



Mittal Institute of Education

(Approved by NCTE, New Delhi & Affiliated to BU, Bhopal M.P.)

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Session 2021-22



Report on conference

Dated – 5th & 6th March 2022

Venue – Mittal Institute Of Education

Report on conference

With more innovation in technology, new businesses are created. With more business, technology comes to the rescue by making things easier. The two exist in something of a symbiotic relationship that ensures they will always coexist.

Over the years, technology has caused an explosion in commerce and trade. Because of technology, many traditional business models and concepts were revolutionized. Technology gave us the opportunity to see things from a new perspective and to approach what we were already doing from a new perspective. Technology also gave us greater efficiency for conducting business.

Some of the areas in which technology is crucial to business include point of sales systems, the use of ICT in management, accounting systems and other complex aspects of everyday business activities. Even something as simple as the calculator which was revolutionary in its time came about because of technology. It is tough to imagine going back to performing tasks manually.

Since more and more data is flowing, it is now much easier to analyze and gain deep insight into the things that customers are looking for. Analytics services are expanding by the day and are allowing businesses to segment their prospects into more and more specific groups, making it much easier to target them and get more value for their advertising money. Something as simple as having a Google account can let a business know where a user is from, the kind of browser they're using, how they stumbled upon a website, What they do on that website, how long they are likely to stay and at what point they decide to leave. There are even more advanced analytics services that allow businesses to become even more refined with this segmentation in order to improve their conversions drastically.

The commerce department of Mittal Institute of Education successfully hosted the National Conference on ***“Information Technology As Tool For Commerce , Management And Entreprenuership ”*** on 5th & 6th March 2022 at college seminar hall. The presence of dignitaries an

impressive lineup of scholars from across the India ,the support of sponsors and media partners, an array of carefully selected, well-researched and well-presented papers on the subject, all came together to help team to admirably conclude this huge endeavor. The conference was applauded for the 4 concurrent sessions in two days besides the Inaugural and Valedictory sessions. This Conference has without a shade of doubt made the academic fraternity richer with the additional literature in form of scholarly works on the subject.

This two day event offered opportunities to the participating audiences to interact with activists, academicians, scholars and experts from all over the India, who deliberated upon and covered topics around the issues of created identity perceptions in etc. The two days comprised of incisive and insightful discussions on various facets of the issue of IFRS, startup India, Corporate social responsibility etc. The views expressed and explored on this platform by the resource persons and paper presenters made the audience rethink ideas which we cling on to unthinkingly in our day to day life.

The Conference owes its success to the able guidance of Principal Dr. Malika Pal and the hard work put in by the entire MIE team led by Dr. Vinay Diwan, Prof.Renu Saxena, Dr.Ankit Jain, Dr.Zafar Khan and students volunteers. The Honable Chief Guest Prof. Dr.Rajiv Jain VC University of Rajasthan inaugurated the Conference with Prof. Dr.Naveen Mathur, Ex Dean and Head Department of Business Administration University Of Rajasthan, Jaipur , Prof. Dr. S.K. Khatik HOD & Dean of Commerce BU. Principal Dr. Malika Pal in her welcome address dealt upon the need for organized engagements in Information Technology tools and need of IFRS. Prof. Renu Saxena Convener of the conference presented the theme of the conference in a lucid manner for the understanding of the audience. The Conference Paper Review Committee was constrained by time to accept only 60 research papers. All the resource persons conducted very engaging and fruitful sessions.

- The Conference ended with most probable outcomes and conclusions to need of Information Technology.
- The Conference and its proceedings are a step towards making those involved and present need and role of IFRS.
- The conference was highly applauded for bringing together great minds from different fields of online business, digital marketing studies and activism.
- Views and discussions made the audience see how information Technology tools works for business and marketing through active questioning and participative action

The valedictory addresses given by Prof. Amarjeet Singh Khalsa Dean and Professor IPER. Prof. Dr. Naveen Mathur Ex Dean and Head Department of Business Administration, University of Rajasthan Jaipur was the Guest of Honor . Chairperson Prof. Dr. S.K. Khatik HOD Dean of Commerce BU Bhopal offered an apt conclusion to the conference with specific summing up of the theme of the conference and the acknowledgment of the efforts of the whole MIE team.

Certificates were distributed for best paper presentation and poster as well. All participants also got certificate of participation in the conference. Following participants got best paper presentation certificates-

- Dr. Geetanjali Shrivastav from BSSS
- Dr. vandana Thakur from BU
- Dr. Ankit Jain from Mittal Institute of Education
- Ms. Pinky Mankani from Safia Arts ,Commerce and Law College
- Ms. Renu Saxena from Mittal Institute of Education
- Ms. Chaya Shakya from BU.

Following candidates got best poster certificates-

- Anmol Sharma
- Keerti Sharma
- Soumya Tiwari
- Anees khan

