



# KRISHNA UNIVERSITY

(ISO 9001:2015 Certified Institution)

MACHILIPATNAM, A.P., INDIA - 521004

In Association with  
Andhra Pradesh State Council of Higher Education (APSCHE)  
Mangalagiri, Andhra Pradesh – 522503

## Three-Day International Conference

on

Academic Leadership and Management in Higher Education in  
a Globalised Economic Era: Perspectives and Challenges

Mar 2- 4, 2023

Organized by

Dept. of Commerce & Business Management  
University College of Arts & Sciences  
Krishna University, Machilipatnam

Venue

Alluri Sitaramaraju Auditorium  
KRISHNA UNIVERSITY,  
MACHILIPATNAM – 521 003, ANDHRA PRADESH

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### Key Dates

- Submission of Abstract/Full-Text Paper Opens : Jan12, 2023
- Submission of Abstract Closes : Feb18, 2023
- Communication of Acceptance of Abstract : Feb 20, 2023
- Commencement of Online/Offline Registrations : Jan 18, 2023
- Last date for submission of full paper : Feb 25, 2023
- Last date of Online/Offline Registrations : Feb 28, 2023
- Conference Date : Mar 2-4,2023

## About Conference

World over, the higher education ecosystem is facing many unprecedented challenges. The race to restructure and reform the higher education systems is accelerating particularly among developing countries. The rapidly changing landscape of higher education requires new thinking and updated practices. Indian higher education system is not immune to these discernable changes. Over the past two decades the Indian higher education system has gone through transformations unprecedented in terms of growth and expansion than the most countries witness over a century. However, the emphasis so far had been on accessibility rather than quality, knowledge creation, inventions and innovations. Now it's the need of the hour to contemplate and update the focal areas and priorities of higher education, and start working on mechanisms that generate high quality educators, scientists, engineers and researchers capable of knowledge creation; entrepreneurship and capability of handling live problems; be sensitive to local needs; and develop the education ecosystem in-phase with ever-changing global requirements.

While competition has always been a force in academics and can help produce excellence, it can also contribute to a decline in a sense of academic community, mission and traditional values when higher educational institutions suffer from academic leadership and management deficit. Moreover, it is realized that academic expertise is not sufficient for the successful leadership and management of higher educational institutions as academic leadership is different from teaching skills. Although the universities and governments come with a variety of policies and programs time to time to respond to the fast changing environmental forces in higher education sector, it is struggling hard to survive and sustain in a globalised economic era shaped by an increasingly integrated world economy, new information and communications technology (ICT), the emergence of an international knowledge network, and other forces beyond the control of academic institutions. Especially, the higher education in India is beset with a host of problems and challenges pertaining to quality, knowledge creation, inventions and innovations when India is aiming to be an important player in the post globalization knowledge economy.

Indian higher education, therefore, needs a new kind of leadership and management to meet the objectives of the National Education Policy 2020, aimed at building a global best education system rooted in Indian ethos and transform India into a global knowledge superpower. To build capacities of existing academic leaders and administrators and to draw fresh talent into the management of the higher educational systems, this two-day international conference will deliberate on the academic leadership and management challenges facing the higher education system in general and University system in particular in a globalised economic era, and to work out a plan of action for a paradigm shift both in terms of achieving qualitative and quantitative academic and research outcomes, and also in the regulation of higher education and University system. This conference aims to bring together policymakers from government, leading academic experts, practitioners and research scholars to exchange and share their perspectives and experiences and research results on all aspects of academic leadership and management in higher education. Two plenary sessions: (a) ***“Leadership and the Higher Education Ecosystem at Global and Local - Review and the Road Ahead”*** and (b) ***“Governance and Management of Higher Educational Institutions in India- Need for a***

*Paradigm Shift*” will also be conducted during this conference. It also provides a premier interdisciplinary platform for academicians, researchers, practitioners, and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of leadership and management in higher education and university system. The conference will be followed by breakout sessions, covering twelve thematic areas, namely:

Global Perspectives on Higher Education and University Administration.

