



TENTH INTERNATIONAL CONFERENCE

“DIGITAL STRATEGIES FOR
ORGANIZATIONAL SUCCESS”

JANUARY 5-7, 2019



PRESTIGE

INSTITUTE OF MANAGEMENT, GWALIOR
UGC NAAC ACCREDITED 'A' GRADE INSTITUTE

PIMG : Substantiate Globally

Prestige Education Society, Indore, registered under the Societies Registration Act 1860 was set up by Prestige Group of Industries with an objective to meet the widely felt need for globally oriented management and information technology education and training of professionals. PIMG is one of the five Professional Educational Institutes promoted by the society.



Prestige Institute of Management, Gwalior is a premier institute in central India offering post graduate and under graduate programs in Management and Computer applications. The Institute was set up in the year 1997. The Institute has grown to be recognised as a premier Institute for higher learning. It is a major Learning Centre in Central India and has been Ranked among the top 1000 B-schools in The world (Ed-Universal Official Selection, Paris). ■ Award for Excellence (Asian Association of Schools of Business International, State of Delaware, USA) ■ "Certificate of Excellence" by IAO (International Accreditation Organization) ■ Best B-School in Central India-2017 (Merit Award & Market Research Pvt. Ltd.) ■ Ranked 6th among Private B-School in India (Outlook Money, Issue : June 2016) ■ Ranked 1st in Central India (Outlook Money, Issue : June 2016) ■ 12th Rank among Outstanding B-Schools of Excellence in India (Competition Success Review : Issue Nov. 2017) ■ 20th Rank among Top BBA Institutes All Over India (Times B-School Survey, Issue : June, 2017). ■ Rated AA+ Rating in Top B-School in India (Issue : Career 360 - 2016). ■ AA⁺ Rating in Top B-School in MP (Issue : Career 360 - 2016). The Strikingly modern PIMG Campus, specifically designed to create a stimulating atmosphere, is located at Airport Road, Near Deendayal Nagar, Gwalior, a prominent site, 2 km from Maharajpura, Airport, 7kms from Railway Station and Main Bus Stand. The Campus is aesthetic, user-friendly, spacious, well lit and comfortable. The serene and peaceful environment supplemented by greenery all around provides the right setting for learning.

About Gwalior

Gwalior occupies a strategic location in the central region of India. The city offers the visitors a unique style of architecture. The great Rajput clans of the Pratiharas, Kachwahas and Tomars have left inefaceable marks of their rule in this city of palaces, temples and monuments. The majestic fort, considered as one of the best in the world, located at the heart of Gwalior was built by Raja Man Singh Tomar, of the Tomar dynasty. This formidable structure described as the 'pearl in the necklace of the castles of Hind', dominates the city's skyline with its massive and captivating structure. Gwalior fort also has the Gurudwara DataBandi built in the memory of the sixth Sikh Guru Har Gobind. Close to the heart of the city is splendid Jai Vilas Palace, patterned on the palace of Versailles;



its structure. Gwalior fort also has the Gurudwara DataBandi built in the memory of the sixth Sikh Guru Har Gobind. Close to the heart of the city is splendid Jai Vilas Palace, patterned on the palace of Versailles; it combines Tuscan, Italian and Corinthian styles of architecture. Gwalior is a well-acknowledged place of art, associated with historical as well as contemporary evidence. Gwalior is famous for its contribution to classical music and known for Gwalior Gharana. It is the birthplace of classical Music Maestro Miya Tansen. The Gwalior Trade Fair takes place every year in the month of December-January, which is the true representation of art, culture and heritage of different states of India. Tourists visit Gwalior throughout the year. Gwalior has a population of approx One and a half million. It is surrounded by 5 industrial areas with various national and multinational companies such as SRF, JK Tyres, Godrej, Cadbury, Ranbaxy and Punj Lloyd. Forming a part of the Heritage Tourism belt, Gwalior is a city of tourist attraction.

Season and Climate

Gwalior is located at 26°13'N 8°11'E/26.22°N 78.18°E. Gwalior can be visited from late October to early March without much discomfort. The day temperature of the city ranges between 15 to 25 degree Celsius, and in the nights it can be below 5 degree Celsius during January.

