



International Conference on Industry Academia Partnership

Driving Innovation and Inspiring Young Minds

17th and 18th February 2022

Jointly Organised by



MANIPAL
ACADEMY of HIGHER EDUCATION
(Deemed to be University under Section 3 of the UGC Act, 1956)

Department of Commerce
MAHE, Manipal



manipal
Academy of **BFSI**

Manipal Academy of BFSI

in association with Knowledge Partner



MIU MANIPAL
INTERNATIONAL
UNIVERSITY

Manipal International University





About Manipal Academy of Higher Education

Manipal Academy of Higher Education (MAHE), an Institute of Eminence, is synonymous with excellence in higher education. Over 28,000 students from 57 different nations live, learn and play in the sprawling University town, nestled on a plateau in the coastal district of Udupi in Karnataka, India. It also has over 2500 faculty members and almost 10000 other support and service staff, who cater to the administrative needs of various institutions of health sciences, engineering, commerce and management, communication, and humanities that dot the Wi-Fi-enabled campus.

MAHE has off-campus in Mangalore, Bangalore, and off-shore campuses in Dubai (UAE), Melaka (Malaysia) etc. According to QS rankings, Manipal Academy of Higher Education is among the top 2.7% universities in the world. MAHE is also among the top private Indian universities in QS World rankings. In the 14th edition of its rankings, MAHE figures in the 701-750 band, which is the best for a private Indian university. Every constituent institution of MAHE has world-class facilities and pedagogy, which are constantly reviewed and upgraded to reflect the latest trends and developments in higher education.

MAHE is a part of Manipal Education & Medical Group (MEMG), a pioneer in higher education services with a more than sixty years' legacy of excellence and owns and operates campuses in Sikkim and Jaipur in India, in Nepal, Malaysia, and Antigua, in the Caribbean. On 11th December 2017, Universitas Indonesia (UI) released the results of UI Green Metric World University Rankings 2017, and MAHE retains the No.2 position among institutions in India in the suburban category and is considered to be the greenest campus among private institutions.



About Manipal Academy of BFSI

With a unique industry-academia connect, Manipal Academy of BFSI empowers professionals to become productive from the first day. The superior pedagogy, employed by over 200 Industry experts which includes ex-bankers, insurance officials and soft skills specialist as faculty members, along with a sprawling of 600,000 sq.ft. campus, offers unparalleled experiential learning to the learners and equips them with domain-specific expertise. This helps the youngsters to see success in their jobs with ease and reap rich dividends in their career through recognitions, rewards and faster career progression.

The Academy of BFSI partners with over 45 leading national and international public and private sector organizations in the BFSI sector. The academy has trained over 65,000 learners and has established multiple partnerships in banking, finance and insurance industry.

About Department of Commerce

The Department of Commerce (DoC) was established in 2007 with the launch of its flagship undergraduate Programme, Bachelor of Business Administration (BBA). Currently, the department offers BBA with ten specializations in Banking, Financial Markets, Professional, Logistics & Supply Chain, Marketing, Human Resources, Insurance, Family Business Management, Economics and Business Analytics. It also started a Masters' Programme in Commerce (M.Com) specializing in Logistics & Supply Chain, Professional, and Banking Technology. The department has also introduced Bachelor of Commerce (B.Com) Programmes namely B.Com (Professional) and B.Com (Business Process Services and a



one-year Post-Graduate Diploma (PGD) in Logistics & Supply Chain.

Department is also offering four niche Programmes named MSc (Financial Economics) and MSc (Health Economics), M.Sc (Business Analytics), and M.A (Creative and Digital Marketing). Students of the Department have also bagged national and international placements in reputed organizations. The Department has academic collaboration with Universities in the US, Europe, Southeast Asia, Middle East, Australia, and New Zealand. Department has tied up with Manipal Global Education (MaGE) Bangalore and National Stock Exchange (NSE) Mumbai to deliver various certification Programmes on Stock Markets.

The department has tied up with the Confederation of Indian Industry (CII), Institute of Logistics, Chennai, for the M.Com (Logistics and Supply Chain) programme. Currently, DoC hosts six Centres focused on achieving excellence in their respective domains. They are the Centre for Advanced Learning in Finance and Accounting, Centre for Managing Family Business, International Centre for Business Studies, Centre for Supply Chain Education and Research, Centre for Consultancy Training and Corporate Interface, and Centre for Business Analytics.

The department has partnered with the following professional bodies to integrate their professional program curriculum in its program offering, the Association of Chartered Certified Accountants (ACCA), UK, Chartered Institute of Management Accountants (CIMA) and Certified Management Accountants (CMA).



About Manipal International University, Malaysia

Manipal International University (MIU), a full-fledged Malaysia University, expands on the Manipal Education Group's expertise to deliver multi-disciplinary programs focusing on Science, Engineering, Business, and Mass Communication. MIU has created an education ecosystem to deliver a truly international education, setting new standards of education in Malaysia. The Manipal Education Group has been responsible for producing some of the brightest minds in Asia for the past 60 years. The Group has a network of six campuses and affiliations with 30 universities worldwide. Building on the success of the Melaka Manipal Medical College in Malaysia, the Manipal Education Group brings its multidisciplinary expertise to Malaysia through MIU.

