

A Report on 4th Global Multi-Track Virtual Conference, STAR 2023 (Strategies, Techniques, Applications and Resources) Organized by Human Resource Development Center (HRDC) and Internal Quality Assurance Cell (IQAC) Integral University, India in collaboration with Centro Universitario Unifacvest from Brazil, South America and Special Minds, India (October 8 to 14, 2023)

The 4th Global Multi-Track Virtual Conference, STAR 2023, organized by Integral University, in collaboration with Centro Universitario Unifacvest from Brazil, South America, and Special Minds from India, marked a significant milestone in the realm of international academic discourse. Human Resource Development Center (HRDC) and the Internal Quality Assurance Cell (IQAC), jointly coordinated this conference which proved to be a platform of profound knowledge exchange and collaborative exploration.With a thematic focus on Strategies, Techniques, Applications, and Resources, the conference aimed to delve deep into the multifaceted dimensions crucial for sustainable practices in today's dynamic world. Over the course of seven days, from October 8 to 14, 2023, scholars, researchers, practitioners, and thought leaders from across the globe converged to share insights, engage in dialogues, and chart the path forward towards collective progress and innovation.

This report encapsulates the essence of the conference proceedings, highlighting key discussions, noteworthy presentations, and impactful outcomes, thereby capturing the essence of this seminal event in the global academic calendar.

The STAR 2023 Conference explored four crucial dimensions for sustainable practices: Strategies, Techniques, Applications, and Resources, providing a comprehensive platform for global insights and knowledge exchange. Strategies provide structure and direction, techniques offer efficient task performance, applications foster innovation, and resources sustain economic growth and societal well-being.

The first organiser was Integral University, a state-private University established in 2004 in Lucknow, India. The institution has been accredited A+ by NAAC and recognised as a SIRO by DSIR. With over 240 programs across 47 disciplines, the university hosts more than 12,000 students in its lush green campus. State-of-the-art facilities include hostel accommodation for boys and girls and an 850-bedded hospital as part of the Medical College.

Joining hands with Integral University was UNIFACVEST, a multi-disciplinary university aiming to be a reference in education quality and excellence. Located in Lages, Brazil, its campus spans 26,000 square meters with modern facilities, including 109 classrooms, 81 laboratories, and a 70,000-volume library. The university's social role is exemplified by its Casa da Cidadania, where students apply their knowledge to solve community issues.

Another significant contributor to this collaborative effort, Special Minds is an educational support services entity that offers holistic advancement in personal and professional spheres. Through offline and online training programs, publishing services, mentoring, and research support, Special Minds encourages creative thinking and diligent action. Collaborating with academia and corporate sectors globally, it aims to shape insightful outcomes and recognize excellence.

The esteemed leadership behind the conference comprised distinguished individuals who played integral roles in its organization and success. Chief Patron of the Conference was Prof. S. W. Akhtar, Founder and Chancellor of Integral University, while the Patrons included Prof. Syed Nadeem Akhtar, Pro-Chancellor, and Prof. Javed Musarrat, Vice Chancellor of Integral University. Additionally, the Co-patrons contributed significantly to the conference's execution, including Syed M. Fauzan Akhtar, Executive Director of IIMSR, and Syed Adnan Akhtar, Executive Director of DIA, Integral University. Noteworthy figures such as Prof. Mohd Haris Siddiqui, Registrar, Prof. Aqil Ahmed, Advisor to the Honorable Chancellor, and Prof. Abdul Rehman Khan, Controller of Examinations, further enriched the conference's leadership team.

Heading the Conference Secretariat were Prof. Syed Aqeel Ahmad, Director of HRDC, Integral University, and Prof. Syed Misbahul Hasan, Director of IQAC, Integral University. Their meticulous coordination ensured the smooth functioning of conference logistics. Leading the conference as Chairs were Dr. Arceloni Neusa Volpato, Head of International Office Affairs at Centro Universitario Unifacvest, Brazil, and Prof. Dr. B. Balaji, Founder & CEO of Special Minds, India, whose expertise and guidance steered the conference towards excellence.