Academic leadership and Management of Higher Educational Institutions: Present and Future.

Privatization of Higher Education in India: Problems and Prospects.

Internationalization of Indian Higher Education: Benefits and Challenges.

Global Trends in Educational ICT Practices – Innovative Learning in the 21<sup>st</sup> Century.

Impact of Technology on the Future of the University Education.

A Responsive Higher Education Curriculum, Pedagogy and Assessment: Change and Disruptive Innovation for Learner Centric Education.

Online Education and Open Distance Learning: Recent Trends and Future Prospects.

Creation of Multidisciplinary Universities in India – Role of Collaborative and Transformative Leadership.

Education 4.0: New Models of Education for the Industry 4.0.

Autonomy, Regulation and Participatory Governance Models in Higher Education

National education policy 2020 - Transformative Road Map for Higher Education and University System.

## **About Krishna University**

Krishna University was established in the year 2008 by the Government of Andhra Pradesh through Act No. 29 of 2008. The University largely caters to the higher educational needs of people in Krishna District in particular and Andhra Pradesh in general. It believes in imparting higher education of global standards in the fields of arts, sciences, pharmacy, commerce, management and technology to suit the contemporary educational needs of the society. The University is established in a great historic coastal town called Machilipatnam, which is the head-quarters of Krishna District of Andhra Pradesh. The town is a special grade municipality in Krishna District existing since 3<sup>rd</sup> century BC. This is a great educational center offering all the academic courses except medicine. This University is striving to reach milestones of quality and excellence in higher education under the astute leadership of the Vice Chancellor (FAC), Prof. K. Rama Mohan Rao.

## **About Machilipatnam**

Machilipatnam (Bandar), a port city located in the South-Eastern part of Andhra Pradesh, which is situated at a distance of 65 Kms. from Vijayawada, is a magical pot porrie of all things wonderful. It is a town with a rich history of foreign conquests, business and trade starting with the early Arab traders, then the French, followed by the Dutch and the British History still lives in Machilipatnam. Machilipatnam is head-quarters of Krishna District having Buddhist pilgrimage at Ghantasala, origin of Kuchipudi dance, Venugopaldaswamy temple at Movva, Goddess Kanka Durga blessing from the top of the hill at Vijayawada, toys of Kondapalli, handloom textiles of Challapalli, kalankari textiles and paintings of Pedana, Manginapudi beach,

gold plated jewellery and Panduranga Swamy temple of Chilakalapudi which is also known as ***Keera Pandaripuram***. Keera Pandaripuram means Pandaripuram of South which is having huge number of Parrots are famous tourism places. Most proudly Indian national flag is designed from this place by Sri Pingali Venkaiah.

## **Call for Contributions**

Prospective authors are kindly encouraged to contribute to and help shape the conference through submissions of their research abstracts and Full-Text papers. Also, high quality research contributions describing original and unpublished results of conceptual, constructive, empirical, experimental, or theoretical work in all areas of academic leadership and management in higher education are cordially invited for presentation at the conference. The conference solicits contributions of abstracts and papers that address themes and thematic areas of the conference. In-absentia and Virtual paper presentations will also be considered, keeping the Covid-19 pandemic in mind. Papers presented in absentia and virtual are also eligible to be included in the conference proceedings. Specific session links will be shared with the paper presenters who opted for virtual mode of participation and presentation.

## **Guidelines for Authors**

Please ensure your submission meets the conference's strict guidelines for accepting scholarly papers. Downloadable versions of the check list for Full-Text Papers and Abstract Papers are available in the Website of the conference. Please refer to the Paper Submission Guideline, Abstract Submission Guidelines and Author Information before submitting your paper.

## **Conference Proceedings**

All accepted abstracts will be published in the book of abstracts to be released during the conference. All submitted conference papers will be blind peer reviewed by two competent reviewers. All accepted papers upon successful incorporation of suggested changes will be published in an indexed volume of proceedings by a reputed publisher with ISBN. Some of the accepted papers will also be considered for publication free of charge in the peer-reviewed journals that have agreed to collaborate with the conference. The list of peer-reviewed journals will be updated soon.

