



# **INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT**

**THEME: DISRUPTIONS IN BUSINESS - EMBRACING  
THE AGE OF DIGITALISATION**

**29-30 March 2019**

**Delhi School of Management  
Delhi Technological University**

Formerly Delhi College Of Engineering

**Shahbad Daultpur, Main Bawana Road, Delhi, 110042**

**Ph: 011-27296203, E-mail: [dsm@dtu.ac.in](mailto:dsm@dtu.ac.in)**

## Delhi Technological University

Delhi Technological University (formerly known as Delhi College of Engineering) is one of the most well-known engineering institutions in India, with over 75 years of glorious tradition behind it. A non-affiliating, teaching and research University, DTU is poised to create an environment of a synergetic partnership between academia and industry. It aims to cause a major departure from the conventional system of education and research and aspires to imbibe a culture of scientific research in its management and technology disciplines and develop scientific temper by providing a seamless environment for integration of science, engineering and management. The University also endeavours to provide the thrill of a corporate R&D environment with a planned focus on industry relevant projects. DTU has consistently been ranked among the top institutions of the country in reputed surveys.

## Delhi School of Management

Delhi School of Management (DSM) was established in 2009. With a vision of inculcating a penchant for innovation, research, and experimentation, DSM aims at extending the seven-decade long legacy of DCE by incubating and developing techno-managers, who are adept at identifying pertinent and critical business problems and apply their technical skills and competencies in solving those issues. In order to train its students to face the challenges of an information and knowledge driven work environment, DSM provides them with the Triple E: Education, Experience and Exposure. DSM strives to inculcate in its students the managerial competence, and other professional services in order to fulfil its role of a vibrant and model institution capable of imparting quality education in the area of Management Studies. DSM envisions at developing a knowledge society by providing equitable access to the masses and broadening the span of their participation in the areas of higher education.

## About the Conference

Delhi School of Management, Delhi Technological University is organising an International Conference on Business and Management with the theme of “**DISRUPTIONS IN BUSINESS - EMBRACING THE AGE OF DIGITALIZATION**” on March 29-30, 2019.

The aim of this conference is to reflect the pioneering state of research in the area. Digitalization of the society is structurally and fundamentally changing the way the society, markets and economy are behaving and operating. Storming through the business world, digitalization is navigating the Next Gen Revolution. Digitalization is a major theme cutting across corporate India with every other company investing their resources in technology, software, data and artificial intelligence to create capacities and accelerate growth by establishing discrete competitive advantage. The government’s passion for technology is helping spread best practices and spurring innovation in the public and the private sectors. Digital India, Make in India, Smart Cities, Start-up & Stand-up India and many other initiatives are a step closer to achieving the goal of transforming the country into a digitally empowered economy.

The agenda of the conference is to provide a collaborative platform for researchers, academicians and thought leaders to discuss, know and contribute to the efforts in the direction of an enhanced digital infrastructure.

### SPECIAL FEATURES

- 1. Paper Development Workshop by *Emerald* – writing and publishing quality research papers**
- 2. Best Paper Award (First Prize ₹6000 and Second Prize ₹4000)**
- 3. Bridging the gap between industry and academic research: Special Lectures by Eminent Industry personalities**
- 4. Publication opportunity in reputed Journals**

# CALL FOR PAPER

Research Papers, Articles and Case studies are invited on the theme of the Conference. Within this overall theme, the main topics of the conference include, but are not limited to:

## Finance and Accounting

1. Digital Innovations in Banking and Financial Services
2. Finance and Accounting Enterprise Resource Planning (ERP)
3. Cashless Economy and Digitalisation
4. Digital Auditing and Reporting
5. Exponential Banking
6. Cloud Accounting

## Marketing

1. Customer Relationship through ERP
2. M-commerce & E-commerce
3. Marketing Intelligence
4. Analytics and Marketing
5. Marketing Mix in the era of Disruptions
6. Neuro-Marketing

## Human Resource Management

1. ERP for HRM
2. E-HRM and Virtual HR
3. Smart HR 4.0
4. Employee Relationship Management and Business Intelligence
5. Workforce Analytics

## Economics

1. ICT- Driven Economic Institutions and Practices
2. Global Innovation and Economic Growth
3. Impact of Industry 4.0 in Labour Market
4. Leveraging Digitalised developing economies
5. Financial and Fiscal Innovations for Sustainable Development

## IT, Operations and Supply Chain

1. Managing global business through IT systems
2. Challenges of digital media platform
3. Big data analytics for global business
4. Optimizing services on global platform
5. Enterprise information system and Digitalisation
6. Digital Supply chain
7. E-Governance

