# **National Conference**

on

# Embracing the Digital Era: Management Perspectives 13<sup>th</sup> January 2017



# **Organized by**

UNIVERSITY SCHOOL OF MANAGEMENT STUDIES Guru Gobind Singh Indraprastha University, Delhi

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#### Introduction

The world is rapidly becoming **digital**. People are consuming digital content on a daily basis. Companies are starting to recognize the importance of getting digital and it is essential that all the organizations adapt quickly to the new circumstances and actively hone skills to embrace the digital era. Digital era is here to stay, not only because of its rapid growth but also because it is essentially the future of any organization.

While some generations will no doubt lament the loss of paper newspapers, books and old fashioned communication methods, new generations who have grown up with internet and mobile phones are already embracing the brave new world of digital consumption. Technology has put business in the digital age. These days, technology is involved with almost every aspect of our lives. Thanks to the internet and continuous development of Smartphones, we can begin work from the moment we wake up right up until we go to bed. Some of the most common forms of technology use in the digital era are: Website (SEO content), Blogs, Internet banner ads, Pay-per-click advertising, Social media marketing (Facebook, LinkedIn, Twitter, Pinterest, Tumblr, G+,etc), Mobile banking (SMS, MMS, etc), artificial intelligence, cloud computing, e-learning, Human Resource information systems, mobile apps, technology startups etc.

By incorporating automation, advanced analytics, virtualization, and other digital technologies into their day to day operations, organizations are able to streamline processes. These technologies enable them to make better decisions and magnify the quality of internal and external customer interactions. Building a digital culture in an organization is not an easy task. It encompasses lot of issues, challenges and endless opportunities.

The present conference is an attempt to give a platform to academician, practitioners researchers to share ideas in this new age digital era in terms of: what should be done? How it can be done? What are we doing? How should we proceed further? And many more such questions.

## **About Organisers**

Guru Gobind Singh Indraprastha University is a dynamic growth oriented university facilitating and promoting professional education and research in emerging areas of higher education. The University has been accredited as "A" Grade by NAAC (UGC). The University School of Management Studies (USMS), the Management School of the University with a passion for academic excellence (ranked as A++ in the Business India Survey) has come to be known as one of the most respected B Schools in India. At USMS we strive to create holistic managers, synthesizing conventional and modern management thinking with global outlook and having capabilities of adapting to the changing requirements of business. The flagship programme of the School is MBA. In response to the feedback from the students, alumni and industry, a new MBA programme namely MBA (Financial Markets) has also been launched in collaboration with National Stock Exchange (NSE) .Weekend

Programmes namely Two Year M.B.A. (General), Two- Year M.B.A. (Banking and Insurance), Two-Year M.B.A. (Real Estate) and Two-Year M.B.A (Consultancy Management) are also offered for working executives along with two Certificate courses in Behaviour Testing and Training (Basic-Two Months) and (Advanced – Four Months).

#### **Call for Papers**

We invite original papers and working papers from Academicians, Industry Professionals, Doctoral Scholars, Consultants, various organizations and agencies and Management Students for publication in the proceedings of the conference and / presentation. A list of the indicative sub themes (not restrictive) covering Issues, Challenges, Opportunities, Practices and Strategies is given below:

- Digital Marketing strategies
- Web Business Models
- Pricing Strategies on Digital Medium
- Online Communication Tools
- Digital Communication challenges
- Internet Enabled CRM
- Online Distribution and Procurement
- B2B and B2C e-Commerce
- Information systems
- Digital Brand Building
- Innovations in Corporate Governance
- Measurement and evaluation of Web based Programs
- Social Media to enhance business performance
- Legal Issues in embracing technology
- Ethical Concerns in embracing technology
- Social and Regulatory issues in Digitizing business
- Innovative business practices via technology
- Human resource information systems
- Role of technology in corporate finance
- Digitization of banking and insurance industry
- Entrepreneurship in the digital era
- Any topic related to DIGITAL INDIA programme

