



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

12th
INTERNATIONAL
CONFERENCE
on

Digitalization as Vehicle For Innovation,
Organizational Growth & Effectiveness

19-21 DECEMBER, 2020



CO-HOSTED BY -
ASSOCIATION OF INTERNATIONAL BUSINESS &
PROFESSIONAL MANAGEMENT, INDONESIA



ASSOCIATION OF MANAGEMENT DEVELOPMENT
INSTITUTION IN SOUTH ASIA



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.



The institute objective to impart world class education and training to future professionals in the field of management and computer application is reflected in its all India rankings. i Award for Excellence (Asian Association of Schools of Business International, State of Delaware, USA) i Top Ranked B-School on (ROI) in Asia (Global Excellence) Life Style-2019) i Rated As A+ B-School in India (Chronicle, Issue : Feb. 2019) i Rated in Platinum Category - AICTE-CII (Survey-2018) i Ranked 4th among Top BCA Colleges in India (GHRDC Survey, July 2018) i Ranked 5th among Top BBA Colleges in India (GHRDC Survey, July 2018)

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, Kachwahs and Tomars have left ineffaceable 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; 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.

Weather 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.

Connectivity to Gwalior

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 Train: 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, Delhi, Jaipur, Bhopal, Lucknow, Chanderi, Khajuraho, Jhansi, Indore, Ujjain and Shivpuri.

Conference : An Overview

We are pleased to inform you that Prestige Institute of Management, Gwalior, (M.P), India, (UGC approved, Autonomous, UGC-NAAC Accredited 'A' grade and NBA Accredited Institute) is organizing 12th International Conference on "Digitalisation as Vehicle for Innovation, Organisational Growth and Effectiveness" which will be held on December 19th-21st, 2020.

Digitalization, as we call it today, is sweeping across every aspect of our daily lives in all possible ways. Right from gathering the news we find in newspapers every morning to the billing process at our neighborhood grocery shop, it is digital technology that is making tasks faster and more accurate. The economy today is no longer driven by real currency transactions only, but also electronic transactions that take place, across the globe, within a matter of seconds. The increasing use of digital media in business communication and data dissemination has led to a rapid growth of e-commerce, m-commerce, innovation and growth across the world. Dependence on internet has led to businesses getting established

over the internet and leading to faster trade of wealth and assets, in most cases by using secured internet transaction systems. Business transactions over social networking sites have led to the coining of a new term called “social shopping”. The opening up of the Telecom market and the blossoming of broadband have further paved the way for a flourishing e-commerce sector.

This is not limited to marketing and business transactions alone. Digitalization has brought a paradigm shift to the traditional ways of manufacturing, handling, storing and transporting things. Computer aided designing and manufacturing processes have revolutionized the manufacturing industry and the deployment of industrial robots (which are digitally controlled) have become the order of the day across industries.

The scope of digitalization is immense and its role on the transformation of our lives may span across innumerable business sectors. As a part of the society, Prestige Institute of Management, Gwalior decided to address ever-increasing competition in the market due to digitalisation and innovation, wherein majority of businesses have developed a formal methodology for innovation, and many have R&D groups that explore the frontiers of science. Virtually, every organization on the planet has in recent years, worked systematically to reinvent its business processes for the sake of growth and effectiveness.

Conference Objectives

This conference would be an attempt to identify and acknowledge digitally innovative efforts made by businesses leading them towards enhanced performance so that the other organizations following their example may prepare themselves to face global challenges and emerge as market leaders.

To discuss the issues related to digitalisation as vehicle for innovation, organizational growth and effectiveness, Prestige Institute of Management, Gwalior finds it as an honour to invite you to discuss various innovations, practices and issues, cases and to present paper(s) related to the fields of Business, Management, Social Science, Information Technology, Tourism, Law and other contemporary issues by participating in this three day International Conference to be held at Prestige Institute of Management, Gwalior, (M.P), India.

This conference brings together a distinguished panel of speakers including academicians from renowned Business Schools/ Universities/ Institutes, Management thinkers, businessmen, industry practitioners, and researchers across the world to share their views on how innovations in Management and Information Technology have resulted in emergence of businesses as market leaders in different landscapes.

Who Should Attend Conference ?

- Academicians and policymakers seeking to gain a broader insight into digitalization which have resulted in innovation, organizational growth and effectiveness.
- Industrial executives and innovative leaders seeking to gain broader insight on the issue.
- Researchers and Doctoral/Post-Doctoral students who are looking for expert knowledge and guidance related to digitalization for innovations, growth and organizational effectiveness.

Call for papers

Topics for submission includes following, but are not limited to areas listed below.