By Air: The Gwalior Airport is situated at 2 km from the Institute. Indian Airlines connect it to important cities like Mumbai, Bhopal, and Delhi. **By Rail:** The Gwalior Rail-head is situated within the city area. All the metropolitan Cities are connected with each Other through Gwalior, 90 trains ply via Gwalior every day.

By Road: Gwalior is extremely well linked by a good network of roadways and road transport to all the important towns of Madhya Pradesh and adjacent areas. It is well linked with Agra (118 km), Delhi (321 km), Jaipur (350 km), Bhopal (423 km), Lucknow, Chanderi (239 km), Khajuraho (275 km), Jhansi (101 km), Indore (486km), Ujjain (455km) and Shivpuri(114km).

Overview of the Conference

"Digital strategy needs to become the essence of business strategy."

- Accenture Strategy

The term digital is not new now. The businesses have their focus on how they can facilitate their customers for a better connection and output. The businesses need to understand that how they can lead their customers, or more apt to the context, will be how they can follow their customers. **Digital strategy** is the application of digital technologies to business models to form differentiating business capabilities. Where business digital strategy should include business goals, digital action plan and how digital activities integrate with an overall business plan. In last two decades it has been noted that digital strategies are combination of business models, operational process, and customer touchpoints and these three pillars have been considered very significant for modern businesses.

Following are some eye-opening facts from the recent reports, which coerce the organisers for the conference on digital strategies:

- 87% of companies think that digital transformation is a competitive opportunity.
- 30% of marketers claim that a lack of training in new skills is a top barrier to success.
- 90% of companies claim that the primary benefit of digital transformation is the increase in employee productivity.
- According to Gartner, 40% of organisations claimed they received considerable cost savings from using digital marketing methods to promote their products and services.
- According to McKinley, 90% of all marketing roles now require digital skills.

Conference Objective

The primary objective of 10th International Conference on digital strategies is to explore the processes, change methodologies, innovation and strategic vision to unfold the positive organizational potential. It is an opportunity for participants to identify the core factors that enable their organization's success and imagine how these can be incorporated as they grow into their constructive potential.

Here the term digital comes and later digital strategies were introduced over the time. This conference brings together a distinguished panel of speakers including academicians from renowned business schools/ Universities/ Institutes, management thinkers, businessmen, industry practisurs, and researchers across the world to share their views how global business firms have adopted digital strategies for the organizational success. This conference will also help you in understating that what has happened to the organisations, which were not ready to adopt the digital strategies on time.

Who Should Attend Conference ?

- Academicians and policymakers are seeking to gain a broader insight into the issues and challenges of digital strategies.
- Industrial executives and innovative leaders seeking to gain broader insight on the issue.
- Researchers and students who are looking for expert guidance on relating to digital strategies and organisational success.

Call for papers

Original papers in different areas are invited on the following sub-themes:

Subthemes in General Management

- Leveraging Online Media for Organizational Success
- Bridging the Gap of Interest and Action for Organizational Success
- IT policy and legal challenges
- Legal issues in digital marketing
- Digital Security
- Artificial intelligence technology
- Intellectual Property Issues in Digital Marketing
- Cyber Laws relating to Privacy and Data Collection
- Digital Commerce and Competition Laws
- Legal and Ethical Issues of Digital Advertising

Subthemes in Finance and Accounting

- Creating the future of finance
- Integrating Business with exciting fintech's
- Digital, Social Media & Tech Innovations in Financial Services
- Successful Transformation for Digitally- Savvy Financial Services Organizations
- Behavioural Science Shaping the Future of Marketing in Financial Services
- Finance and Accounting ERP
- Digital Finance Inclusion
- Cashless economy and digitalization
- Crypto currency
- Bit coin and digital currency
- Digital auditing
- Digital Financial Services
- Exponential banking
- Digital finance ecosystem
- Digital financial supply chain
- Fraud management in digital financial services

Subthemes in HRM

- Digital Human Resources Management
- Human Resource Information System
- Human Capital Analytics
- Digital Human Capital Management
- IT enabled HR Practices
- Automation of HR Administration
- ERP for HRM

Subthemes in IT

- Machine Learning
- Cloud computing
- ERP in functional management
- Big Data and Data Mining
- Digital Image Processing & Computer Vision
- Mobile Computing Processing

