Professor,
Department of Management Studies**

ORGANIZING COMMITTEE

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Geetha S Educational Trust (R)

Bangalore Integrated Management Academy

(Approved by AICTE New Delhi, Affiliated to Bangalore University, Recognized by Govt of Karnataka)

#77/1, Near Pattanagere Metro Station, Mysore Road, Kengeri
Bangaluru-59

In association with VLEARNY



Presents

DIDAM 2024

INSPIRING IDEAS, IGNITING CHANGE



**ONE DAY NATIONAL
LEVEL CONFERENCE ON
“ THE EMERGING
CHALLENGES IN DISRUPTIVE
INNOVATION AND DIGITAL
ASSETS MANAGEMENT ”**

26 October 2024



CONFERENCE OBJECTIVE

DIDAM 2024 aims to provide a platform to the academicians, researchers, corporate strategists, industry practitioners, policymakers, regulatory authorities and NGOs, to facilitate the discussion on sustainable management practices pertaining to technological innovation & development in marketing, logistics, supply chain, e-commerce, financial management, HR management, operations management, HR analytics and business analytics

CALL FOR PAPERS

Original Research papers /Articles are invited on the focus area, but not limited to the theme of the Conference. The abstracts will be reviewed by a peer Review Panel. The authors of the selected abstracts will be duly intimated by the Organizing Committee.



SUB THEMES:

MARKETING :

- Marketing Innovation in Digital World
- Agri-Marketing and Supply Chain
- Sustainable Businesses and Responsible Manufacturing
- Strategy with AI and Analytics

FINANCE :

- Online Banking System
- Behavioral Finance
- FINTECH for 2030
- ESG and Sustainable Finance
- Financing Industry in 2030
- Decentralized Finance
- Block Chain and Bitcoins
- Quantum Computing

INFORMATION TECHNOLOGY :

- E-Payment Technologies for Future
- Marketing 360 - The Need of the Hour
- Knowledge Management in Corporate World
- Business Analytics
- AI Integration in Online Shopping, Mobile Security, Cloud Security, Application Security, Threat Intelligence
- AI and Machine Learning in Cyber Security

Dates to Remember

Full Paper Submission :16-10-2024
Conference Date: :26-10-2024

PAPER PRESENTATION

1. All the Delegates will be having an opportunity to present their paper during the conference and receive a Best Paper Presentation Certificate (Each Track).
2. **Participation as Delegate:** All the Delegates attending the Conference without any paper presentation will receive a 'Certificate of Participation'. Persons accompanying the paper presenters can also register as Delegate.

3. Submission Guidelines:

- Authors must send the Article/Research Paper as an attachment to - bima.didam2024@gmail.com
- **Length of Abstract:** Not more than 150 words
- **Coverage:** Abstract should cover the purpose of the study along with major findings and conclusions
- **Cover page:** Title of the paper along with author(s) name, designation, affiliation, research areas, email-id, contact number and address.
- **Font:** Times New Roman, 12point, line spacing 1.5
- All the references must follow APA style
- Keywords: 3-5
- Length of full paper: 3500-5000 words. (Not more than A4 size 15 pages)

Selected Papers will be Published in the "VLEARNEY Journal of Business" with ISSN 2584-2935 Without any extra cost.

REGISTRATION FEE

- a) Academicians : ₹500
b) Student/Research Scholars : ₹250

REGISTRATION LINK

<https://forms.gle/8P74WwhD4MRvdfkH8>

PAYMENT QR CODE

HDFC Bank - 7320



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