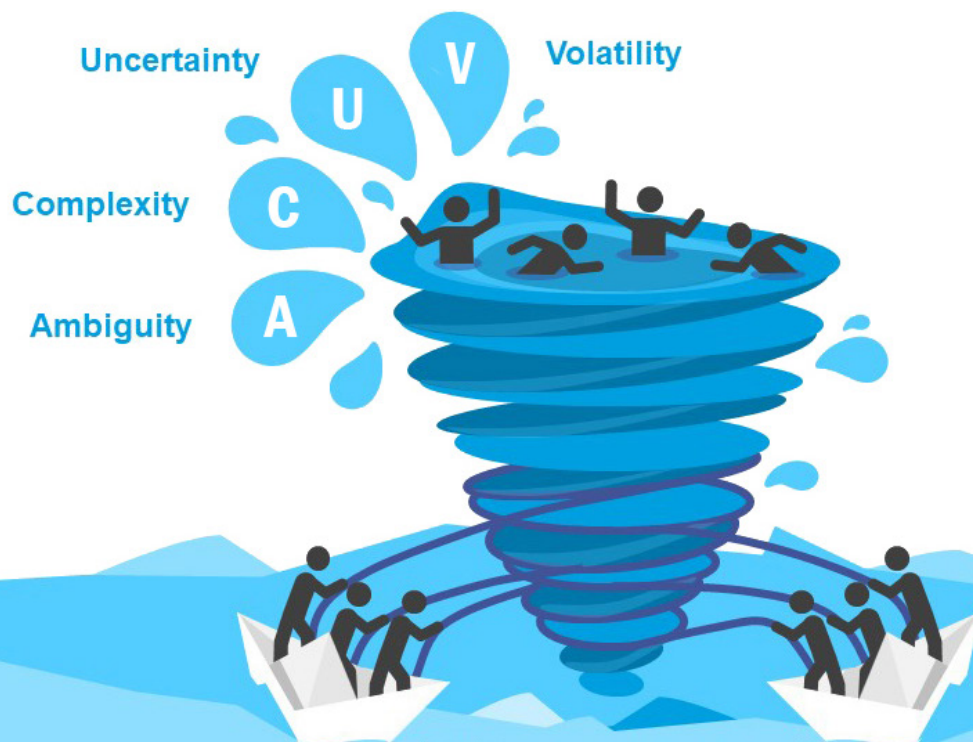




# ICBM-School of Business Excellence

NATIONAL SEMINAR ON

## ISSUES AND CHALLENGES IN VUCA WORLD



ORGANIZED BY  
**DEPARTMENT OF FINANCE**  
**ICBM-SBE**

DATE & VENUE  
**SATURDAY 23<sup>RD</sup> MARCH, 2019**  
**AT ICBM-SBE**

In Collaboration with



**DHANVANTHARI INSTITUTE OF SCIENCE  
AND TECHNOLOGY**



**HYDERABAD MANAGEMENT  
ASSOCIATION (HMA)**  
[www.hmaindia.net](http://www.hmaindia.net)



# VUCA

VOLATILITY UNCERTAINTY COMPLEXITY AMBIGUITY

## About ICBM - SBE

ICBM-SBE is now in 30<sup>th</sup> year of academic excellence and is regarded one of the foremost for quality management education and top order placements. ICBM-SBE was conceived in the year 1989 by a group of young, self motivated and dedicated professionals with the main aim of providing the right guidance, training and development of graduates into livewire, dynamic professionals, that too at the most affordable fee structure.

ICBM-SBE is the only B-School in the States of Telangana & Andhra Pradesh to have the prestigious ACBSP Accreditation recognized by CHEA, USA. ICBM-SBE is a proud member of World's Top Most Management Association AACSB & also Member of AMBA Development Network, London and the only institution in India to have Peregrine Testing Services which makes Management Graduates at ICBM-SBE on par with Global MBAs. ICBM-SBE is a Member of HMA.

## About DIST

Dhanvanthari Institute of Science and Technology (DIST) is established in Hyderabad in 2016. The main purpose of the DIST is to impart the value based Education, to empower the youth by updating the skills needed in the ever changing technological world. DIST covers Social Sciences and Management areas as well. The vision of the DIST is to integrate the ancient knowledge with the modern science and become an instrument to develop human values among youth. It undertakes research and development activities in collaboration with public sector organizations and government departments, it conducted faculty development programs in collaboration with ISB Hyderabad and inter college competitions on project works of engineering students. This seminar is part of such activities. DIST is a Member of HMA.

