

## Important Dates

Last Date for Full Length Paper Submission	Monday 20th January, 2020.
Intimation of Paper Acceptance	Thursday, 30th January, 2020.
Last Date of Registration	Saturday, 15th January, 2020.
Conference Date	Saturday, 29th February, 2020

## Registration Fees (Including GST):

Management/ Technology Students: Rs. 1,200/-

Research Scholars: Rs. 1,200/-

Academicians: Rs. 2500/-

Industry Delegates: Rs. 3000/-

Inabsentia: Rs.2000/-

## Payment Details

Registration Fees can be remitted through Demand Draft drawn in favor of "DES's NMITD" payable at Mumbai and sent to The Director, NMITD, Veer Savarkar Marg, Kirti college Road, Dadar (West), Mumbai: 400028. For joint papers, each author will have to register separately.

Even online payment can be done on the following saving bank account details:

ACC. No.: 30397197614

Bank Name: State Bank of India

Customer Name: D.E. SOC's NMITD

IFSC Code: SBIN0005355

## Advisory Committee

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## Conference Chairman:

**Dr. Samadhan K. Khamkar,**  
Director – DES's NMITD

## Conference Convenor:

**Dr. Rasika Mallya,**  
Associate Director – DES's NMITD

## Organizing Committee Members

Dr. Anita – 9820808105

Dr. Kasturi – 8657446222

Mr. Pratik – 9867498362

Ms.Swapnali – 8898243116

## Registration Link

<https://forms.gle/quNPGXxFFrBeB7XQA>

**All accepted papers will be published online in journal with ISBN number and selected papers will be published in journal listed in UGC-CARE.**



## Deccan Education Society's Navinchandra Mehta Institute of Technology and Development

In Association with  
**University of Mumbai**  
Organizes

National Conference on Management  
and Technology (NCMAT 2020)  
Leveraging Innovation, Management  
and Technology for Vision 2025  
February 29, 2020



## Venue

DES's NMITD, DES Mumbai Campus,  
Off Veer Savarkar Road,  
Dadar (West), Mumbai 400028,  
Phone : 022 62764580/81/61

## ABOUT DES's NMITD

It is our proud privilege to introduce Navinchandra Mehta Institute of Technology and Development, which has MCA and MMS programme of University of Mumbai. NMITD belongs to Deccan Education Society, Pune, which is in the field of academics since last 135 years. Some of the famous institutions run by DES are Fergusson College (Pune), Willingdon College (Sangli), IMDR (Pune), Kirti College (Mumbai). Some famous alumni of our Society include:

- Ex Prime Minister Mr. Narsinha Rao
- Ex Prime Minister Mr. V.P.Singh
- Cricket Legend Sachin Tendulkar
- The Ace Rifle shooter Anjali Bhagwat
- Chief Information Officer in the Obama government USA, Mr. NitinPradhan

# Introduction

The size of the India economy is currently around INR 190 lakh crore (GDP at current market prices, 2018-19) which comes out to be \$2.8 trillion, converting it in dollar terms taking average exchange rate of the financial year. This means the Indian economy needs to almost double its size in next five years to realize the target of reaching the \$5 trillion mark and get global recognition as the third largest economy in the world by 2025. The Government of India has also set an ambitious target of increasing the contribution of manufacturing output to 25 per cent of Gross Domestic Product (GDP) by 2025, from 16 per cent currently. India's manufacturing sector has the potential to touch US\$ 1 trillion by 2025. There is potential for the sector to account for 25-30 per cent of the country's GDP and create up to 90 million domestic jobs by 2025. Further, India is ready to take a quantum leap globally, due to service sector. Service economy is now considered the golden key to India's future. Services sector contributes more than 60% to India's economy and 28% to the total employment. Attracting highest FDI inflows, services sector is on a growth trajectory driven by digital efforts of the government and highly skilled and low cost manpower.

Current advances in technology present newer avenues for growth. It is interesting to note that in the next 5 years, global application technology market is expected to be worth US\$86 billion and the Indian application technology market is also expected to grow at 12% CAGR and touch US\$4 billion. The Indian Information Technology sector is visualizing their growth through emerging technologies like 5G, Block Chain. new developments like 4.0 and 5G technology, block chain faces global headwinds like Brexit but developments around Globalization 4.0 and 5G technology will bring growth for the industry this year. The Big Data Analytics market in India is currently valued at \$2 Billion and is expected to grow at a CAGR of 26 percent reaching approximately \$16 Billion by 2025, making India's share approximately 32 percent in the overall global market. The IoT market shows a similar growth trajectory and is fore casted to reach \$15 Billion by 2020

The objective of the National Conference on Management and Technology is to provide a platform for deliberations and constructive dialogue on strategies, policies and issues pertinent in India's growth story. This will be achieved through multi-disciplinary views presented as papers and deliberated in the proceedings from both academics and practicing executives from industry.

## SUB THEMES – Management

1. Emerging and Innovative Business Models in India
2. Leveraging Technology for Finance
3. Diversity Management
4. Leveraging Innovations
5. Leveraging AI for Business
6. Leveraging Technology in the Marketing Mix
7. Digital Marketing
8. Law and Management
9. Brand Management
10. Customer Relationship Management
11. Consumer Behavior
12. Service Management
13. Logistics and SCM
14. HRM
15. Work life balance & EI

## SUB THEMES – Technology

1. Data Analytics
2. Data Science
3. AI in multiple domains
4. Mining: Data, Text, Web
5. Business Intelligence
6. IoT market in India and its future
7. Cloud Computing
8. Implementation of Block Chain across sectors and evolving technologies
9. Technical Innovations and Solutions
10. Agile software development
11. AI and software engineering
12. Human-computer interaction
13. Robotics
14. e-Agriculture
15. e-Governance

