

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC - AUTONOMOUS)

Report on 2nd INTERNATIONAL CONFERENCE ON INNOVATIVE MANAGEMENT STRATEGIES (ICIMS-2015) Organized by Department of Management Studies 6th-7th March, 2015 Held at Fortune Select Grand Ridge, Tirupati.



Submitted by: **Dr. D Pradeep Kumar (Chair-ICIMS 2015 and HoD-DoMS)**

Conference Co Chairs: **Dr. Chandrakanta Sahoo and Dr. Thulasi Krishna. K (Asst. Professors - DoMS)**

The idea of organizing 2nd International Conference on Innovative Management Strategies was germinated in the Panel discussion held last year in the international conference at Bangalore on the same theme where Hon'ble Secretary and Correspondent Sir announced the date for the 2nd International Conference on Innovative Management Strategies. Since then, the department was exploring to make the 2nd International Conference a success. The department through Focused Group Discussion (FGD) identified three stages of this event: Pre Conference Activities (Planning), During the Conference Activities (Implementation), and Post Conference Activities (Evaluation-Impact). The conference held at **Fortune Select Grand Ridge, Tirupati.**

ICIMS 2015 Overview

No. of Abstracts Submitted	84
No. of Abstracts Accepted	70
No. of Full Papers Submitted	65
No. of Full papers Accepted	54
No. of Papers registered for conference	46
No. of authors registered and attended	48

Date: 6 March, 2015

The ICIMS 2015 unveiled with the lighting of lamp and chanting of Asato mā sadgamaya, tamasomā jyotir gamaya, mṛityormāamritam gamaya, Om śhānti śhānti śhāntiḥ (excerpt from Brihadaranyaka Upanishads (1.3.28)) and 'loka samasta sukhino bhavantu' as an invocation for harmony and blessings for all of creation paving the stage to innovate, manage and strategize through inaugural address by the Conference Chair Dr. D. Pradeep Kumar; address by MITS Principal Dr. C. Yuvaraj; Guest of Honour Prof.

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC - AUTONOMOUS)

Edwin Zappe, Spirit Sense, Austria; Prof Claire Komives, San Jose State University, USA and Lusia Ndahafa, Lords Ville, JSS, Karasburg, Namibia.

The distinguished guests on their inaugural addresses put forth the prelude to the technical sessions followed by the vote of thanks by Dr. K. Thulasi Krishna, Conference Co Chair.

Table: Overview of Technical Sessions handled

DATE: 6 March, 2015				
Technical Sessions	Theme	Session Chair	Rapporteur	No. of papers Presented
I	Innovations in Marketing Strategy/General Management	Prof. Samuel Johnson, VIT, Chennai	Dr. C.V. Krishna, DoMS, MITS	7
II	Innovations in Marketing Strategy	Prof. Edwin Zappe, Apirit Sense, Austria	Dr. Varadarajan, DoMS, MITS	4
III	Innovations in HR Strategy	Dr. Sreelakshmi, Mahatma Gandhi University, Nalgonda	Dr. Raghavendra Prasad, DoMS, MITS	4
IV	Innovations in HR Strategy	Dr. Kathyayani, Sri Padmavathi Mahila Vishwa Vidyalayam, Tirupati	Dr. Chandrakanta Sahoo, DoMS, MITS	4
PLENARY SESSION: The role of Innovations in different sectors of economy				
DATE: 7 March, 2015				
V	Innovation in HR/Finance/General Management	Prof. Kameswari, Prof. & Dean, JBIET, Hyderabad	Dr. R. Vara Prasad, DoMS, MITS	12
PANEL DISCUSSION: The role and responsibility of Industry and Academia in creating and harnessing innovative thoughts among the stakeholders				

Technical Sessions hover around discussion on the session themes exploring issues and perspectives on the domains of marketing, HR, Finance, Productions strategy, policy that necessitated for innovative approaches. Each session was ended with vote of thanks by the respective session rapporteur.

The Plenary session witnessed a galaxy of arresting audience. The eminent speakers of the plenary session were Prof. L Venu Gopal Reddy, Chairman, APSCHE, Hyderabad; Prof. P. Murali, Ex-Vice Chancellor, SV University, Tirupati, Prof. Edwin Zappe, Spirit Sense, Austria, Prof Claire Komives, San Jose State University, USA and Lusia Ndahafa, Lords Ville, JSS, Karasburg, Namibia and Sri. N. Vijaya Bhaskar Choudary, Secretary and Correspondent, MITS who through their deliberation on innovations in different sectors of economy engaged the enthusiastic audience much beyond the stipulated time.

Cynosure of the day 2 was the Panel discussion among the industry and academic experts. Eminent speakers of the session were Prof. Ch Ram Prasad Rao, Dean-III-C, MITS; Sri Sashidhar Puttala, DGM-Leadership Development, IBM, India, Sri V. Phani Kumar, NCR Corporation, Chennai, Prof. K.Sambasiva Rao, Andhra University, Prof. Uma Sankar, Registrar, Sanskrit Vidya Peeth, Tirupati and Dr. D. Pradeep Kumar, Conference Chair who moderated the panel discussion. The session discussed innovative practices in the respective organizations to which the speakers belong and explored the ways and means to bridge the gap.

Each technical session was followed by Q & A discussion.

And finally the **ICIMS 2015** was showered with complements and gratitude by the audience.

