

NATIONAL CONFERENCE ON “Decision Making in a Disruptive Era ” (DMDE)

29th-30th
OCTOBER 2022



Organised by:

DEPARTMENT OF BUSINESS ADMINISTRATION
Sambalpur University, Jyoti Vihar-768 019
Sambalpur, Odisha
Website : <http://www.suniv.ac.in>

In
Association with



Operational Research Society of India (ORSI),
Bhubaneswar Chapter

ABOUT THE CONFERENCE

Human performance has been the subject of active research from several perspectives:

Psychological: examining individual decisions in the context of a set of needs, preferences and values the individual has or seeks.

Cognitive: the decision-making process is regarded as a continuous process integrated in the interaction with the environment.

Normative: the analysis of individual decisions concerned with the logic of decision-making, or communicative rationality, and the invariant choice it leads to.

A major part of decision-making, involves the analysis of a finite set of alternatives described in terms of evaluative criteria. Then the task might be to rank these alternatives in terms of how attractive they are to the decision-maker(s) when all the criteria are considered simultaneously. Another task might be to find the best alternative or to determine the relative total priority of each alternative (for instance, if alternatives represent projects competing for funds) when all the criteria are considered simultaneously. Solving such problems is the focus of multiple-criteria decision analysis (MCDA). This area of decision-making, although very old, has attracted the interest of many researchers and practitioners and is still highly debated as there are many MCDA methods which may yield very different results when they are applied on exactly the same data. This leads to the formulation of a decision-making paradox. Logical decision-making is an important part of all science-based professions, where specialists apply their knowledge in a given area to make informed decisions. For example, a production decision-making often involves a diagnosis and the selection of appropriate treatment for plant problem. But naturalistic decision-making research shows that in situations with higher time pressure, higher stakes, or increased ambiguities, experts may use intuitive decision-making rather than structured approaches. They may follow a recognition primed decision that fits their experience, and arrive at a course of action without weighing alternatives.

The decision-makers environment can play a part in the decision-making process. For example, environmental complexity is a factor that influences cognitive function. A complex environment is an environment with a large number of different possible states which come and go over time. Studies done at the University of Colorado have shown that more complex environments correlate with higher cognitive function, which means that a decision can be influenced by the location. One experiment measured complexity in a room

by the number of small objects and appliances present; a simple room had less of those things. Cognitive function was greatly affected by the higher measure of environmental complexity, making it easier to think about the situation and make a better decision. Disruption is all about risk-taking, trusting your intuition, and rejecting the way things are supposed to be. Disruption goes way beyond advertising, it forces you to think about where you want your brand to go and how to get there.” Richard Branson.

Disruption isn't new, just more intense because of the increasing number of Disruptive forces — COVID-19, a recession, and social tensions. Recently this been felt largely by all, Disruptive is seen across the area, which is about changing pattern of decision making. Disruptive Management involves using tactics that challenge the status quo. With this concept a seminar will be on the theme “Decision Making in a Disruptive Era “. The said seminar will be attended by researcher, practitioner from commerce and management discipline. The outcome of the seminar will be published in a edited Book volume, useful for the researcher and practitioners.

The sub theme for the conference will be

- Decision making models and it applications in finance, HR, Operations, marketing, technology
- Applications Statistical Data in Management & Social Sciences
- Development of Decision algorithm
- Case-studies of best practices of Managerial Decision Making
- Data Analytics in use and trend
- Use of Technology in decision making
- Impact of technology on human resource

We accept scholarly Abstract containing summary, key words with in limit of 300 words in MS-word format in the mail sumbacon2022@gmail.com or https://docs.google.com/forms/d/e/1FAIpQLSeKUcfdjJMowhC17g6W5IH-Onm4qYZ4YUBGH4N2ziHT6RI5Uw/viewform?usp=sf_link latest by 30th August 2022. The paper will be review and selected paper will be called for oral presentation on the date of Conference. Selected papers will also be published in an Edited Volume.

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Presently the Department runs a Two Year full time MBA programme, a Three Year Executive MBA Programme, a Three Year MBA in Distance Mode of education, and a Ph.D. programme. Specialization subjects are being offered by the Department in various functional areas like Finance, Marketing, Human Resource Management, Systems, and Productions and Operations management. The Department also conducts research programmes leading to Ph.D. and D.Litt.

The Department is enriched with highly qualified and dedicated core faculties who have received their educations from different premier institutes of the country. At present, more than 40 scholars are pursuing their Ph.D. programme under the direct supervision of the faculty members of the Department.

ABOUT THE CITY:

The District of Sambalpur is one of the oldest cities located on the bank of River Mahanadi. It has various historical importance and is famous for its (Sambalpuri) Saree and Lakanritya.

SIGHT SEEING:

Hirakud Dam: The world famous Hirakud Dam, built across the Mahanadi river, and located about 5 km from the campus is a major tourist attraction. The dam is the world's largest earthen dam and is also one of the longest dams in the world which is about (26 km) long.



Maa Ghanteshwari Temple: This temple is located about 25 km from the University Campus. As the name suggests, there are bells everywhere. A large number of pilgrims from across the state visit the temple everyday. It is known as the 'lighthouse without light' and is built by the early sailors, for whom the bells served as warning against heavy winds.



Huma Temple: The Leaning Temple of Huma is the only leaning temple in the world. It is situated in village Huma on the bank of river



Mahanadi about 23 km south of Sambalpur. It is not known if this structure is leaning by design or for some another reason. While the edifice leans, the pinnacle of the temple is perpendicular to the ground.

Samaleswari Temple: The Samaleswari Temple is located 10 km from the university campus. This temple of Goddess Samaleswari is located on the bank of river Mahanadi. Sambalpur owes its name to Goddess Samaleswari. The temple is of Sandhara order.



REGISTRATION

Registration fee of the amount mentioned below in the shape of demand draft/Multicity Cheque/At par Cheque drawn in favour of “**Director, National Conference DMDE-2022**” payable at UCO Bank, Katapali Branch (Code-0710) or SBI, Jyoti Vihar Branch (Code-6672) or online transfer through RTGS/NEFT in the Account No with a information so as to reach on or before 30th September 2022:

Faculty	:	Rs.1,000/-
Research Scholars	:	Rs. 750/-
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Official Sponsorship: we are accepting official sponsorship in terms of advertisement in the Conference Volume to be released on the date of the mega event as per detailed given below:

1. Cover Page- Back (Full Colour)	RS 50,000
2. Cover Page- Back Inside (Full Colour)	Rs 35,000
3. Inside (Full Colour)	RS 30,000

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ABOUT THE UNIVERSITY

Sambalpur University, located in the Western Odisha, has come into being with effect from 1st January, 1967 by virtue of the Sambalpur University Act that was passed in the Orissa Legislature on the 10th December 1966. The University has been actively engaged in disseminating advanced knowledge in the field of Management, Science, Technology, Humanities and Medicines. There are 22 Post Graduate Departments in the University that cater to the needs of higher Education and Research especially in the 10 districts of Western Odisha.

ABOUT THE DEPARTMENT

Established in 1989, the Department of Business Administration is one among the twenty two Post Graduate Departments, that has been imparting management education and conducting research on contemporary issues in management.