## Emerging Trends

1. Global strategy, M&A and competitiveness
2. Big Data Analytics, Business Intelligence tools and Applications
3. Service Innovation and Management
4. Digital Commerce and Competition Laws
5. Knowledge Economy

## GUIDELINES FOR SUBMISSION OF PAPERS

### Guidelines for Abstract:

1. Only original and unpublished research work are sought.
2. Abstract (not exceeding 300 words) with 4-5 key words shall be emailed to [dsm@dtu.ac.in](mailto:dsm@dtu.ac.in) latest by February 25, 2019 in editable format (.doc) and in PDF format containing the title of the paper; name of the author's organizational affiliation; complete mailing address; mobile number; and active e-mail address.
3. Use Times New Roman 12-point font, 1.5 spacing, 1-inch (2.5 cm) margin all around, and with the font size of 12 for title.
4. All the abstracts should be submitted as per the guidelines provided in the brochure and should be sent through mail at: [dsm@dtu.ac.in](mailto:dsm@dtu.ac.in). Participants are also required to provide their details in the Google Form available at the link - <https://goo.gl/forms/AgLvslbj1N11AGF03>

### Guidelines for Full paper submission:

1. Manuscript should be of minimum 3000 words and maximum of 6000 words, including tables, graphs, charts & references.
2. All text should be in 1.5 line spacing with 1-inch margins on all the sides on A4 size paper using the font Times New Roman of size 12 and headings should be bold, in upper case, in a font size- 12.
3. All tables, charts, and graphs should be placed wherever required along with the respective text and numbered continuously as Table 1 / Figure 1/Graph 1 & so on, at the top of the table/figure/graph (centre aligned). The sources, wherever necessary, should be mentioned at the bottom.
4. References should be in line with the APA (American Psychological Association) Guidelines.
5. All the submitted papers will be blind reviewed.

## Registration Fees

- All the participants attending the conference are required to register for the conference.
- At least one of the authors must pre-register for the conference.
- The registration fee for the event covers attendance, program kit, lunches and light refreshments.
- Limited accommodation is available for the registered participants on additional charge basis with prior information.

S. No	Category	Registration Fees
1.	Delegates from Industries	₹ 3000
2.	Delegates from Academic, Research and Development Organisations	₹ 3000
3.	Research Scholar Students	₹ 1500
4.	Foreign Delegates, Presenters	200 USD

## Important Dates

Submission of abstract	Feb 25, 2019
Submission of Full Paper	Mar 12, 2019
Last date for Registration	Mar 14, 2019

## Online Details

Account Number	0 00 0 0 03 4 9 1 89 4 0 20 3
Account Name	REGISTRAR DELHI TECHNOLOGICAL UNIVERSITY – PAYMENTS A/C
Bank Name & Branch	SBI, DELHI COLLEGE OF ENGINEERING (10446)
IFSC	SBIN0010446

## Conference Committee

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## INTERNATIONAL CONFERENCE

ON

## BUSINESS AND MANAGEMENT

March 29-30, 2019

THEME: DISRUPTIONS IN BUSINESS - EMBRACING THE AGE OF DIGITALIZATION

Venue: Delhi School of Management, Delhi Technological University, Delhi

Title \_\_\_\_\_ Name \_\_\_\_\_

Affiliation \_\_\_\_\_

State \_\_\_\_\_ Contact No \_\_\_\_\_

Email \_\_\_\_\_

Co-Author (1) \_\_\_\_\_ Affiliation \_\_\_\_\_

Co-Author (2) \_\_\_\_\_ Affiliation \_\_\_\_\_

Co-Author (3) \_\_\_\_\_ Affiliation \_\_\_\_\_

Participation category:

Title of the paper \_\_\_\_\_

### Registration Information

#### Registration Fee Category Details

- |   |  |
|---|--|
| <input type="checkbox"/> Delegates from abroad                                  | <input type="checkbox"/> Corporate Delegates (India) |
| <input type="checkbox"/> Delegates from research/educational institutes (India) | <input type="checkbox"/> Students/Research Scholars  |

### Payment Details :

Mode of Electronic Transfer : \_\_\_\_\_

Account Name : Registrar Delhi Technological University – Payments A/C

Bank & Branch: SBI, Delhi College of Engineering (10446)

Bank Account Number: 00000034918940203

IFSC Code Number: SBIN0010446

Payment (by one of the methods listed below) must accompany the registration form. Please note your registration will not be processed until payment has been received in full.

- Cheque  Bank draft  Online transfer

### Payment details

Amount Paid Reference No \_\_\_\_\_

Bank Name & Branch \_\_\_\_\_

Date \_\_\_\_\_

(Please email the form along with the payment at [dsm@dtu.ac.in](mailto:dsm@dtu.ac.in) )

### ACCOMMODATION

Limited accommodation is available for the registered participants on charged basis with prior information.