The conference was structured around four tracks encompassing Engineering and Technology, Arts and Humanities, Sciences, and Commerce and Management, reflecting the diverse range of subjects and disciplines addressed during the event.

Date	Name of the Speaker	
8 th October,	Prof. Arceloni Neusa	In her address, Prof. Volpato emphasized the
2023	Volpato,	collaboration between Integral University and the
	Head of International	Indian Academic Research Association, highlighting
	Affairs and Faculty of	the magnitude of this academic event aimed at
	Engineering,	building and sharing knowledge. She expressed
	Unifacvest University,	wishes for the best throughout the galaxy of
	Brazil,	researchers and all present dignitaries, concluding

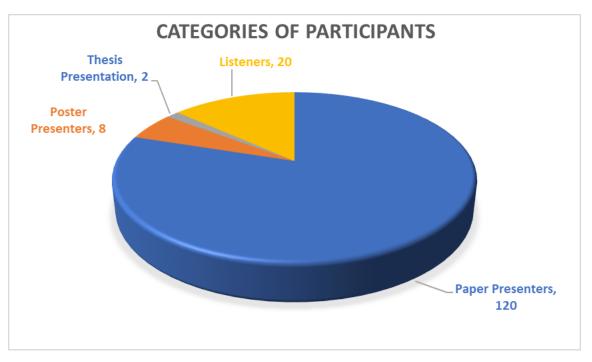
S	TAR 2023	with a hopeful message for a successful event and the
	Conference Chair	transformative power of science.
M V Ir L U	Prof. Javed Ausarrat , Vice- Chancellor, ntegral University, Jucknow, Uttar Pradesh, ndia	Prof. Javed Musarrat commended the organizing team's efforts, emphasizing the conference's significance in covering various spheres for sustainable development. He stressed the role of individuals, communities, and institutions in achieving UN's 2030 agenda, urging educators to instill sustainability values in future generations. The need for institutions to align with sustainable goals, prioritizing research initiatives, was underlined.
H D IQ In L U	Prof. Syed Misbahul Iasan, Director, QAC, ntegral University, Jucknow, Jttar Pradesh, ndia	The speaker passionately conveyed the conference theme, emphasizing the role of multilateral organizations in promoting peace, equality, and sustainable development. He stressed the conference's focus on the universal agenda for sustainable development and the interconnectedness in a changing world. Collaboration was encouraged for thought- provoking discussions and collective action. Strategies providing national roadmaps and encouraging long- term transformation were advocated for a sustainable future.
K A A W U	Dr. Anbalagan Krishnan, Associate Professor, Accounting, Vawasan Open University, Malaysia	Dr. Krishnan addressed challenges in higher education, emphasizing the evolving role and the necessity for new models. The dual leadership dimensions for managing a university were discussed, balancing practical managerial skills and academic insight. Private universities face challenges in financial considerations, quality assurance, and resource availability. The significance of strong leadership in managing cash flow, integrating technology, and adopting social marketing strategies was highlighted. Ongoing training for staff was emphasized to maintain a quality learning experience.
V D In U	Vg Cdr (Retd.) K. K. Verma, Director, nnovative Institute of Unlearning, New Delhi	Former Wing Commander K. K. Verma highlighted the significance of unlearning and the Singularity movement. Practical steps were outlined, urging individuals to know their strengths, utilize resources, and make unlearning a way of life. The discourse concluded by highlighting that embracing unlearning as a lifestyle would pave the way for new ideas to emerge.
Pi R E R A	Dr. Sailesh Iyer, Professor and Dean, Rai School of Engineering, Rai University, Ahmedabad, Gujarat, India	Dr. Sailesh Iyer discussed key UN Sustainable Development Goals and explored AI applications in managing traffic, healthcare, and various industries. The transformative potential of AI and robotics in healthcare, IoT applications, and smart technologies was underscored. The speaker highlighted how these technologies can address global challenges and improve various aspects of life.

