



Publication Opportunity:

All accepted papers will undergo Plagiarism review. Papers meeting the standards will be published in the Seminar Proceedings with leading Publishers. Select papers will be published in peer-reviewed, UGC Care Journals.

Submission Guidelines:

All papers submitted for the seminar should contain original research that has not been previously published or accepted for publication elsewhere.

- The abstract should not exceed 300 words. The abstract must clearly summarize the objective, methodology, key findings, and conclusion of the study.
- **Key Words:** Minimum 3 and maximum 5 Keywords must be mentioned below the abstract. Keywords should reflect the main themes and focus areas of the paper.
- The manuscript should be typed in Times New Roman, with 12-point font size and single line spacing, prepared in MS Word file format. The submission must clearly mention the name(s) of the author(s), designation, institutional affiliation, and complete address.

The research paper can be sent to e-mail ID: vaagdeviecbs2026@gmail.com on or before **31st March, 2026**.

Seminar Registration Details

Research Scholars	Rs. 300/ -
Academicians	Rs. 500/ -
Industry Professionals	Rs. 1000/ -

*Note: The conference registration fee includes Seminar Kit, Hard Copy of Participation Certificate, Seminar Proceedings, Lunch and Refreshments.

The registration fee can be paid online through Phone-Pe/ G-Pay @ 9492645074, Ms. Lingala Anusha, Faculty Member.

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For queries write to:

vaagdeviecbs2026@gmail.com

Contact: +91 99635 61927/ 80086 11946

Venue: Auditorium – MBA Block

V A A G D E V I

DEGREE & P. G. COLLEGE

AUTONOMOUS

Department of Business Management

Nurturing Continuous Learning for Professional Excellence



Two-Day National Seminar
on



**EMERGING CHALLENGES IN THE
CONTEMPORARY BUSINESS WORLD
- STRATEGIES FOR SUCCESS**

23rd & 24th April, 2026



Organized by

DEPARTMENT OF BUSINESS MANAGEMENT

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V A A G D E V I

DEGREE & P. G. COLLEGE

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Hanamkonda – 506001 - Telangana State

About Vaagdevi Degree & P.G. College:

Vaagdevi Degree and P. G. College (Autonomous) is one of the oldest and prestigious educational institutes in the Northern region of Telangana State. The College was established in the year 1993 by Viswambhara Educational Society and affiliated to Kakatiya University. The College is managed by eminent educationists and social workers who are dedicated to the cause of imparting Quality and Value based education to the needy people of this region. Over the years, the college has earned a reputation of imparting high-Quality Education with Holistic approach of developing the overall personality of students. College has 33 years of Academic Excellence and is one of the premier institutions catering to the needs of both urban and rural students. The college provides state of the art infrastructure including spacious class rooms, modern teaching aids, well equipped Computer lab, rich library and seminar hall with digital access apart from qualified, dedicated and student friendly faculty. The college is one among the top institutions received ISO 9001:2015 certified Organization. The college has received A- Grade from National Assessment and Accreditation Council (NAAC).

About the Department:

The MBA Programme was started in the year 1997 and by now twenty-seven batches has passed out from this college. At present, the Department has an intake of 360 students. Ever since its inception, the Department has been striving to provide Professional and Quality Education to meet the expectations of industry and academia. The department has a tradition of conducting Workshops, FDPs and Training Programs frequently for various stakeholders. Besides, the state of art infrastructure, the Department has a greater number of Doctoral Faculty and senior faculty members to guide the students towards the development of academic and managerial skills by conducting management activities like National Level Management Students

Meet, Industry Interaction Programs, Orientation and Induction Programs, Real time internships and Projects, Co-curricular and Extra Curricular activities, Industrial and Educational tours every year.

About the Seminar:

The modern business landscape is facing unparallel challenges due to swift in technological progress, globalization, economic instability and environmental issues and shifting societal expectations. The business challenges are diverse in nature having wide ranging of ramifications such as financial struggles (uncertain cash flows, risk perceptions), market issues (competitions, declining sales, changing customer needs), operational hurdles (supply chain implications, outdated technology), human resource management problems (hiring, retention, low morale, motivation, skill gaps). Adding to these, digital transformation, regularity compliance, and economic volatility also pose significant challenges and threats to business of all sizes.

The seminar aims at providing a platform for academicians, industry professionals, policy makers and entrepreneurs, research scholars to deliberate upon the emerging challenges of business enterprises and also to explore suitable strategies to overcome the challenges in order to ensure sustainable development. It focuses on responsible business practices, inclusive growth, ethical governance, digital transformation and environmental stewardship, closely aligning with the United Nations Sustainable Development Goals (SDGs), decent work and economic growth, industry, innovation & infrastructure, reduced inequalities, sustainable cities and communities, responsible consumption & production, climate action, peace, justice and strong institutions and partnerships for the goals.

The seminar will be organized in the following four technical tracks and themes:

Track - I: Financial - Challenges & Strategies

- Financial Reengineering & Organizational Resilience

- Behavioral Finance and Risk Perception
- Financial Innovation and Disruptive Technologies
- Artificial Intelligence in Finance and Accounting
- Cryptocurrency and Digital Financial Management
- Exchange Rate Volatility and Global Trade Risk
- Green Finance and ESG Investing
- Sustainable Financial Literacy
- Financial Crime Detection and Corporate Ethics
- Gig Economy Finance: Challenges and Opportunities

Track – II: Marketing - Challenges & Strategies

- Digital Marketing Strategies and Innovations
- Consumer Behaviour and Neuromarketing Insights
- Green Marketing and Sustainable Branding
- Social Media and Influencer Marketing
- Omnichannel and CRM Strategies
- E-Commerce and Digital Sales Optimization
- Market Mapping and Opportunity Analysis
- Supply Chain, ERP, and Logistics Marketing
- Guerrilla and Referral Marketing Techniques
- E-Tailing and Online Retail Innovations

Track – III: HRM - Challenges & Strategies

- Talent Management in Hybrid Workplaces
- Attrition Analytics and Employee Retention
- Future Workforce Development and Upskilling
- Negotiation & Conflict Management in Hybrid Teams
- Performance Management in Digital Workplaces
- Competency Mapping for Agile Organizations
- Diversity, Equity, Inclusion, & Employee Well-Being
- HR Technology and Artificial Intelligence
- Legal & Ethical Challenges in Workforce Management
- Data-Driven HR and Organizational Transformation

Track – IV: Operational Management - Challenges & Strategies

- Talent and Quality Management in Operations
- Inventory Optimization and Control Techniques
- Project Scheduling Using PERT and CPM
- R&D and Product Innovation Strategies
- Service Quality & Customer Satisfaction Management
- Work Study and Productivity Improvement
- Lean and Agile Operations Management
- Emerging Technologies and Process Automation
- Supply Chain Integration and Collaboration
- Sustainable Operations & Risk Management

** Related research papers may also be sent to this seminar.*