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OBJECTIVES OF THE CONFERENCE

The Indian economy transformation to \$5 trillion economy by 2025 is a significant challenge and will require a comprehensive, sustained and 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.

THEMATIC CLUSTER

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 Digitalisation
- 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
- Technological advancement in BFSI
- Any other relevant topic

TRACK II: Emerging Issues of Digitalisation in Businesses

- Digital Inequalities and future business prospects
- Contemporary issues in Digitalisation
- Business Sustainability to Digitalisation
- 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 Digitalisation

- Future Business Prospects of Digitalisation in India
- M-Governance as new avenue of Digitalisation
- Blockchain
- Cripto currency
- Automation
- Internet of Things
- Big Data an data Analytics
- Net Neutrality
- Augmented Reality
- Virtual reality
- Cyber security
- Future of BFSI
- Any other relevant topic

Important Dates

Abstract submission-20th March 2020

Full paper submission– 10th April 2020

Registration

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

Registration fees covers participation in two-day deliberations (April 17 & 18), conference kit, tea, snacks & lunch, & participation certificate.

Payment Details

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

Guidelines for Paper

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.
- Contributions should be restricted to one paper per individual as the first author.

Outstanding paper award

Three best papers/Case Studies presented at the Conference will get

INR 10,000

INR 7000

INR 5000

Online paper submission

https://docs.google.com/forms/d/e/1FAIpQLScljax5GWp4H2Z4n8jLXfIN_mFZFKwAczFrSATZViC1sQJuA/viewform?vc=0&c=0&w=1

For any Query please connect with research@iimpune.edu.in