



Vidyavardhaka Sangha[®], Mysore
VIDYAVARDHAKA COLLEGE OF ENGINEERING
Department of Business Administration
Gokulam III Stage, Mysuru-570 002



One-day National Level Conference
on
Emerging Issues in Functional Areas of Management
Sunday, 26th March 2023

Break-fast and Registration: 8.15 - 9 am, First Floor, 'E' (MBA) Block, VVCE

Inaugural Function

Time: 9 am – 10.45 am

Venue: Sri. B. C. Lingaiah Hall, First Floor, 'E' (MBA) Block, VVCE

- President : **Sri. Gundappa Gowda**
Hon'ble President, Vidyavardhaka Sangha, Mysuru
- Inauguration : **Dr. B. K. Tulasimala**
Hon'ble Vice-chancellor
Karnataka State Akkamahadevi Women's University, Vijayapura
- Key-note Address : **Dr. Yashavantha Dongre**
Hon'ble Vice-chancellor, Chanakya University, Bengaluru
- Chief Guest : **Sri. Er. P. Vishwanath**
Hon'ble Secretary, Vidyavardhaka Sangha, Mysuru
- Guest of Honour : **Sri. Shrishaila Ramannavar**
Hon'ble Treasurer, Vidyavardhaka Sangha, Mysuru
- Guest of Honour : **Dr. B. Sadashive Gowda**
Principal, VVCE and Conference Chairman

Technical Session – I (Banking, Finance, Insurance, etc)

Time: 11 am – 1.15 pm and 2 pm to 3.45 pm

Venue: Sri. B. C. Lingaiah Hall, First Floor, 'E' (MBA) Block, VVCE

- Chairman : **Dr. M. Shivalinge Gowda**
Principal, Sri K. Puttaswamy First Grade College, Mysuru
- Key-note Speaker : **Dr. T. Mallikarjunappa**
Justice K S Hegde Institute of Management, Nitte
- Special Address : **Prof. Jaswanth Singh G**
Consultant, Insurance (InsureTech) Banking & Pensions Domain, B'lore.
- Rapporteur : **Sri. M. B. Shravan**
Asst. Professor, Dept. of Business Administration, VVCE, Mysuru

Technical Session – II (HR, Marketing, ED, etc)

Time: 11 am – 1.15 pm and 2.15 - 3.45 pm

Venue: Lecture Hall - 209, Second Floor, 'E' (MBA) Block, VVCE

- Chairman : **Dr. Ranga Raju**
Director, Department of Business Administration,
Surana College, Bengaluru
- Key-note Speaker : **Dr. J. Philip**
Chairman
Xavier Institute of Management and Entrepreneurship Bengaluru
- Rapporteur : **Sri. Manjunath S**
Assistant Professor, Department of Business Administration,
VVCE, Mysuru

Valedictory Function

Time: 4 pm – 5.15 pm

Venue: Sri. B. C. Lingaiah Hall, First Floor, 'E' (MBA) Block, VVCE

- President : **Sri. Gundappa Gowda**
Hon'ble President, Vidyavardhaka Sangha, Mysuru
- Valedictory Address : **Dr. R. K. Tailor**
Department of Business Administration
Manipal University, Jaipur
- Chief Guest : **Sri. Er. P. Vishwanath**
Hon'ble Secretary, Vidyavardhaka Sangha, Mysuru
- Guest of Honour : **Sri. Shrishaila Ramannavar**
Hon'ble Treasurer, Vidyavardhaka Sangha, Mysuru
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Principal, VVCE and Conference Chairman

You are cordially Invited

Dr. B. Sadashive Gowda
Principal, VVCE and
Conference Chairman

Dr. PSV Balaji Rao
Professor and Head
Conference Vice Chairman

Dr. J. Madegowda
Professor and
Conference Secretary

**Teaching and Non-Teaching Staff, and Students,
Department of Business Administration, VVCE**