

SUB - THEMES

The conference invites unpublished empirical research papers And Case studies (not limited to) on

TRACK I: Opportunities for Economic Growth & Job Creation

- Economic Growth Vs Job Creation in the Era of Digitalization
- Digital Marketing Innovation
- Expanding Financial Market through Digitalization
- Safety & Security issues in Digital World Smart Digital Governance
- Role of Big Data in Customer Engagement
- Role of Big Data in Marketing & Promotions
- Restructuring Training Function of HR for Big Data Readiness
- E-Commerce, E-Retailing, Digital Marketing
- HRM: e-HRM, HRIS
- Role of Digital/Social Media

TRACK II: Emerging Issues of Digitalization in Businesses

- Digital Inequalities and Future Business Prospects
- Contemporary Issues in Digitalization
- Business Sustainability to Digitalization
- Digital Economy and its Effect on Organizations
- Redefining Skill-set in the Era of Digitization
- Managing Work Culture in the Age of Digitization
- Managing People in the Age of Digitization
- Data Governance in the Modern Era
- Business Ecosystem in the Age of Digitization
- Any other Relevant Topic
- Computational Thinking in Business

TRACK III: Futurology: Future of Business in the Age of Digitalization

- Future Business Prospects of digitalization in India
- Big Data and data Analytics
- M-Governance as new avenue of Digitalization Virtual reality and Augmented Reality
- Block chain
- Crypto currency
- Internet of Things Cyber security
- Any other relevant topic

ABOUT INSTITUTE

International Institute of Management Studies (IIMS Pune) is a Premier B-School in Pune under the Prestigious Educational Group "SaiBalaji Education Society (SBES)" Pune approved by AICTE, Ministry of HRD, Govt. of India. The Institute was founded with the vision to impart value based world class management education by Edupreneur Prof. Manish R. Mundada in the year 2006. The Institute is awarded "Top 10 most Prominent Institutes in Maharashtra", The Knowledge Review, 2018-2019 "Best Placements Award", Navbharat, 2019 "Best Education Brands", The Economic Times, 2019 "Great Indian Institute 2018", Forbes India Marquee. Global Award for Best B School in Placements 2018 at World Education Congress. Best Academic and Industry Interface Award - ABP News – 2018 Best B School in Western INDIA-2017 by Jagran Josh Group, Education leadership award 2017 by BBC knowledge, Devang Mehta National Education Award 2016 and many more. Ranked in Business India B-School: Rating "A++2015, Outlook Business Magazine: Ranking 69 in Top 100 B Schools in INDIA,2017, Business & Management Chronicle: Rating A++,2015, Career 360 Bschool: Ranking A++,2015, GHRDC: Ranked 17TH in Western Region, 2015, India Business journal: Ranking 24TH in India,2014.

ABOUT THE CONFERENCE

The conference shall be graced by leading academicians, industry corporate and eminent researchers/students from all over the World to have productive discussion on interlinked domain. The common platform filled up with latest information gives learning opportunities to all the participants.

OBJECTIVES OF THE CONFERENCE

The Indian economy transformation to 5 trillion dollar economy by 2030 is a significant challenge and will require a comprehensive, sustained a long-term strategy from all spheres. This conference aims at:

- Bringing academicians, practitioners and policy makers from the fields of Accounting, Marketing, Human Resources, operations, and Economics to discuss, debate and formulate strategies that would enable India becoming a developed nation within certain time bound framework.
- Expanding the knowledge base about the different conceptual frameworks and methods available in the above-mentioned areas towards achieving the goal.
- To facilitate young researchers expand their capacity by providing them with an opportunity for the cross country and cross-discipline learning and knowledge sharing.

INTERNATIONAL CONFERENCE

(Cases & Research)
“Vishleshan 2k20”
April 17th & 18th

On

“Rethinking Business:

Embracing the Age of Digitalization”

Free workshop on Design thinking/ Innovations & Creativity
Building/ Experiential Learning



SAI BALAJI EDUCATION SOCIETY



**International Institute of Management Studies,
Pune. (M.H.)**

Survey No. 54(1+2/1), Nere Dattawadi, Near
Hinjawadi IT Park, Pune-411033
Phone no.- 020-66547500, 66547508

REGISTRATION FEES

CATEGORY (EACH PARTICIPANTS)	Before 31st March 2020	After 31st March 2020	In Absentia
Research Scholar / Student	1500 INR	1800 INR	1800 INR
Academicians/Industrialist	1500 INR	1800 INR	1800 INR
Participation	1000 INR	1000 INR	-
Foreign Delegates	50 USD	50 USD	-

Important Dates

Abstract submission-10th March 2020

Full paper submission- 10th April 2020

PAYMENT DETAILS

Bank Name	Account No.	IFSC Code
PUNJAB NATIONAL BANK BRANCH- KALYANI NAGAR PUNE	4644002100000179	PUNB0464400

- ◆ The registration fee covers conference Kit, Lunch and high tea.
- ◆ All Selected papers/ Cases will get published in Scopus journals/ International Journals/ Peer reviewed/ UGC-CARE / ISSN Journals According to quality of content.
- ◆ All selected cases will get published in ET. cases (as per ET Guidelines and review).

SCOPUS JOURNAL

- South Asian Journal of business and management cases.

GUIDELINES, REVIEW, ACCEPTANCE & AWARD FOR RESEARCH PAPERS

- All contributors are requested to send the abstract of the research paper as an email attachment in MS word file format (.doc). The Abstract should include brief summary within 300 words on the research topic with details of author's affiliation, correspondence address and contact number on a separate page.
- Full length research paper should not exceed 3500 words.
- Follow APA guidelines, the text of the paper will be in double space, 12 font, Times New Roman, keeping a margin of one inch in three sides. MS Word 2003 for Windows (.doc format) is required.
- All submission will be subjected to blind review process after which we will intimate the authors and request for the final presentation.
- Outstanding paper awards of Rs.10,000, 7000 and 5000 will be given to Three best papers/Case Studies presented at the Conference.
- Contributions should be restricted to one paper per individual as the first author.

All correspondence along with abstract and research paper submission should be addressed to

research@iimspune.edu.in

- * Please mention the name of the first author in the subject box in all correspondence

Note:

- All article will go through two review one for presentation and second for publication, Camera Ready paper last date is 10 April 2020.
- All research article will get publish according to Quality of articles.
- Extra Fee will be charged for UGC Care and for Scopus Journal Rs 1600 And Rs.5000 Respectively
- Paper must be Original research

ADVISING COMMITTEE-SBES / PATRON

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- Prof. Nirupama Mundada, Founder Secretary, SBES*
- Mr. S. Shrinivasan Vice President SBES*
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