		Ms. Anuja Sehgal explained Appreciative Intelligence
	Ms. Anuja Sehgal, Chairperson, Women Empowerment Committee, Noida Management Association, Visiting Faculty, Amity B- School	as the ability to identify positive potential in situations. Steps to develop this intelligence were covered, including fundamental acceptance, realizing responsibilities, and practicing solution-focused questions. Building blocks for strategic choices and leadership were discussed, focusing on framing the right questions and evolving through adaptation and learning.
9 th October, 2023	Prof. Mekhala Venkatesh Associate Professor and Research Guide, Department of English Jain Deemed to be University, Bengaluru	Prof. Mekhala Venkatesh's presentation delved into the rich history of libraries, tracing their origins from ancient Mesopotamia to modern times. She underscored the significant transition to electronic resources (E-resources) in the digital age, emphasizing the benefits and challenges associated with this shift. In her insightful discourse, Prof. Venkatesh explored the impact of digital materials, including e-books, e- journals, and online databases, on information access. The integration of web OPAC (Online Public Access Catalogue) emerged as a pivotal tool, offering centralized access to subscribed e-resources. Prof. Venkatesh concluded by highlighting the profound changes in information utilization brought about by digital libraries, marking a significant chapter in the ongoing evolution of libraries.
10 th October, 2023	Prof. Soeli Zembruski Professor,	In her speech on "Strategies for Teaching and Embracing Students' Individualities in High School," she emphasized recognizing diverse individualities
	Transcultural Practices, Unifacvest University, Brazil, South America	and highlighted the importance of differentiated instructions and personalized learning. The crucial role of relationships, continuous professional development, and paying attention to students' individualities and diverse learning styles were
	Transcultural Practices, Unifacvest University, Brazil,	and highlighted the importance of differentiated instructions and personalized learning. The crucial role of relationships, continuous professional development, and paying attention to students'

21 st October, 2023	Prof. Syed Aqeel Ahmad Director, HRDC Integral University, Lucknow, Uttar Pradesh, India	electric vehicles and methodologies for controlling Non-Holonomic Electric Vehicles (NHEV), emphasizing enhanced performance compared to other controllers. Professor Syed Aqeel Ahmad expressed gratitude for being part of the valedictory session of the 2023 Multitrack virtual conference, thanking participants, speakers, organizers, and sponsors for their crucial support. Reflecting on the week-long event, he emphasized its role as a training ground for cultivating innovative ideas and collaborations, encouraging attendees to apply the gained knowledge in addressing
	Prof.AlvinaFarooqui,Professor and Head,DepartmentofBioengineering,Integral University,Lucknow, India	global challenges. Dr. Alvina Farooqui presented "Cyanobacterial Bioactive Compounds," showcasing lab cultures at Integral University's Stress Biology and Cyanobacterial Biotechnology Research Laboratory. The presentation covered applications from antiviral agents to aquaculture feed, along with details on Spirulina-based cookies' production and their positive impact on malnourished rats. The study's significance was underlined, focusing on cost-effective bioenergy production, wastewater bioremediation, and addressing water scarcity in communities.
	Prof. Suresh Paul Antony, Indian Institute of Management, Tiruchirappalli, Tamil Nadu, India	The discussion delved into the critical components of a business model, notably the profit formula, which entails the revenue model, cost structure, margin model, and resource velocity. The emphasis on key processes, rules, metrics, and norms underlined the pivotal role in achieving both repeatable and scalable success in delivering value. The practical example of Tata Nano illustrated the application of these principles, emphasizing the significance of working backward from a target price and identifying key resources and processes. The speech also highlighted situations prompting business model changes, such as disruptive innovations and a focus on the job-to-be-done. Marketing control emerged as a key factor, with metrics like Net Marketing Contribution (NMC), Marketing Return on Sales (Marketing ROS), and Marketing Return on Investment (Marketing ROI) playing a crucial role. The overarching theme was encapsulated by the quotes: "What gets measured, gets managed" by Peter F. Drucker, and "If you can't measure it, you can't manage it," emphasizing the vital role of effective measurement in steering towards business goals.
		Dr. Divya R. Panjwani extended her sincere gratitude by thanking everyone who contributed to the success