## **Best Paper Awards**

The conference will have the three best paper awards, which will be announced and bestowed at the conference closing session. The awards will be conferred to the author(s) of a paper presented at the conference, selected by the Program/Conference/Doctoral Consortium Chairs. The decision criterion will consider both the paper quality (assessed by the Program Committee), and the oral presentation quality (feedback given by session chairs at the conference venue). Each author on each of the selected papers will receive a certificate and memento.

## Registration

At least one author needs to register for the conference to present their research papers. Each co-author must register separately to participate in any part of the conference or obtain a certificate of participation. One author can present three papers only. Registration fee includes conference kit, conference proceedings, lunch and snacks during the conference.

Type	Fees
<b>Academicians (Indian/ Foreign)</b>	INR 750/20 USD
<b>Doctoral Students (Indian/ Foreign)</b>	INR 500/10 USD
<b>Industry Professionals (Indian/ Foreign)</b>	INR 1000 / 30 USD

## Accommodation

- Paid accommodation will be arranged to the registered participants on request.
- Single rooms (Tariff in the range of Non AC Rs. 800 – Rs.1000; AC room Rs. 1200 – Rs. 1,500); Double room (Tariff in the range of Non AC Rs. 1,200 – Rs. 1,600; AC room Rs. 1,800 – Rs.2, 500) can be booked on request on advance payment.

## ORGAINIZING COMMITTEE

### Chief Patrons

Prof. K. Rama Mohan Rao, In-Charge Vice Chancellor (FAC), Krishna University  
Prof. K. Hemachandra Reddy, Chariman, APSCHE, Mangalagiri, Andhra Pradesh

### Patrons

Prof. D. Suryachandra Rao, Rector, Krishna University, Machilipatnam  
Prof. M. Rami Reddy, Registrar, Krishna University, MTM

### Conference Director

Prof. Y. AVASN Maruthi  
Principal (I/c), University College of Arts & Science, Krishna University, MTM

### Conference Convener

Prof. D. Suryachandra Rao  
Dean, Faculty of Commerce and Management, Krishna University, MTM

### Conference Organizing Secretary

Dr. Ch. Jayasankara Prasad  
Head of the Department, Dept. of Commerce & Business Management, KRU-MTM

### Conference Treasurers

Dr.M.Sravani, Asst.Professor, Dept. of Business Management, KRU-MTM  
Dr.L. Suseela, Asst.Professor, Dept. of Biosciences and Biotechnology, KRU-MTM

### **Conference Advisory Committee**

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Prof. V.Venkaiah, Former Vice-Chancellor, Krishna University, MTM

Prof. S. Ramakrishna Rao, Former Vice-Chancellor, Krishna University, MTM

Prof. K.Viyyanna Rao, Former Vice-Chancellor, Acharya Nagarajuna University, GNT.

Prof. K. B. Chndrasekhar, Former Vice-Chancellor, Krishna University, MTM

Shri. S.Satyanarayana, IAS, MD, AP State Skill Development Corporation

Prof. V. S. Prasad, Former Director, NAAC & Former Vice-Chancellor,

Dr. B.R. Ambedkar Open University, HYD.

Prof. Jandhyala B.G. Tilak, Former Vice-Chancellor, National University of Educational  
Planning and Administration, New Delhi, India.

Prof. B. Rajasekhar, School of Management Studies, Hyderabad Central University, Telangana.

Prof. V. Krishna Mohan, Registrar, Andhra University, Visakhapatnam.

Prof. G. Anjaneya Swamy, Dean Academics, Central University of Andhra Pradesh

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Prof. V. Madhusudhan Prasad, Al Yamamah University, Riyadh, KSA.

Prof. P. Rajasekhara Mouly, Al Ghurair University, Dubai-UAE.

Dr. Roshan Kumar Yadav, Member, Scientific Committee, Government of Nepal.