



# **BUDDHA INSTITUTE OF MANAGEMENT**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**ACADEMIC YEAR 2025-26 (Even Semester)**

## **Summary of the National Conference-held on 10th & 11<sup>th</sup> April-2026**

**Date: -10-11//04/2026**

**Time: -09:00-04:30 P.M**

**Department-Business Administration (BBA)**

**Venue-Seminar Hall Block - 05**

**No. of Students Attended Programmed -97**

### **Objective:**

The primary objective of the national conference on '**Emerging Paradigms in Integrated Management**' is to explore and analyze the evolving trends and innovative approaches in integrating various functional areas of management such as marketing, finance, human resources, operations, and information technology. The conference aims to provide a common platform for academicians, researchers, and industry professionals to share their insights, research findings, and best practices. It seeks to examine the impact of technological advancements, including digital transformation and data analytics, on contemporary management practices while encouraging interdisciplinary research for holistic decision-making. Additionally, the conference focuses on addressing current challenges and opportunities in a global business environment, promoting sustainable and innovative management strategies, and bridging the gap between theoretical knowledge and practical application through collaboration and knowledge exchange.

### **Overall Summary:**

The national conference on '**Emerging Paradigms in Integrated Management**' provided a comprehensive platform for academicians, researchers, and industry experts to deliberate on the evolving trends and practices in the field of management. The conference emphasized the importance of integrating various functional areas such as marketing, finance, human resource management, operations, and information technology to achieve organizational effectiveness in a dynamic business environment. Key discussions focused on the role of digital transformation, innovation, sustainability, and data-driven decision-making in shaping modern management practices. The sessions highlighted the need for interdisciplinary research, practical application of theoretical concepts, and collaboration between academia and industry. Overall, the conference successfully facilitated knowledge sharing, encouraged innovative thinking, and contributed to a deeper understanding of integrated management approaches for addressing contemporary business challenges.

**Mrs. Pinky Pandey**

**Research Coordinator**

**Dr. Rama Raman Pandey**

**HOD**