

Highlights of the One-Day National conference held on 25.01.2019

Department of Management Studies, PES College of Engineering organized one day 1st National conference on 25th January, 2019. The National conference focused on the Recent Trends in Business Management and practices as such titled "Recent Trends in Business Management". The rapid trend of globalization and technological changes have made difficult for organizations to survive in the competitive world as a result, the importance of management education has been increased many folds. Business executives need to update their skills due to sudden changes in the external environment. This conference provided a platform to interact, discuss and present recent trends in business management and equip the managers with innovative techniques and tools to the new challenges in the globalized markets.

We had distinguished delegates and students participated in the conference. The distinguished delegates were from different states from Maharashtra, oddisa, Andhra Pradesh, Tamilnadu, Telangana and Kerala. We had participants from almost different parts of Karnataka from Raichur, Hassan, Bengaluru, Mysore, Mandya and Tumkur.

National conference was inaugurated by Guest of Honor Mr. Sadasiva Baligar, Vice President, Business Development, Toyota Kirloskar Auto Parts Pvt. Ltd, Bidadi, Bangalore, Dr. H D Chowdaiah, Chairman of PET(R), Mandya, Dr. H V Ravindra, Principal, PESCE, Mandya, Dr. P Somashekar, HOD, PGDOMS, PESCE, Mandya.

Mr. Sadashiva Baligar, gave the inaugural address on management practices for globalised world. Mr. Baligar also highlighted the importance of knowledge management. He stressed upon the issues related to quality, sustainability and the growth to be achieved in the current competitive world. The technical sessions were conducted in the afternoon in different streams of Marketing, Human Resource, Finance and General Management.