## About HMA

The Hyderabad Management Association (HMA) is a not-for-profit-society established in 1964. HMA is an ISO 9001:2015 certified association, Best LMA Award recipient 2015 and affiliated to the All India Management Association [AIMA], New Delhi. Over the years, HMA was able to enlist membership of a number of reputed industries and make headway in its activities. Currently over 2000 members from all walks of the life and across the diversified segments namely: HMA Member Corporate Large Scale, HMA Member Corporate Small Scale, HMA Member Institution, HMA Life Member, HMA Member Individual, HMA Member Student and HMA Member combined associate of the AIMA. HMA is an active LMA among 65 Local Management Associations across the states and throughout the country in India. HMA collaborates with the HMA Member Institutions such as ICBM & DIST etc., This seminar is a part of such collaborative management activities.

HMA provides a platform for the management fraternity that includes: Management, Managers at various levels, Management faculty, Management Students and practicing professionals to stay abreast of contemporary managerial practices and events shaping the profession and the emerging challenges. A variety of activities are undertaken, in this context, viz. Management Interactive Lecture Meetings, Management Training Programs, Management Panel Discussions, Management Seminars, Management Conventions, Management Quiz Programs, Management Faculty & Student Development Programs in addition to the Annual Awards for the performers etc.

### HMA Annual Awards

In Telangana & Andhra Pradesh, HMA has been the first ever professional forum to institute the annual awards – “Manager of the Year” in 1973 to recognize a manager for his outstanding achievements as well as his contributions to the organization he heads. Since then, the number of awards have gone up to nine. The other awards instituted are ‘Entrepreneur of the Year’, ‘Small Scale Entrepreneur of the Year’, ‘Young Manager of the Year’, ‘HR Manager of the Year’, ‘IT Professional of the Year’, ‘CSR Award of the Year’, ‘Life Time Achievement Award’ and ‘Member of the Year’. 2019 onwards two more awards will be in the list namely: Women Achiever of the Year and Academician of Excellence.

## Introduction

Volatility, Uncertainty, Complexity and Ambiguity are the situations which act as disasters to the planning and strategies of companies. Identifying and getting ready to such situations is a real challenge for organizations. Volatility may be of unknown duration, knowledge about it is often available. For example price fluctuations after a natural disaster take a supplier offline. Uncertainty in respect of cause and effects for an event makes the business situation a challenge. Investment in information through analytics could lead a solution. Global environment poses multi regulatory environment, tariffs, cultural values that increases Complexity of business. The unknown unknowns result in unclear causal relationships. Experimenting in such Ambiguity poses the challenges.

To decipher such VUCA world, ICBM-SBE, HMA and DIST planned a conglomeration of industry experts and highly researched academic experts at one place through a National seminar on **“ISSUES AND CHALLENGES IN VUCA WORLD”**.

**The seminar is divided into two sessions.**

**Session 1 :** Financial Uncertainties – Issues and Challenges

**Session 2 :** Managerial and Organizational Uncertainties in the VUCA World

Research Papers are invited from academia (Research Scholars, Faculty, Students) as well as from Industry Professionals. The papers can be presented based on empirical research work or on the basis of experience in the Industry.

**Best Papers to be awarded:** The best papers chosen will be awarded cash price by the ICBM Management.

**Submission of Abstract:** Max length: 200 words, must have title of paper, names of authors, corresponding address with e-mail & mobile number. Document should be in MS Word Format.

**Guidelines for Full Paper:** The full paper will be in MS Word with max length 3000 words, including, references. Times New Roman 12 font with title in Bold, Sub-headings underlined, double line spacing. All papers will be submitted to blind peer review & others should only put title of paper - no other identification in full length paper. Original work is expected as the papers will be put through plagiarism testing software. Selected research papers of the conference will be published in UGC Indexed Journal International Journal of Advance & Innovative Research (ISSN:2394-7780) and Impact Factor: 7.36 (UGC Journal No. 63571)

The Uniqueness of the Seminar lies in the identification of resource persons. The participants will have good “take home” in addition to the chance for the presentation of papers in the Seminar.

