

NAV-PRABANDHAN

Management Conference
on
**DIGITAL TRANSFORMATION
FOR SUSTAINABILITY :
OPPORTUNITIES & CHALLENGES**

November 15, 2019



Organized by

SHRI VAISHNAV SCHOOL OF MANAGEMENT
SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA
Ujjain Road, Indore-453111

ABOUT INDORE

Indore is a historical city which used to be the capital of erstwhile Holkar State with a population of around 40 lac. Devi Ahilya Bai Holkar was a great custodian of religion who constructed a number of temples across the country. Indore is well known for all Arts, Sculpture and its unique culture. World renowned artists like Bharat Ratna Ms. Lata Mangeshkar was born in Indore and Late Shri Kishore Kumar studied here. There are number of artistic sculptors in and around the city worth-seeing such as Rajwada, Lal Bagh Palace, Kaanch Mandir etc. to name a few.

Indore is now recognized as the best educational hub in central India that can boast of having both IIM and IIT within its precincts. The city of Indore shares its border with well-developed industrial towns like Dewas and Pithampur. A number of well-known industry houses are pursuing business here like Kirloskar, Eicher, Tata International Leather Products, L&T, Mahindra, Man Force Trucks, Volvo, Cipla, Ranbaxy, Ruchi Soya, Bridgestone and many multinational Companies like TCS, Infosys, Reliance and Sahara etc. In view of its immense industrial potential and profuse techno-based infrastructure, Indore is recognized as "Mini Mumbai". There are some famous tourist spots at an average distance of 50 to 80 kms. Two of the twelve JYOTIRLINGAS of our country, the Mahakaleshwar Jyotirlinga and the Omkaleshwara Jyotirlinga are situated 50 and 85 kilo meters respectively from Indore. The historical Mandu Fort (of Rani Rupamati) is also worth seeing.

ABOUT SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA

Shri Vaishnav Vidyapeeth Vishwavidyalaya is a private university established under Madhya Pradesh Niji Vishwavidyalaya (Shthapana Avam Sanchalan) Adhiniyam in 2015 at Indore (India). The University has been established with a vision to be leader in shaping better future for mankind through quality education, training and research. It shall pursue the mission to make a difference in sustaining the growth of global societies by developing socially responsible citizens. Value based education being at the helm, the University promotes endurance, excellence, fairness, honesty and transparency as its core values. Some of the objectives of the University are as under:

1. To provide teaching and training in higher education and make provision for research as well as advancement and dissemination of knowledge.
2. To ensure world class quality in its offerings and create higher levels of intellectual abilities.
3. To create centres of excellence for research and development for sharing knowledge and its applications.

Shri Vaishnav Vidyapeeth Vishwavidyalaya at Indore is a multi-faculty University focusing on the needs of various segments of the society. The university has following constituent institutions:

- Shri Vaishnav Institute of Technology and Science
- Shri Vaishnav Institute of Information Technology
- Shri Vaishnav Institute of Textile Technology
- Shri Vaishnav Institute of Forensic Science
- Shri Vaishnav Institute of Architecture
- Shri Vaishnav School of Management
- Shri Vaishnav Institute of Journalism and Mass Communication
- Shri Vaishnav Institute of Sciences
- Shri Vaishnav Institute of Social Sciences, Humanities and Arts
- Shri Vaishnav Institute of Computer Applications
- Shri Vaishnav Institute of Fine Arts
- Shri Vaishnav Institute of Commerce
- Shri Vaishnav School of Law
- Faculty of Doctoral Studies & Research

ABOUT SHRI VAISHNAV SCHOOL OF MANAGEMENT

Shri Vaishnav School of Management was established with a view to promote excellence in management education and to prepare future managers to meet the challenges of the corporate world. Shri Vaishnav School of Management is committed to quality education as first priority, thus, ensuring the academic rigor. Along with academic endeavor institute-industry interface is also promoted, guest lecturers is the regular feature and overall personality development of the students is the foremost priority of SVSM. Consistent efforts are made for bringing in refinement in everything that concerns the Institution. Research is one of the top-most priorities, because it is believed that generation of knowledge enriches us with freshness and empowers each individual to overcome obsolescence. Faculty has a mix of academics and industrial experience for providing practical exposure to the students. SVSM programs courses at UG, PG and Doctoral levels.

PROGRAMS OFFERED ARE:

- BBA+MBA
- MBA+PhD
- MBA(Engineering Management)
- MBA(Family Business) & Entrepreneurship
- MBA(Media Management)
- MBA(International Business)
- MBA(Agribusiness)
- MBA(Business Analytics)
- MBA(Advertising and public relations)
- MBA(Tourism Management)
- Executive MBA

ABOUT THE CONFERENCE

Businesses have been inventing and reinventing themselves from times immemorial to come up with new innovations. Transformation is a prerequisite for any business Organizational activities, competencies, processes as well as Business models that have to be transformed to fully leverage changes, and to find opportunities in the respective fields. Digital business transformation is one such aspect that has taken the market to greater heights. Every organization needs to define their own digital roadmaps. It will allow the industries to explore the opportunities that digitization offers and drive their sustainability. Digital Transformation provides an opportunity for the Industries to network for production, distribution, consumption and use of product & services. Though technology does form one of the most crucial features to elevate an organization, improve processes and higher productivity and add up to the success of an organization, but it also brings challenge for the Industries for the process of business transformation like innovative technology, market demands, consumer/customer behavior and environmental factors. To gain perspective on this digital leadership the companies have to be digital ready in terms of Infrastructural development, employee readiness and appropriate Organizational culture. The biggest challenge for the companies is to digitize them. This conference aims to provide a platform for the vibrant discussions on digital transformation among the representatives of Industry and academia on the upcoming Challenges & Opportunities the companies are going to face.