### **Guidelines for Full Paper**

The paper should begin with a title page including title, author(s) names, institutional address along with email. The manuscript should begin from the next page with title, an extended abstract, and a list of key words. The authors name and affiliation should not reflect anywhere on the manuscript for the blind review process. The total length of the paper must not exceed 10-12 A4 size pages excluding bibliography and appendices, single-line spacing, 12 font,



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Times New Roman, and 1" margin on all sides of the page in MS Word compatible format text. Papers MUST ONLY be submitted through E-mail at **conference2016.usms@gmail.com** The author needs to send along with the paper his/her brief bio-data and the certificate of originality and consent for publication in proceeding without which it will not be accepted. All the papers will be blind reviewed by an expert committee with respect to their quality, originality, and relevance.

Authors are advised to check their papers for plagiarism. Selected papers will be published in the proceeding provided at least one of the authors will register and present the paper. In case of joint authors, each author has to individually register to attend/participate and avail the conference kit otherwise Conference Kit will be provided to the registered author only. All rights of publication of papers presented in the conference shall rest with the Conference Organizers.

#### **Conference Proceedings**

Proceedings of the conference will be published in the form of an edited book through a leading publisher with an ISSN number for wider dissemination of the deliberations. After the blind review process, the authors are required to incorporate the suggestions of the expert committee, before the paper could be selected for final publication.

#### **Important Dates / Deadlines**

Submission of full paper with abstracts	2 December 2016
Review & Confirmation of papers	19 December 2016
Last date for Registration of authors for	26 December 2016
paper presentation	

Full Papers should be mailed to the Conference Coordinator through e-mail at: <a href="mailto:conference2016.usms@gmail.com">conference2016.usms@gmail.com</a>.

## **Registration and Participation Fee**

All delegates are required to register for the conference as per the details. Fee is payable by DD in favour of 'Registrar, Guru Gobind Singh Indraprastha University' payable at Delhi. The payment should be sent to the Conference Coordinator and should be accompanied by details of the nominee i.e. Name, Type of participant, paper presentation or participation, Designation (if any), Institution/Organization, Mailing Address, Telephone / Mobile No. and E-mail along with the filled up enclosed Delegate Registration form.

#### Type of Delegate and Registration Fee with Paper Presentation

Industry Professionals & Academicians Rs. 2000/-

**Doctoral and Other Students Rs. 500/-**

Registration fee includes participation in all technical sessions, conference kit, Conference proceedings, tea and lunch.

#### Who Should Attend

The conference would be beneficial to Decision makers from the Industry, Academicians and Researchers, Students and other related management related professionals.

#### **PATRON**

Prof. Anil K. Tyagi,

Vice Chancellor, GGS Indraprastha University, Delhi (India)

CONFERENCE CONVENER

Prof. Sanjiv Mittal, Dean USMS

Conference Coordinators

Mr. Amit Sharma and Dr.Deepti Prakash

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#### NATIONAL CONFERENCE EMBRACING THE DIGITAL ERA: MANAGEMENT PERSPECTIVES 13 JANUARY 2017

Venue: University School of Management Studies Guru Gobind Singh Indraprastha University, Sector 16 C Dwarka Delhi 110078

#### **DELEGATE REGISTRATION FORM**

Name of the Participant:
Type of Participant: Industry Academician Doctoral Student & Others
Designation:
Organisation/Institution name:
Mailing Address:
Tel No.:
Mobile:
E-mail Address:
D
Payment Details: DD NoDate:Amount:
Drawn on Bank Name:
Note: Fee is payable by DD in favour of 'Registrar, Guru Gobind Singh Indraprastha
University' payable at Delhi. Please write your name at the back of the DD. (Kindly fill
separate form for each delegate) Please send this form duly filled in along with the draft to:
Mr. Amit Sharma
Conference Coordinator, University School of Management Studies, D Block, , GGS
Indraprastha University, Dwarka, Sector 16 C, Delhi-110078.
(Note: In case of more delegates, Registration form can be photocopied)