## PROGRAMME SCHEDULE

### Title of the Seminar

### ISSUES AND CHALLENGES IN VUCA WORLD

#### Inauguration: 9:30 AM to 11:00 A.M.

- a) Chief Guest : **Sri Naveen Mittal**, IAS, Commissioner - Colleague Education, Govt. of Telangana
- b) Key Note Address : **CA. P. R. Ramesh**, Chairman, Deloitte India
- c) Guest of honor : **Mr. Ravi Kumar PEESAPATI**, Honorary President, Hyderabad Management Association (HMA)
- d) Guest of Honor : **Dr. P. Kamalakara Sharma**, President, DIST
- e) Seminar President : **Prof. S. Zarar**, Principal, ICBM-SBE

### SESSION - I

(11:30 AM TO 1:00 PM)

#### Financial Uncertainties – Issues and Challenges

- a) Key Speaker : **Mr. K. Vinay Kumar** – IIMA, MD, Datawise
- b) Chairperson : **Prof. M. Sulochana**, Former Dean, Faculty of Commerce, Osmania University & Mahatma Gandhi University. Presently Chairperson, CTE Andhra Mahila Sabha.

### SESSION II

(2.00 to 3.30 pm)

#### Managerial and Organizational Uncertainties in the VUCA World

- a) Key Speaker : **Prof. Ravi Kumar**, IIM Bangalore
- b) Chairperson : **Prof. Budiuddin Ahmed** – Dean, School of Commerce and Business Management and Professor Department of Management Studies

### VALEDICTORY 4 P.M. TO 5 P.M

- Valedictory Address by : **Prof SVD Nageswara Rao** – IIT Mumbai
- Chief Guest : **Mr. Tenneti Krishna Prasad**, IIM, IPS DGP, Chairman Transport Authority, Government of Telangana
- Valedictory President : **Prof. S. Zarar**, Director, ICBM-SBE
- Vote of Thanks : **Prof. Jitender Govindani**, Director - Academics, ICBM-SBE
- Seminar proceedings : **Dr. P. Sai Rani**, Head - Dept. of Finance, ICBM-SBE

## Dates to Remember

Submission of Abstract	05.03.2019
Last date to submit full length paper with abstract	10.03.2019
Communication of Acceptance of Full Length Paper	15.03.2019
Last date for Registration	18.03.2019

## Who should attend Seminar

CEOs, CFOs, Accountants, Legal Executives, Senior Auditors and Financial Professionals/ Consultants, Academicians, Research scholars and other related professionals can participate in the Seminar. Research papers can be sent to [financeseminar19@gmail.com](mailto:financeseminar19@gmail.com)

## Registration Fee

Industry Delegates	Rs. 800 per Author
Academicians	Rs. 500
Research scholars per Author / Students	Rs. 300

Registration amount can be deposited in to

**A/c NAME: ICBM-SBE, A/c No. 1048104000021890, BANK:IDBI BRANCH: Rajendra Nagar, Hyderabad, IFSC Code:IBKL0001048**

## Best Paper Awards

6 best papers will be awarded cash prizes of ₹ 5,000 each (3 papers each in technical session)

## Chief Patrons

<b>Dr. Ritu Zarar</b> Chairperson, ICBM-SBE	<b>Prof. S. Zarar</b> Director / Principal, ICBM-SBE	<b>Prof. Jitender Govindani</b> Director - Academics, ICBM-SBE
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## Collaborative Partners

<b>Dr. Pantangi Kamalakara Sharma</b> , President, DIST.	<b>Sri. Vennalaganti Subba Rao</b> , Treasurer, DIST
<b>Mr. Ravi Kumar PEESAPATI</b> , President HMA	<b>Mr. Vijay Vedantam</b> , Secretary, HMA

## Advisory Committee

**Prof. K.V. Achalpathi**, Retired from OU and Presently, Director, DIST

## Seminar Convener

**Dr. P. Sai Rani**, Head - Dept. of Finance, ICBM-SBE, **Mob: 9885187681**

## Organizing Committee

**Mrs. Khan Firdaus**, Associate Professor, Dept. of Finance, ICBM-SBE  
**Dr. CV Ranga Reddy**, Associate Professor, Dept. of Operations, ICBM-SBE  
**Mrs. Annie Kavitha**, Associate Professor, Dept. of Finance, ICBM-SBE  
**Mr. N. Ramesh Babu**, Associate Professor, Dept. of Finance, ICBM-SBE  
**Dr. Syed Azhar**, Associate Professor, Dept. of Finance, ICBM-SBE  
**Dr. Khudsiya Zeeshan**, Associate Professor, Dept. of Finance, ICBM-SBE

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<b>Dr. Syed Azhar</b>	- Mob: 8142311156

## ICBM-School of Business Excellence

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