The conference invites participation from members of academia and industry to submit unpublished theoretical, empirical and scientific papers focusing on the theme and subthemes of the Conference.

MARKETING

- Digital marketing for Business Excellence
- Green marketing
- Emerging customer Expectations
- Retailing & E-Retailing
- Marketing Communication
- Understanding the transformation of Consumers
- Social Selling
- Marketing strategies for sustainable business
- Sensory Branding
- Advertising & Brand Management
- Marketing Analytics

FINANCE

- Corporate Disclosure & Integrated Reporting
- Mergers & Acquisitions,
- Economic Liberalization & Financial Inclusions,
- GST& Tax Reforms, Micro-finance & Micro-credit for Sustainable Business
- Working capital management
- Sustainable practices in capital market
- Behavioral Finance
- Financial management in startup Enterprises
- FINTECH
- Redefining innovative practices in financial services

HR

- Talent Management
- Big Data Analytics
- Human Resource Information Systems
- Competency Mapping for Business Sustainability,
- Global HRM
- Green HRM for Sustainability
- Knowledge Management
- Work – Life Integration & Quality of work life
- Managing change in YUCA Environment
- Gamification and HRM
- Managing Employee relations through Emotional Intelligence
- Stress and Conflict at work place
- Role of Social Media in HRM
- Innovative HRM

SME'S & ENTREPRENEURSHIP

- Startups
- Social Entrepreneurship
- Role of Social and Industry Networks in Promoting Entrepreneurship
- Cultural and Linguistic Linkages and Influences in Entrepreneurship
- Developing Managerial Capabilities for SMEs
- Cultural and Social Orientations towards Promotion of Entrepreneurship
- Sustainable Innovation and Eco-Entrepreneurship

OPERATIONS MANAGEMENT/ ENGINEERING MANAGEMENT

- Supply chain management- Effectiveness Versus Efficiency
- Digital Manufacturing
- Challenges in Supply Chain & Logistics
- Innovations in Logistics & Supply chain Management
- Business model Re-engineering & Innovations
- Lean Six Sigma
- Digital Supply Chain
- Cognitive & Block Chain Technologies

AGRI BUSINESS MANAGEMENT

- ICT Adoption and use by small holders- farmers & Rural communities
- Capacity development for ICT in agriculture & rural development
- Agri- Business policies
- Agri Marketing Distribution & retailing in Agri business

MEDIA MANAGEMENT

- Television Journalism
- Creative Advertising
- Television management
- Visual story
- Digital Environment
- Content writing

BUSINESS ANALYTICS

- Machine learning Algorithm
- Web Analytics
- Healthcare Analytics
- Supply Chain Analytics
- Logistics & Multinomial Regression

This is an indicative topics. Areas not listed above but related to the themes/ sub themes will also be considered. Research Paper Can be Mailed to navprabandhan@svvv.edu.in, monica.sainy1@gmail.com

GUIDELINES FOR PAPER SUBMISSION

1. Abstract should be submitted by September 1, 2019. Only electronic submission in the form of word document as an email attachment is required to be sent. The abstract should be mailed at navprabandhan@svvv.edu.in
2. Full paper should be submitted by September 20, 2019. Only electronic submission in the form of a word document as an email attachment is required to be sent on the email mentioned
3. Paper should include Title of the paper (Font size 12, Times New Roman, Bold), names of the Authors, affiliations, postal and email addresses, and phone numbers (Font size 11, Times new Roman, Italics), Abstract (Font Size 11, Times new Roman, Bold), Paper content (Font Size 12), References (APAFormat) .
4. Acceptance of paper would be notified within a week of the receipt of the full paper
5. Selected papers on the recommendation of the reviewers will be published in ISBN Book or included in the journal of the University.

IMPORTANT DATES

Last date for abstract submission	Sept 22, 2019
Information about accepted abstracts	Sept 27, 2019
Last date for submission of full paper	Oct 06, 2019
Review report of full paper	Oct 12, 2019
Last date for Registration	Oct 26, 2019

REGISTRATION FEES

- Students: Rs. 600
- Research Scholars: Rs. 1000
- Academicians: Rs. 1200
- Executives: Rs. 1500

PAYMENT DETAILS

Registration fee may be sent as DD in favor of Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore or by bank transfer [NEFT/RTGS: Name of Bank- HDFC Bank Ltd., Branch- Cloth Market, Indore (M.P.), CMS Code: SH97VSHVVD, A/c. No.50100256398597, IFSC Code –HDFC0000281, MICR: 452240003, SWIFT Code: HDFCINBBXXX]

PATRONS

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CONVENOR

Dr. Monica Sainy

Shri Vaishnav School of Management
Shri Vaishnav Vidyapeeth Vishwavidyalaya

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Accommodation: Limited accommodation is available in the university guest house on payment basis.

For Further Details & Enquiry Please Call : 98260-74036, 83191-27960