

## International Conference

On

### **Information to Knowledge to Wisdom- Multidisciplinary Approach to Research**

*“If you can’t explain **simply**, you don’t understand it well enough”.*

*Albert Einstein*

In the contemporary world, information is available at the click of the button. However, only when it is internalized, it leads to knowledge and “Knowledge is power”. Knowledge is the fuel that drives human life and is a key to success. It’s essential to being able to understand and make well-versed, intentional choices for future courses of action. It is important that one makes the best use of the gift of knowledge so that one can achieve great feats and heights in every sphere of life.

Learning is never ending and while ‘all’ seek knowledge, it’s only the wise among us who endeavour to convert knowledge to wisdom thereby benefit self and society at large. Therefore, the progression from data to information to knowledge culminates in wisdom. Its essence is discernment – a desire to see things unbiasedly, judge openly and make informed choices.

Wisdom is multidisciplinary, so is the field of research. Data, information, knowledge and wisdom from multiple disciplines are integral to a good research. Research findings when disseminated among fellow academicians, facilitates maximization of benefit.

The 4<sup>th</sup> International Conference on “Information to Knowledge to Wisdom - Multidisciplinary Approach to Research” intends to provide a platform for the exchange of

ideas amongst researchers, professionals, academicians, corporate & industry professionals, students and entrepreneurs in various disciplines; Natural and Applied Sciences, Mathematics, Computer Science, Social Sciences, Humanities and various other Professions.

Sub themes:

Management

Information Technology and Digitalization

Data analytics, Statistics and Research

Entrepreneurship

Science, Technology, Engineering and AI

Social Sciences

Economics, Economic development and Sustainability

Public Policy and Governance

Law and Policy framework

Other topics relevant to the conference theme

#### **Special event for students**

Collage / Poster making: Under-graduate and Post-graduate students are invited to participate in collage competition on the conference theme. The students will be given opportunity to exhibit their work and a panel of judges will decide the winners. Winners will be rewarded with Trophy and Certificate.

Team: 2 members

Registration fee: Rs. 300 / team

#### **Important dates**

Abstract submission 20<sup>th</sup> Feb 2019

Abstract acceptance confirmation 28<sup>th</sup> Feb 2019

Final paper submission 15<sup>th</sup> March 2019

#### **Registration fee details**

<u>Delegate</u>	<u>Amount*</u>
Corporate	Rs 1000/-
Academicians	Rs. 750/-
Research Scholars	Rs. 500/-
In absentia	Rs. 500/-
Delegate without presentation	Rs. 500/-
DSI Faculty	Rs. 300/-
Students	Rs. 300/-
Foreign delegates	\$ 100 /-

\* Early bird discount of 15% for registrations before 28<sup>th</sup> Feb 2019.

The registration fee includes conference kit, lunch and refreshments.

Every 4<sup>th</sup> registration from the same institute is free.

#### **Mode of Payment**

Cash / DD / Cheque in favour of ‘Principal, Dayananda Sagar Business Academy, SBI, Art of Living branch, Udayapura, Bangalore -82

On line transaction: A/C no: 64133349589, State Bank of India, IFSC code: SBIN-0040871

#### **Guidelines for authors**

The manuscripts should normally be less than 3000 words typed in double-space or printed in 12-points Arial font on 8.5”x11” (A-4) size papers with 1.5 inch margin on all four sides. The cover page should contain title, designation, official address, contact address, phone/ fax numbers and e-mail address of all authors. Also, a non - mathematical abstract of about 200 words should be submitted along with the manuscript. Reference should be placed at the end of manuscript. The list should mention only those sources cited in the text of the manuscript.

The articles to be presented in the conference should not have been presented, published, copyrighted, and accepted for publication in any other conference / journals. DSBA is not responsible for plagiarism related issues. Copyright of all accepted papers for publication and use in any form / format/ way i.e., in text , image , other electronic format or other such formats or on such other media as may now exist or may hereafter be discovered , will vest with DSBA.

Submit Abstract via link below -

[https://drive.google.com/open?id=1AyNq73qnKthxZt567aEdWmEaASR7YO-6zXnvq\\_PcLdw](https://drive.google.com/open?id=1AyNq73qnKthxZt567aEdWmEaASR7YO-6zXnvq_PcLdw)

For further information visit - [www.dsba.edu.in](http://www.dsba.edu.in)

E-mail: [icdsba@gmail.com](mailto:icdsba@gmail.com)

Select papers will be published in the “Journal of Research in Management” with ISSN 2394 - 8787

#### Certificate of participation

Certificate of participation / paper presentation will be issued to only those who attend the conference.

Co-authors will be given the certificate only if they register for the conference

Certificates for registered In - Absentia authors will be sent by post.

#### About DSBA

DSBA is a state of the art modern business school under the prestigious Dayananda Sagar Institutions (DSI). DSI draws a legacy of more than five decades in providing value based professional education and caters to more than 15000 students from 22 different nationalities in 100 varied disciplines. At DSBA, we offer, Under Graduate programme in

Management, Commerce and Computer Applications. In addition to academic excellence, DSBA focuses on transforming students into global leaders with values and social sensitivity.



#### Advisory board

Sri. Galiswamy, Secretary, DSI  
Dr. A N N Murthy, Vice Chancellor, DSU  
Sri. Janardhan, Sr. Executive Vice President, DSI

#### Conference

**Chair** Dr. (Brig) Sandes Principal – DSBA  
**Co-Chair Person** Dr. Veena K N Dean – DSBA

#### Organizing committee

Prof. Nikitha Sreekantha, HoD, UG Programs  
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#### Technical Committee

Prof. Nazeer Pasha 8147637445  
Prof. Meera Seshanna 9945713353  
Prof. Roopashree 9845992203



#### International Conference

On

*Information to Knowledge to Wisdom -  
Multidisciplinary Approach to Research*

29<sup>th</sup> March, 2019

Organized by

Dayananda Sagar Business Academy  
Bengaluru -560082  
Karnataka, India

#### Patrons

Dr. D Hemachandra Sagar, Chairman, DSI  
Dr. D Premachandra Sagar, Vice-Chairman, DSI

#### Venue

Dayananda Sagar Business Academy (B Block)  
Opp. Art of Living International Centre  
Udayapura, Kanakapura main road  
Bengaluru – 560082