Subthemes in General Management

- Application of Artificial Intelligence in Business
- Digital Security
- Internet of Things (IoT)
- Process Digitalization
- Quality Management
- Leveraging Digitalisation for Organizational Success
- Bridging the Gap of Interest and Action for Organizational Success
- IT Policy and Challenges
- Big Data Analytics
- Business Ethics and Corporate Governance

Subthemes in Finance and Accounting

- Creating the Future of Finance
- Integrating Business with Fintechs'
- Digital, Social Media and Tech Innovations in Financial Services
- Successful Transformation for Digitally- Savvy Financial Services Organizations
- Behavioural Science
- Shaping the Future of Marketing in Financial Services
- Digital Auditing
- Digital Financial Services
- Exponential Banking
- Digital Finance Ecosystem
- Digital Financial Supply Chain
- Fraud Management in Digital Financial Services
- Finance and Accounting ERP
- Cashless Economy and Digitalization
- Crypto Currencies
- Digital Finance Inclusion

Subthemes in Human Resource Management

- Digital Human Resources Management
- Human Resource Information System
- Digital Human Capital Management
- IT Enabled HR Practices
- Digitalization of Hr Management
- HR Analytics
- Workforce Analytics and Planning
- ERP for HRM Digital Changes and Challenges of the HR Profession
- E-HRM

- Human Capital Analytics
- Employee Relationship Management and Business Intelligence
- Digital Recruitment Strategies
- Employee Engagement Through Digital Transformation

Subthemes in Information Technology

- Machine Learning
- Cloud Computing
- Big Data and Data Mining
- Digital Image Processing and Computer Vision
- Digital Forensic
- Data Science
- Blockchain
- Mobile Computing Processing
- Digital Signal and Video Processing
- Renewable Energy
- Network Security and Ad-Hoc Network
- Web Experience Management
- Web Analytics And Testing

Subthemes in Marketing

- Digital Marketing
- Guerrilla Marketing
- Internet Marketing
- Social Media Marketing
- Online Shopping Behaviour
- Mobile Marketing and Retargeting
- Viral Marketing
- Consumer Behaviour
- Online Buying
- Content Marketing
- Mobile Shopping
- Digitalization of Customer Relationship Management
- Digital Branding and Consumer Experiences
- Marketing Analytics

Subthemes in Tourism

- Data-Driven Customer Centricity
- Catering to Millennials
- Digital Promotion of Destination
- Information Technology in Tourism
- Digital Tourism
- Virtual Reality and Application in Tourism

Subthemes in Law

- Intellectual Property Issues in Digital Marketing
- Cyber Laws Relating to Privacy and Data Collection
- The legal framework for e-payments
- Digital Commerce and Competition Laws
- Legal Issues in Digital Marketing
- Legal and Ethical Issues in e-Commerce

Guidelines for Contributors

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 paper in technical session must submit the abstract of the paper (150 words) in English which will be scrutinized 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 raturaj.baber@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 Scopus listed journals mention in publication opportunity and remaining papers will be in the form of E-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 E-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.

Visa Facilitation

Obtaining Visa from India is possible through website www.indianvisaonline.gov.in. Possibly your country is listed on Visa on arrival. However, the organisers will issue such a letter only when you have registered for the conference. Requests for such support should be made directly to raturaj.baber@prestigegwl.org.

Best Ph.D. Thesis Award

To be conferred on the occasion of the 12th International conference (December 19th, 2020)

Best Paper Award

To be conferred on the occasion of the 12th International conference (December 20th, 2020)

Guidelines For Ph.D. Thesis 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 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, methodology (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 January 2015 and September 2020.
 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.
 7. Those who are registering need to assure that the thesis should be awarded before they attend the conference.
- The last date for the receipt of entries is September 30th, 2020 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 three designated World Heritage sites.

Publication Opportunities

The Conference paper will be published in Elsevier conference proceeding and selected papers will have opportunity to be published in the following journals:

1. Journal of Applied Management and Investments (JAMI)
2. Sanchayan (Prestige International Journal of Management & IT, UGC listed)
3. International Journal of Applied Business & International Management (IJABIM)
4. Asia Pacific Journal of Management and Education (APJME)
5. International Journal of Accounting & Finance in Asia Pasific (IJAFAP)
6. International Journal of Tourism & Hospitality in Asia Pasific (IJTHAP)
7. Journal of the Community Development in Asia (JCDA).
8. Remaining papers will be published in one edited volume with ISBN Number
9. The selected papers will also be published in FIIB Business Review, a special issue after a proper review process.
10. Selected papers will be published after peer review in an edited book published by Apple Academic Press, USA.

Important Dates

Last date for submission of abstract	-	September 20, 2020
Last date for submission of full paper	-	October 05, 2020
Notification of acceptance of full paper	-	October 20, 2020

Advance booking for accommodation will be arranged on request.
The charges of different Hotel/guest houses will be communicated 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

Conference Schedule

Day 1 (December 19, 2020)	
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 (December 20, 2020)	
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

Day 3 (December 21, 2020) : Excursion Tour to Taj City Agra
(Note : The delegates registered in the category of Business Executives and Academicians will go on excursion tour.)

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

Registration

Delegate Category (Non Residential)	Registration Fee* (in Rs.) on or Before 31 st Oct. 2020	Registration Fee* (in Rs.) After 31 st Oct. 2020	Registration Fee* (in US\$)
Business Executives	3500	4000	200
Academicians (Faculty)	2500	3000	150
Research Scholar	2000	2500	50
Regular Students	1200	1500	25



Chief Patron Dr. N.N. Jain Chairman Prestige Education Society	Patrons Dr. Davish Jain Chairman Governing Body, PIMG	Patrons Mr. Dipin Jain Treasurer Prestige Education Society
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Advisory Board

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- Dr. Pankaj Atri, Professor, Bundelkhand University, Jhansi
- Dr. Muneesh Kumar, Professor, FMS, Delhi

About the 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 by UGC-NAAC.



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