Subthemes in Marketing

- Digital Marketing
- Agile Marketing
- Marketing Automation
- Intelligent Demand
- Email Marketing
- Social Media Marketing

- Digital changes and challenges of the HR profession
- e-HRM
- Employee Relationship Management and Business Intelligence
- Digital recruitment strategies
- Employee engagement through digital transformation
- Workforce analytics and planning

- Digital Forensic Data Science
- Digital Signal & Video Processing
- Renewable Energy
- Network Security and ad-hoc network
- Web experience management
- Web analytics and testing

- Online buying
- Content Marketing
- Mobile Shopping
- Customer Relationship Management through ERP
- Digital branding and consumer experiences
- Online shopping behaviour
- Mobile marketing and retargeting

Guideline for Contributor

Original papers are invited from Academicians, Professional, Researchers and Students engaged in the field of Management, Information Technology and Applied Mathematics. The participants interested in presenting technical papers must submit the abstract of the paper (150 words) in English which will be scrutinised by the editorial committee before their acceptance for presenting. The abstract must be accompanied by the author's name(s), affiliations, full postal address, and email id and telephone/fax number along with the title of the paper on the front page. Abstract of all the papers accepted for presentation will be published in the form of souvenir. Full text of the paper is to be submitted in duplicate, typed in MS Word using Times New Roman, font size 12 on A-4 size paper in double spacing (not more than 25 printed pages) and the soft copy of the paper e-mailed to the conference secretary at the mail-id rahul.kaurav@prestigegwl.org. The paper must be accompanied with the author's name (s), affiliation (s), and full postal address, email ID, and telephone number along with the title of the paper on the front page. Selected full research papers will be published in the form of a book, which will be distributed free of cost to all the registered participants.

For the presentation of the paper/s in the conference, the contributors are requested to register themselves at an early date. Registration and presentation of the paper by at least one author in the conference is mandatory to ensure inclusion of the paper in the book. Conference book will be distributed free to those participants only who will attend the conference and present their paper at the conference. Research papers must provide appropriate references in APA format. Paper in absentia needs to be sent along with PPT. Selected papers will also be published in Journal, the special issue of Prestige International Journal of Management and Information Technology-Sanchyan.

Visa Matter

Participants are responsible for obtaining a valid visa before travelling to India. Please visit the Indian Embassy website in the country of your residence. PIMG Conference organisers will endeavour to support your visa application by issuing invitation/confirmation letter when required. However, the organisers will issue such a letter only when you have registered for the conference (either online or by post). Requests for such support should be made directly to rahul.kaurav@prestigegwl.org

Best Ph.D. Thesis Award

To be conferred on the occasion of the 10th International conference (January 5th, 2019)

Best Paper Award

To be conferred on the occasion of the 10th International conference (January 6th, 2019)

Guidelines For Ph.D. Theses Award

1. The contest is open to full-time faculty members/ research scholars of B-Schools located anywhere in the world.
2. One soft copy of abstract/ executive summary of the Ph.D. thesis duly typed in double space must be submitted along with the soft copy in Time New Roman, Font Size 12, in MS-Word by the contestants.
3. The abstract/summary should contain the topic of the thesis, rationale, objectives, methods (study, design, sample and tools), striking findings and implications of the study.
4. To be eligible for admission to the contest, the Ph.D. degree must have been awarded between Jan-2008 and Nov-2018.
5. The abstract/summary of the thesis must be accompanied by the proof of the award of the degree.
6. The abstract/summaries will be screened by the panel of subject experts and selected candidates will be invited to make a presentation based on entire thesis before the panel.

The last date for the receipt of entries is September 15, 2018 in the office of the Director, Prestige Institute of Management, Gwalior.

About Agra



One of India's most famous cities, Agra is home to the breathtaking white-marble Taj Mahal, a truly magnificent

Mughal riverside mausoleum and World Heritage Site. Agra lies in the state of Uttar Pradesh, in North India, and this region is home to less than tree designated World Heritage sites. Agra's Taj Mahal is one of the most famous buildings in the world, the mausoleum of Shah Jahan's favorite wife, Mumtaz Mahal. It is one of the New Seven wonders of the world, and one of three world Heritage sites in Agra. completed in 1653, the Taj Mahal was built by the Mughal king Shah Jahan as the final resting place for his beloved wife, Mumtaz Mahal. Finished in marble, it is perhaps India's most fascinating and beautiful monument.

