

Seminar on

“Recent Strategies & Concepts in Management Science”



KYDSC Trust's

Institute of Management & Science

Friday 21st September 2018

About Event:

Management Science education is heart of success in dynamic competitive business world to setup, sustain and expand business with excellent planning, execution, decisions and tactics. The management science education not only serves as backbone of business, but a central hub of all disciplines, theories and principles of business. The event “Seminar on Recent Strategies & Concepts in Management Science [RSCMS-18]” is scheduled with the intention to provide depth knowledge to MBA students of management education and related areas to set their skills and enthusiasm in direction of it with high motivation and huge interest with aware those latest advancements, strategies and concepts in management.

Speaker

Prof. Rafik Shaikh

G.H.Raisoni School of Business Management, Jalgaon

Prof. Md. Sadique Shaikh

Organizer

Dr. B.N.Gupta

Director

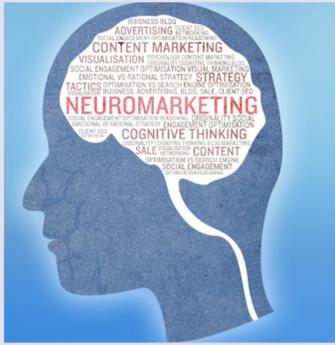


RSCMS-18



NMS-18

Neuromarketing Summit



KYDSC Trust's

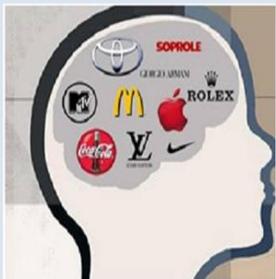
**Institute of Management & Science
(IMS)**

Sakegaon-Bhusawal

Friday 12th October 2018

About Event:

Neuromarketing is a new field of marketing research that studies consumers' sensorimotor, cognitive, and affective response to marketing stimuli. It is aimed at the identification of the communication channels focused on buying decision processes, in other words, what happens in people's brains when confronted by stimuli related to products, brands and advertising. The objective is to determine strategies for persuading people to buy. Researchers use technologies such as functional magnetic resonance imaging (fMRI) to measure changes in activity in parts of the brain, electroencephalography (EEG) and Steady state topography (SST) to measure activity in specific regional spectra of the brain response, and/or sensors to measure changes in one's physiological state, also known as biometrics, including (heart rate and respiratory rate, galvanic skin response) to learn why consumers make the decisions they do, and which brain areas are responsible.



Speaker

Prof. (Dr.) B.N.Gupta

Institute of Management & Science (IMS), Sakegaon

Prof. Md. Sadique Shaikh

Organizer

Dr. B.N.Gupta

Director

PAC-18

People Analytics Conclave-2018



KYDSC Trust's

Institute of Management & Science (IMS)

Sakegaon-Bhusawal

Saturday 20th October 2018



Objective:

People analytics is a data-driven approach to improving people-related decisions for the purpose of advancing both individual and organizational success. While people have always been critical to the success of organizations, many business leaders still make key decisions about their workforce based on intuition, experience, advice, and guesswork. However, today leaders can improve their people decision-making based on the collection and systematic analysis of data. In this Monograph we will explore a number of strategies used to attract and retain top talent, and illustrate how these strategies are being designed and used at cutting-edge companies. In doing so, we will examine and discuss examples of organizations and company projects addressing key people-related issues, such as recruiting and hiring, performance evaluation, promotion and training opportunities, compensation, and organizational change. This conclave will understand you how and when “big data” can be used to make key employee decisions so that you can position yourself as a strategic partner in your company’s talent management.



Speaker

Prof. Mamta Dahad

Institute of Management & Research (IMR), Jalgaon

Prof. Md. Sadique Shaikh

Organizer

Dr. B.N.Gupta

Director