



**The KET's V. G. Vaze College of Arts,
Science & Commerce (Autonomous)**

Mithagar Road, Mulund (East) Mumbai - 400081 | Re-accredited (4th Cycle) by NAAC with "A" Grade

Faculty of Commerce
Under the aegis of the IQAC

organizes

**A One-Day Online Multidisciplinary
International Conference**

on



DISRUPTIVE

INNOVATION

**IN BUSINESS,
SCIENCE & HUMANITIES**

FRIDAY, 08TH OCTOBER 2021

THE CONCEPT

Evolution is the quest for improvement, conveniences, more comforts, and a better lifestyle. It is often triggered by morphological changes in organic, technological, institutional, and social domains. Such a paradigm shift causes frictional noise where existing systems undergo a rapid change, diminish or vanish. Disruptive innovations belong to this league. While it is said that necessity is the mother of invention disruptive innovation does not necessarily happen due to necessity but sometimes from the need to excel.

Clayton Christensen, in 1995, first postulated disruptive innovation as an 'innovation that creates a new market and value network and eventually disrupts an existing market and the value network, displacing the established market-leading firms, products, and alliances.' It is any new technology or startup that aims to shake up an industry and alter its competitive patterns. Innovations do happen in every industry but to be truly disruptive an innovation must entirely transform a product or bring an easy solution to something which was complicated in the past.

This virtual inter-disciplinary conference aims to provide a platform for academicians and researchers across the globe to deliberate and discuss various creative disruptions in business, science, and humanities. It also aims to provide students a platform to articulate their research thinking in the form of a paper presentation. Through an interdisciplinary approach, the web conference aims to analyze the topic from various perspectives. Commerce, science, social sciences, humanities, and media have been revolutionized by disruptive innovations and hence the conference hopes to ensure academic engagements in all these domains.

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