



DCBM
Excellence Through
Management Education

2nd INTERNATIONAL CONFERENCE

On

A Flourishing Digital Era: Innovations in Industry, Education, Management and Society

15TH & 16TH OCTOBER, 2022,
SATURDAY & SUNDAY

PATRON



**HH MAHARAJA VIKRAM SINH
PUAR OF DEWAS**

President, BOG, DC Society

CONFERENCE CHAIR



DR. SONAL SISODIA

Principal, Daly College of Business
Management, (DCBM) Indore

CONFERENCE SECRETARY



DR. SHALU KOTWANI

Assistant Professor,
DCBM, Indore

ORGANIZING COMMITTEE



MR. TAPAS UPADHYAY

Assistant Professor,
DCBM, Indore



MR. VIKAS SURYAWANSHI

Assistant Professor,
DCBM, Indore

DALY COLLEGE OF BUSINESS MANAGEMENT, INDORE

Approved by the Higher Education Department of MP

Affiliated to DAVV, Indore

Visit: dcbm.edu.in

CALL FOR PAPERS

Daly College of Business Management, Indore invites Management Practitioners, Industrialists, Academicians, Research Scholars, and Students to submit and present their research efforts at Second International Conference on "A Flourishing Digital Era: Innovations in Industry, Education, Management and Society" scheduled on, 15th & 16th October, 2022

MODE OF THE CONFERENCE

The conference will be conducted in a Hybrid Mode. Participants can present their research work online or offline.

CONFERENCE PUBLICATION

- Select papers (after review) will be published in the UGC CARE Group Journal (electronic form) at no additional cost.
- All the accepted papers will be published in the edited book bearing an ISBN no. (Hard copy at an additional cost of ₹1000)



IMPORTANT DATES

Last date for submission of Abstract: August 31st, 2022
Communication and Acceptance of Abstract: September 8th, 2022
Last Date for Submission of Full Paper: October 10th, 2022
Last Date of Registration: October 10th, 2022
Conference Date: October 15th & 16th, 2022

All the abstracts and full-length papers should be sent on
organisingsecretarydcbm@gmail.com

REGISTRATION FEE

CATEGORY	SINGLE AUTHOR	WITH CO-AUTHOR
Corporate Delegates	Rs. 2000/-	Rs. 2500/-
Academicians	Rs. 1500/-	Rs. 2000/-
Research Scholars	Rs. 1000/-	Rs. 1500/-
Students	Rs. 500/-	Rs. 1000/-
International Delegates	\$50	\$80

- In the case of early bird registration until August 31, 2022, 10% discount will be offered.
- The Registration Fee includes conference kit, tea, and lunch for offline attendees.
- Certificate will be provided to all the participants.
- For subsequent authors, an additional amount of ₹500 for Indian Delegates and \$30 for International Delegates will be charged.

BANK DETAILS FOR NEFT/RTGS

A/C Name	DALY COLLEGE OF BUSINESS MANAGEMENT
Bank Name	ICICI BANK
Branch Name	ICICI BANK, MALAV PARISAR, AB ROAD, INDORE
IFSC Code	ICIC0000041
Account No	004101051684
SWIFT Code	ICICINBBXXX

BEST RESEARCH PAPER AWARD

The papers presented in the Conference will be evaluated by a panel of experts consisting of prominent academicians and industrialists. Best paper award will be given in respective tracks.

FORMAT OF THE PAPER

Title of the paper
Author Name & Affiliation
Author Email ID
Abstract
Keywords
Introduction
Literature Review
Methodology
Data Analysis and Interpretation
Conclusions
References in APA style only

GUIDELINES FOR CONTRIBUTORS

- Page size: A4 Size only
- Alignment: Justify
- Page Margins: 1" All Sides
- Font: Times New Roman 14pt for Title and Headings, and 12pt for the whole paper
- Figure Caption: Font size-10, lower case and write below the figure, position-center
- Table Caption: Font size-10, lower case and write top of the table, position-center
- Paragraph: Paragraph Indentation by 0.2"
- Line Spacing: 1.5", Header 0.5" and Footer 0.3"
- Word Limit: Abstract should not be more than 250 words and full paper should not be less than 3000 words excluding appendices.

REGISTRATION LINK

<https://forms.gle/7EHW8fAxjA2RT6fT7>

FOR MORE DETAILS CONTACT

Dr. Shalu Kotwani 8319966428 Prof. Tapas Upadhyay 8982146414 Prof. Vikas Suryawanshi 8770672068

DALY COLLEGE OF BUSINESS MANAGEMENT, INDORE

1 Residency Area, Indore 452001 (M.P) India

0731-2710137, 7415400799

Visit: dcbm.edu.in

Indore is a beautiful city situated in the heart of India: Madhya Pradesh. It has been ranked as India's cleanest city five years in a row as per the Swachh Survekshan from the years 2017-2021. Indore has also been declared as India's first "water-plus" city in 2021. It became the only Indian city to be selected for International Clean Air Catalyst Programme. Indore with adjacent industrial towns of Dewas and Pithampur is also known as the commercial center for goods and services in the state. A cultural melting pot, Indore is known for the 7-story Rajwada Palace and the Lal Baag Palace which date back to time of Holkar dynasty. Known for its lip-smacking street food, Indore has two major street food places: Chappan Dukan, the smart street food lane and the night Sarafa Bazaar. Well connected by Air and Rail networks, Indore offers luxurious stays for guests with many hotels offering modern amenities in the heart of city.