Dr. Divya Rajkumar Panjwani, Assistant Professor, Faulty of Education, Integral University, Lucknow, Uttar Pradesh, India	of the STAR 2023 Global Multi-Track Virtual Conference. She expressed thanks to Prof. Syed Wasim Akhtar, Founder and Chancellor, Integral University, Dr. Syed Nadeem Akhtar, Pro Chancellor, Integral University, Prof. Javed Musarrat, Vice- Chancellor, Integral University and the Integral University team for their support and acknowledged Prof. Dr. B. Balaji and Special Minds for organizing the conference and Global Excellence Awards. Dr. Panjwani appreciated the Guest of Honors, including Vice-Chancellors, Principals, Directors, Deans, Faculty, and Corporates, highlighting their significant contributions. Special thanks were extended to Prof. Syed Aqeel Ahmed, Prof. Syed Misbahul Hasan, and the entire Secretariat for their invaluable support. The Conference Chairs, Dr. Arceloni Neusa Volpato and Prof. Dr. B. Balaji, were recognized for their crucial roles. Dr. Panjwani thanked all convenors, faculties, research scholars, and participants, expressing anticipation for their participation in future programs. In conclusion, she bid a warm goodbye to everyone involved.
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There were 150 participants under different categories. The details for the same are as follows:



The Conference Convenors, including Prof. Rejane D. Bergamaschi from Unifacvest University, Brazil, and Prof. S. Magesh, Chairman and Director of Magestic Technology Solutions, (P) Ltd., alongside Mrs. Esther Faith Martina, CEO and Director of Magestic Technology Solutions (P) Ltd., played pivotal roles in organizing and orchestrating various aspects of the conference. Additionally, Prof. Naimur Rahman Kidwai, Deputy Director of IQAC, Integral University, Mr. Zishan Raza Khan, Deputy Director of HRDC, and Dr. Divya R. Panjwani, Assistant Professor at Integral University, contributed their expertise and dedication to ensure the conference's success. An edited book was published from the papers received from the conference. The details of the book are as follows: Title: STRATEGIES, TECHNIQUES, APPLICATIONS AND RESOURCES ISBN: 978-93-91303-83-9 DOI: https://www.doi.org/10.47715/JPC.B.978-93-91303-83-9

Published by: Jupiter Publications Consortium, Chennai, Tamil Nadu, India.

Glimpses of the Conference



Welcome Address by Prof. S. Magesh, Convenor of the Conference

Introduction of Prof. Arceloni Neusa Volpato International Affairs & Faculty of Engineering Unifacvest University, Brazil STAR 2023 Conference Chair

8TH OCTOBER, 2023- PROF. ARCELONI N. VOLPATO



Welcome Address by Prof. Arceloni V. Volpato, Conference Chair



Keynote Address by Dr. Anbalagan Krishnan, Wawasan Open University, Malaysia



Prof. Syed Misbahul Hasan, Director IQAC, Integral University and Conference Secretariat giving the overview of the conference



Prof. Javed Musarrat, Vice-Chancellor, Integral University giving blessings to the participants of the conference and Keynote address



Speaker of the day : Prof. Anuja Sehgal, Chairperson, Women Empowerment Committee, Noida Management Association, Visiting Faculty, Amity B-School



Speaker of the day : Wf Cdr (Retd.) K K. Verma, Director, Innovative Institute of Unlearning, New Delhi



