



# DAVID MEMORIAL INSTITUTE OF MANAGEMENT

APPROVED BY AICTE & AFFILIATED TO OSMANIA UNIVERSITY  
#12-13-1275, TARNAKA, SECUNDERABAD -500017



IN ASSOCIATION WITH OSMANIA UNIVERSITY

## TWO DAY NATIONAL CONFERENCE **DIGITAL TECHNOLOGY-** APPROACHES TO IMPROVE BUSINESS OUTCOMES 25th & 26th Oct 2024 (HYBRID MODE)

# CONFERENCE PROCEEDINGS

ISBN: 978-81-980584-4-6



[www.davidmemorial.in](http://www.davidmemorial.in)



630 340 3300



[dtncon24@gmail.com](mailto:dtncon24@gmail.com)



# NATIONAL CONFERENCE

DIGITAL TECHNOLOGY- APPROACHES TO IMPROVE BUSINESS OUTCOMES

## PATRONS

Ms. Sucherita Divakar  
**Chairperson DMES**  
Mr. Sushant Divakar  
**Vice Chairperson, DMES**

## ADVISORY BOARD

Sr. Prof. D. Sreeramulu  
**Dean,**  
**Faculty of Management,**  
**Principal UCCBM**  
Prof. Y Jahangir  
**Head - DBM, OU**  
Prof. Smitha Sambrani  
**C BoS, DBM, OU**  
Sr. Prof. P. Venkataiah  
**DBM, OU**  
Prof. V. Sudha  
**DBM, OU**  
Dr. G. Vidya Sagar Rao  
**DBM, OU**  
Dr. V. Samunnatha  
**DBM, OU**

## ORGANIZING COMMITTEE

**Convenor:**  
Prof. S. Pratibha - **Principal**  
**Co-convenor:**  
Dr. G.D. Pawan Kumar,  
**Prof. of Practice**

## TEAM DMIM

Prof. S. Pushpalatha  
Dr. G. Salomy  
Ms. Y. Samatha - HoD  
Ms. Sangeetha Thakur  
Ms. V. Padmaja  
Ms. S. Rohini  
Ms. Sheeba Madgula





# NATIONAL CONFERENCE

## DAVID MEMORIAL INSTITUTE OF MANAGEMENT

APPROVED BY AICTE & AFFILIATED TO OSMANIA UNIVERSITY  
#12-13-1275, TARNAKA, SECUNDERABAD -500017



Inaugural Ceremony Picture: Chief Guest Prof. Jahangir, HoD, DBM, OU along with Ms. Sucharita Divakar, Chairperson, DMES, Mr. Sushant Divakar, Vice Chairman DMES, Prof Dr. Pratibha Sesham, Principal, Dr. G.D. Pawan Kumar, Prof of Practice, Faculty and Participants.



Valedictory Ceremony Picture: Chief Guest Prof. B. Raja Shekhar, Sr Prof., School of Business, University of Hyderabad along with Chairperson & Vice Chairman of DMES, Organizing Committee members and winners of 'Best Paper' presentations



Organizing Committee members along with volunteers (MBA Students)



David Memorial Institute of Management (DMIM) established on 1997 is being run by the David Memorial Education Society (DMES). The society has been at the forefront of delivering quality education starting from Schools, Under Graduate programs and Teacher Training. The MBA program is approved by AICTE and is affiliated to Osmania University. The program is delivered by leaders from the Industry and academia. It is a popular, progressive and disciplined institution, our alumni are placed in reputed Indian and multinational organisations and are sought by the industry.



**DAVID MEMORIAL INSTITUTE OF MANAGEMENT**

12-13-1275, Lalapet Road, Tarnaka,

Secunderabad, Telangana -500017.

 [admin@davidmemorial.in](mailto:admin@davidmemorial.in)

040-27016340/27019503/6303403300