The campus, built adhere to LEED Platinum Green Building accreditation from the United States, showcases state-of-the-art integration of green technology in the construction and maintenance of the building. Spread over 142 sprawling acres in the University town of Nilai, MIU's lush green campus offers an academic environment designed to bring out the best in every student. At MIU, students are actively encouraged to take part in different sporting activities. A sports complex located just one kilometre from the MIU campus provides a gymnasium, a badminton court, a bowling alley, and a karaoke centre.





About the Conference

Academia and Industry are two strong pillars of the economy. A continuous and collaborative engagement between the two will help the economy grow very fast on all parameters be it GDP, Export, Employment, Quality of Goods and Services, etc., while at the same time, it will benefit both Academia and Industry, immensely. Academia will be able to develop and nurture large number of need-based quality manpower with solutions to every problem, the Industry will be able to adopt and cater to changing requirement of market very quick and cost effectively. The coming together of the two is extremely critical today than ever before. The academic world is known to delve deep into research and bring out creative ideas and models for implementation and the industry can be credited with the task of commercializing these ideas. A continuous and productive interface between industry and academia helps in meeting the huge challenges faced across all industries and convert opportunities to its benefit..

The success of any organization depends on the quality of entrepreneurship, which in turn depends upon nurturing quality thoughts and creative ideas. The convergence of academia and industry is expected to identify areas where research inputs will help promote industry requirements. Innovative changes are required in the education system to build a research mindset in the students. Focus on research early on, in universities will aid in creating an environment based on research and lead to an industry-ready and skilled workforce.

In certain countries, businesses reach out to the universities for innovation in products and processes and help them by funding such research.



In India, the situation is different where corporates and industries presently rely on their research. This can be mainly attributed to various factors like lack of social awareness, non-availability of funding or scholarships, research findings that are not relevant to the current environment and attitude of corporates to academic research. Educational institutions have to step up their research capabilities, recognize such opportunities from industry and build a constructive framework for collaboration. This will go a long way in making India an industrial hub both in terms of tangible products and services.

Conference Objectives

This conference aims to identify and understand the research that has taken place on various spheres in 'Industry-Academia Partnership' and further probe on the same keeping in mind the relevance and established practices.

We invite Students, Ph.D scholars, academicians and researchers to present their original paper by identifying the unexplored areas and developing conceptual and empirical papers analysing the issues related to the theme of Driving Innovation & Inspiring Young Minds.

Paper Submission Details

Prospective authors from India and Abroad are solicited to submit original, unpublished papers that are not currently under review in another journal or conference on the topics mentioned. Authors must clearly indicate the broad areas (sub-themes) mentioned above in which their papers could be considered.



Abstract Submission Details

Abstracts not exceeding 120 words should reach on or before 31st December 2021, followed by full paper (1500-2000 words) on or before 31st January 2022, in Microsoft word format along with the 5 keywords that describe the paper.

Please submit your papers to EMAIL ID: program.organiser@manipalglobal.com

Important Dates	Abstract submission	31 st December 2021
	Acceptance of abstract	7 th January 2022
	Submission of the final paper	31 st January 2022
	Payment of registration fee	7 th February 2022

Category of the Participant	Registration Fees in INR (For Domestic Participants)	Registration Fees in USD (For International Participants)
Academicians / Executives / Research Scholars / Students	500*	50*

*plus, applicable GST

* ***The details of Bank account for NEFT will be provided once the abstract is accepted.***



Conference Themes and Sub-themes

1. Industry Academia partnership - Key to economic growth

- A skilled workforce for strong, sustainable & balanced economic growth
- The current gap between Industry and Academy
- Entrepreneurial ecosystem as a factor of economic development

2. The changing dynamics of Academia

- Education for Employment or Degree – Role of educational institutions
- Responsiveness of Academia towards Industry Requirement
- Current education system as an enabler in achieving industry academia partnership
- National Education Policy – a step towards enriching Industry Academia partnership
- Critical Role of Industry in Enriching Academic Inputs
- Resource requirements at institutions to meet industry challenges
- University as a talent engine and an entrepreneurial catalyst

3. Academia and Industry – Collaborations for research and innovation

- Exploiting Reciprocal Knowledge through Mobility between University and Industry
- Simulation of real-world experience in the classroom
- Promoting industry and academia partnership - conduciveness of current environment in India.
- Industry and academia partnership – A comparative study of global practices vis-à-vis Indian scenario.



- Addressing employability challenges of Rural India through industry collaboration

4. Critical Role of Enabling institutions in accelerating collaboration

- Industry Academia partnership - Role of trade bodies like FICCI and CII
- How to enable a bi-directional channel for knowledge transfer between academia and industry
- Industry Academia partnership – information technology as a key driver
- Nurturing innovative mindset

5. Industry specific collaboration and way forward

- Performance of existing Industry Academia partnership in BFSI, ITES, Pharmacy, Manufacturing and various other sectors/Closing the gap between BFSI sector and Academia
- Case study on Industry Academia partnership covering challenges and best practices
- Potential commercial and operational Models for Industry and Academia collaboration

** The above-mentioned topics are only indicative and not exhaustive

For registration and paper submission queries:

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