Daly College of Business Management (DCBM) was inceptioned in 2018 with a deep commitment towards excellence. With a progressively competitive curriculum in its armor, topped with well-planned pedagogy with learning modalities, it offers a safe and positive environment to the management aspirants. DCBM is offering its BBA Programme (BBA-Strategic Finance and BBA-Strategic Marketing) in affiliation with Devi Ahilya University, Indore. Following the rich legacy, culture, and tradition of Daly College, DCBM is emerging as the pioneer institution in offering transformative educational experience, a curriculum enriched with globally recognized value-added certifications such as US CMA, CDMP, Business Analytics and NEN that make the students future ready. Awarded as the Best Emerging Management College of Central India, by Asia Education Research, DCBM has a vision to set an unparalleled standard for management education by channelizing the transformative power of the management discipline in a righteous manner for the purpose of creating socially conscious entrepreneurs and managers. With the successful mission "to nurture and up-skill management aspirants and future leaders by being a contextually-relevant business school with due adherence to holistic development and blended learning, complemented with the intellectual, social and personal transformation", DCBM is inching towards the zenith in the education industry.

Espousal of the latest technologies and innovations now has become a vital factor for everyone to achieve growth and success. Digitalization and Innovation promotes globalization that eventually has a profound impact on the methodology of disruptive thinking of an organization in terms of people, policies, principles, processes, philosophies, programs and procedures. Consequently, businesses are looking forward to adopt innovative and unique ways for the success of business. Along with manufacturing sector, service sector and start-ups too is emerging triumphant with the help of digitalization. The educational field that manifests adaptability and dynamism as its core characteristics can include digitalization and innovation in teaching-learning pedagogy to carve a successful future. Digitalization provides many opportunities for growth and development, however it also comes with numerous challenges and risks. That is why it becomes imperative for practitioners and policymakers to take a deep research in order to cope up with future contingencies. This International Conference aims to discuss the emerging concepts of innovation and digitalization in various areas and to present the opportunity for the professionals, academicians, research scholars and students to showcase their original research works and experiences in their respective fields. The conference will provide a platform for discussion to the policymakers and other stakeholders to converse about the latest technologies and innovations in the different business areas.



FINANCE

- Crypto Currency
- Block Chain Technology in Financial Market
- Fintech
- Banking 4.0
- Financial Reengineering
- Digitalization of Financial market
- International Financial Economics
- Digitalization and Financial Crisis
- International Financial Markets
- Innovation in Behavioral Finance

- Omni Channel Retailing and Marketing Strategies
- Role of Digital Content in Customer Attraction and Retention
- Digital Marketing, Social Media Influencers, Geo-Fencing
- Role of Augmented Reality (AR) and Artificial Intelligence (AI) in Sales and Marketing
- Role of Robotics in Sales and Marketing
- Evolution of Latest Technology in the Field of Marketing
- Increase in the Usage of Sales Analytics
- Digitalization and Consumption Patterns
- Digitalization and Manufacturing Process



HUMAN RESOURCE (HR)

- Innovation in the Field of Personnel Outsourcing
- Application of HR Analytics
- Role of Digitalization in Employee Retention
- Role of Blended Learning in Employee Motivation
- Artificial Intelligence in the Field of HR
- Role of Innovation in Employees' Growth and Development
- Digital Cultural Transformation
- HR Transformation through Digitalization



EDUCATION

- Artificial Intelligence (AI) in Teaching and Learning
- Digitalization in the Field of Education
- Innovation in Teaching-Learning Pedagogy
- Distance Learning and Virtual Education
- Innovative Social Networking in Education Industry
- Historical and Socio-Cultural Analysis of Online Learning
- Analysis on Early Design for Online Learning
- Digital Learning through Online Courses like MOOCs, NPTEL, SWAYAM and others



LOGISTICS & SC

- Application of Artificial Intelligence (AI) in SCM
- Sustainable/Green Supply Chain
- Hinterland Supply Chain Operations
- Predictive Analytics and Supply Chain
- Omni Channel Supply Chain
- Block Chain in Supply Chain
- Customer Service Strategies & Supply Chain

TRACKS

The 2nd International Conference invites articles, research papers, case studies and abstracts of doctoral dissertation that are multidisciplinary in nature as well as those within the major functional areas, including:

- Role of Digitalization and Innovation in Business and Society
- Digital Transformation in Organization and Industry
- Emerging Green Technology in Business
- Innovative Leadership Skills in Business
- Changing Business Culture through Data Science and Disruptive Thinking
- Business Model Development and Process Transformation
- Applications of Digitalization in Entrepreneurial Decision Making



MARKETING



ANALYTICS

- Emerging Need of Business Analytics
- Emerging Need of Learning Analytics
- Emerging Need of Social Analytics
- Role of Financial analytics
- Role of Predictive Analytics
- Applied Econometrics in Forecasting



ENTREPRENEURSHIP 4.0



DIGITAL MARKETING