Registration

Delegate Category (Non Residential)	Registration Fee* (in Rs.) On or Before 31 st Oct. 2018	Registration Fee* (in Rs.) After 31 st Oct. 2018	Registration Fee* (in US\$)
Business Executives	3500	4000	300
Academicians (Faculty)	2500	3000	250
Research Scholar	2000	2500	200
Regular Students	1200	1500	100

Conference Schedule

Day 1 (January 5, 2019)

Fellowship	09.00 - 10.00 AM
Inaugural Session	10.00 - 12.15 PM
Lunch	12.15 - 01.15 PM
Technical Session 1 (Parallel Session)	01.15 - 03.15 PM
Tea Break	03.15 - 03.45 PM
Technical Session 2 (Parallel Session)	04.00 - 06.00 PM

Day 2 (January 6, 2019)

Breakfast	08.00 - 09.00 AM
Technical Session 1 (Parallel Session)	09.00 - 10.30 AM
Technical Session 2 (Parallel Session)	10.30 - 12.15 PM
Lunch	12.15 - 01.15 PM
Technical Session 3 (Parallel Session)	01.30 - 03.30 PM
Technical Session 4 (Parallel Session)	01.30 - 03.30 PM
Valedictory Session	04.00 - 05.00 PM

Note : Day 1-2 of the conference will be web-casted.

Day 3 (January 7, 2019) : Excursion Tour to Taj City Agra

(**Note :** The delegates registered in the category of Business Executives and Academicians will go on excursion tour.)

Important Dates

Last date for submission of abstract - **October 10, 2018**

Notification of acceptance of abstract - **October 10, 2018**

Last date for submission of full paper - **October 30, 2018**

Notification of acceptance of full paper - **October 30, 2018**

Advance booking for accommodation will be arranged on request.

The charges of different Hotel/guest houses will be informed after obtaining the confirmation.

*Registration fee can be paid online in the Account No. : 0328002100028783, Bank - PNB, IFSC No.: PUNB0032800, Bank Code : 024, Branch Code : 032800, MICR Code : 474024006 or paytm or payable by DD drawn in favor of Prestige Institute of Management, Gwalior, Conference Account, payable at Gwalior

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Treasurer
Prestige Education Society

Conference Chairman
Dr. S.S. Bhakar
Phone : +91-9009185775, 0751-4097000
Email : ssb1958@gmail.com

Conference Secretary
Dr. Rahul Pratap Singh Kaurav
Phone : +91-9826569573, 0751-4097035
E-mail : rahul.kaurav@prestigegwl.org

Co-Organizing Secretary
Prof. Vani Agrawal
Phone : +91-9179288111, 0751-4097051
E-mail : vani.agrawal@prestigegwl.org

Co-Organizing Secretary
Prof. Monika Gupta
Phone : +91-9479309664, 0751-4097029
Email : monika.gupta@prestigegwl.org

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- Dr. Robert L. Williams, Jr., Sigmund Weis School of Business, Susquehanna University, USA
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About Affiliating University : Jiwaji University, Gwalior

Jiwaji University Gwalior came into existence on May 23, 1964, through M.P. Govt. Ordinance no. 15 of 1963. Late Dr. Sarvapalli Radhakrishnan, the then President of India, laid the foundation stone on 11th December 1964 at a sprawling campus of over 225 acres of land at Naulakha Parade ground.

It is now almost fifty five years that University has witnessed a logarithmic phase of growth. The university has been accredited with "A GRADE" status. The university has

now once again preparing for NAAC accreditation. The UGC XI plan committee has also appreciated the performance of the university at various fronts. The territorial jurisdiction of the University is spread over the districts of Gwalior, Bhind, Morena, Sheopur Kalan, Datia, Shivpuri, Guna and Ashoknagar. The university has 401 Government, Government aided and Private colleges are catering education to the students under its jurisdiction. These colleges are of Medical, Engineering, Science, Education, Nursing, Management, Arts and Commerce etc.



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Airport Road, Opp. DD Nagar, Gwalior, (M.P.), Ph.: 0751-4097000, 2470725
Email : admissions@prestigegwl.org, Web : prestigegwalior.edu.in, prestigegwl.org