



DCBM
Excellence Through
Management Education

3rd INTERNATIONAL CONFERENCE

On
**Digital Living: Redefining Culture
with Technology for Industries,
Education, Society &
Entrepreneurship**

10TH February, 2024, SATURDAY

PATRON



**HH MAHARAJA VIKRAM
SINH PUAR OF DEWAS**
President, BOG, DC Society

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Principal
Daly College of Business
Management, (DCBM) Indore

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DCBM, Indore



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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 Third International Conference on "Digital Living: Redefining Culture with Technology for Industries, Education, Society & Entrepreneurship"

scheduled on, 10th February, 2024, SATURDAY

MODE OF THE CONFERENCE

The conference will be conducted in a Hybrid Mode.

CONFERENCE PUBLICATION

Publication Opportunities:

- Scopus and UGC CARE Indexed Journal (With additional Cost)
- ISSN, Ebsco Indexed, Peer Reviewed Journal
- Edited book bearing an ISBN no. (Hard copy at an additional cost of ₹1,000)

IMPORTANT DATES

Last date for submission of Abstract: January 10th, 2024
Communication and Acceptance of Abstract: January 13th, 2024
Last Date for Submission of Full Paper: January 20th, 2024
Last Date of Registration: February 5th, 2024
Conference Date: February 10th, 2024

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. 1500/-	Rs. 2000/-
Academicians	Rs. 1000/-	Rs. 1500/-
Research Scholars	Rs. 750/-	Rs. 1250/-
Students	Rs. 500/-	Rs. 1000/-
International Delegates	\$50	\$80

- In the case of early bird registration until January 10th, 2024 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

[Google Form Link](#)

FOR MORE DETAILS CONTACT

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Indore is a beautiful city situated in the heart of India: Madhya Pradesh. It has been ranked as India's cleanest city six years in a row as per the Swachh Survekshan from the years 2017-2022. 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 incepted 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, Advertising and Branding 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

- Cultural Capital in the Digital Age
- Behavioural Finance
- Financial Modeling
- Financial Literacy
- Financial Inclusion
- Green Finance
- Financial Analytics
- Predictive Analytics & Finance
- Revenue Management
- Crypto Currency & Block Chain
- Cloud Solutions to Bank
- Creative Accounting
- Internet Banking and Emerging Market
- Cyber Security and Fraud Prevention



Entrepreneurship & General Management

- Entrepreneurial Leadership in the Tech Landscape
- Cultural Dynamics in Modern Management
- Entrepreneurs Shaping Cultural Narratives
- Cultural Intelligence in Tech Management
- Strategic Entrepreneurship in a Changing World
- International Perspectives on Entrepreneurial Excellence
- Management Dynamics in the Global Marketplace
- Entrepreneurial Strategies for Sustainable Global Growth
- Leadership in the Age of Disruption
- Analytics in Entrepreneurship
- Digital Learning through Online Courses
- Innovative Social Networking in Education Industry
- Role of User-Generated Content (UGC)
- Block-chain Technology
- Supply Chain Management and Logistics

TRACKS

The 3rd 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:

- Human Resources in the Tech Age
- HR Strategies for a Digital World
- Digital Cultural Transformation
- Cultural Agility in 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
- HR Transformation through Digitalization



HUMAN RESOURCE (HR)



- Harmonizing Culture and Technology in Marketing
- Digital Content in Customer Attraction and Retention
- Green Marketing Initiatives
- Digital Revitalization of Retail
- Customer Centricism and Privacy
- Innovative Trends in International Marketing
- Data-Driven Global Marketing
- Digital Marketing, Social Media Influencers, Geo-Fencing
- Augmented Reality (AR) and Artificial Intelligence (AI) in Marketing
- Evolution of Technology in the Field of Marketing
- Digital Consumption and Manufacturing Insights



MARKETING

List is indicative not exhaustive