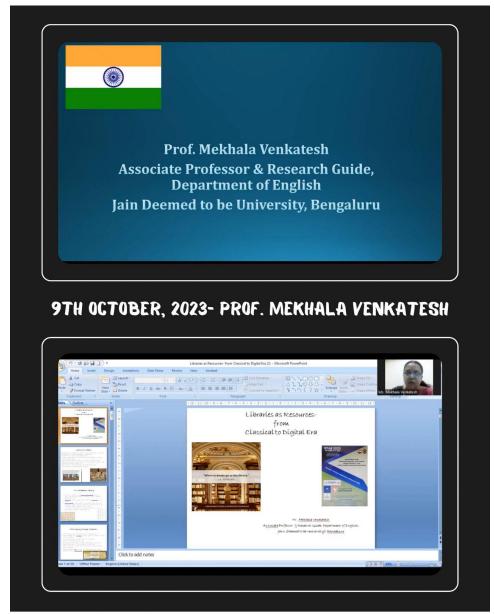
Speaker of the Day: Prof. Shailesh Iyer, Professor and Dean, Rai School of Engineering and Head, Collaborations and Tie-ups



Presentations by the Participants



Presentations by the Participants



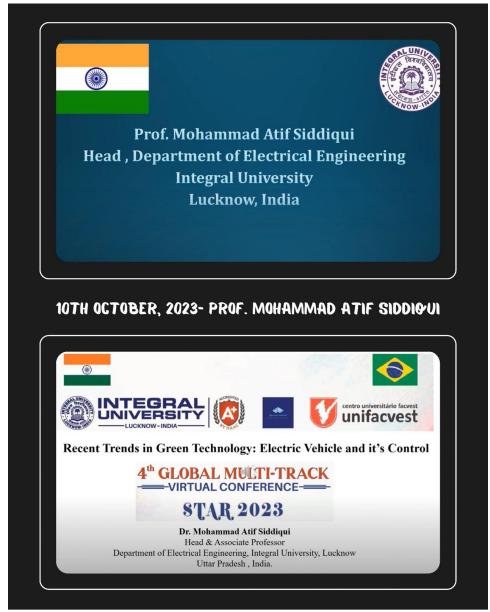
Speaker of the Day: Prof. Mekhala Ventatesh, Department of English, Jain Deemed to be University, Bengaluru



Speaker of the Day: Prof. (Dr.) Saba Siddiqui, Head, Integral Institute of Agricultural Science and Technology



Speaker of the day Prof. Soeli Sembruski, Professor Transcultural Practicies, Unifacvest University, Brazil, South America



Speaker of the Day: Dr. Mohammad Atif Siddiqui, Head, Department of Electrical Engineering, Integral University, Lucknow



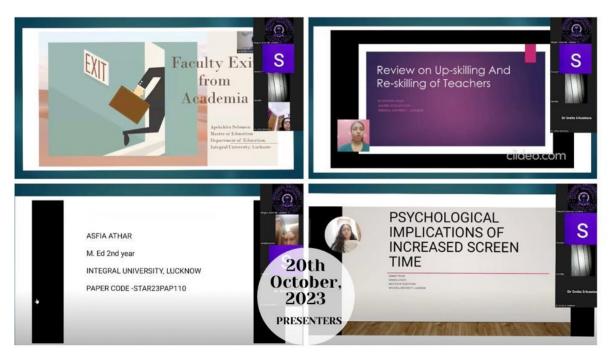
Presentations by the Participants



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Keynote address on Velidicory Session by Prof. Suresh Paul Antony, Indian Institute of Management, Tiruchirappalli, Tamil Nadu



Keynote address on Velidicory Session by Prof. Alvina Farooqui, Head, Department of Bioengineering, Integral University



Keynote Address on Velidicory Session by Prof. Syed Aqeel Ahmad, Director HRDC, Integral University and Conference Secretary



Vote of Thanks by Dr. Divya R. Panjwani, Department of Education and Convenor of the Conference