

XIX Annual International Conference

Managing Digital Revolution: Inventing Future India

January 5-6, 2018

Venue: Delhi Technological University, Delhi



- **Delhi School of Professional Studies and Research (DSPSR)**

NAAC Accredited 'A' Grade Institution

[Affiliated to Guru Gobind Singh Indraprastha University, New Delhi]

In Collaboration with

- **Delhi Technological University, Delhi**
 - Indian Commerce Association, Delhi Chapter
- Society for Human Transformation and Research (SHTR), Delhi
- Divine International Group of Institutions, Gwalior, India
 - Rotary Club of Delhi Maurya, Delhi
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CALL FOR PAPERS

A report from the Internet and Mobile Association of India and market research firm IMRB International said that the overall Internet penetration in India in 2016 has been around 31%. Urban India with an estimated population of 444 million already has 269 million (60%) using the Internet. Rural India, with an estimated population of 906 million as per 2011 census, has only 163 million (17%) internet users. Thus, there are approximately 750 million potential users in rural India who are yet to become Internet users; if only they can be reached out properly. Contributing factors to this impediment are a lack of infrastructure & a need to improve Internet literacy.

To address these challenges, on 1 July 2015, India's Prime Minister Narendra Modi launched an ambitious and forward-thinking flagship program of Government of India called Digital India with a vision to transform India into a digitally empowered society and knowledge economy. Digital India seeks to expand India's digital infrastructure so that every citizen has access to the Internet and knows how to use it. A major part of the program is to connect rural areas to the Internet. Three core goals are: creating infrastructure, delivering services digitally and increasing digital literacy.

Digital India aims to provide the much needed thrust to the nine pillars of growth areas, namely Broadband Highways, Universal Access to Mobile Connectivity, Public Internet Access Programme, e-Governance: Reforming Government through Technology, e-Kranti - Electronic Delivery of Services, Information for All, Electronics Manufacturing, IT for Jobs and Early Harvest Programmes.

All the elements are in place for India to become a global leader in Digital Revolution- telecom network becoming more and more competitive by the day (thanks to the Indian 'start-up' JIO), cost of mobile handsets going down with some major international and domestic players penetrating tier I and tier II cities, Wi-Fi network available at public spots like airports, railways stations, bus stands, shopping malls and restaurants and lastly the insatiable appetite for digital services provided by the series of successful Indian-grown-foreign-funded internet start-ups, right from buying hair pins to booking a table at a restaurant.

With the Demonetization Scheme giving impetus to the digital payment companies, it has not only solved the credit money crisis for Indian retail start-ups but also opened new avenues of marketing for Indian SMEs with brick & mortar setups.

SUBMISSION GUIDELINES

- Researchers and Practitioners can submit their Papers exclusively on central theme and also they can submit papers specific to the track.
- The Abstracts should be no more than 250 words with Purpose, Methodology, Findings, Research Limitations, Practical Implications, Originality/ Value, and Key Words (maximum 5).
- The particulars regarding the title of the paper and author(s)'s name(s), designation(s), official address(es), phone/fax number(s) and e-mail address(es) should also be mentioned along with the abstract on a separate sheet for blind peer review.
- Papers should not exceed 10,000 words in length (all inclusive) with an abstract of no more than 250 words.
- Manuscripts in Microsoft Word (12 point Times New Roman font, double spacing and 1" margins on all sides).
- Follow formatting strictly as stated. Authors should include figures and tables within the text where they are intended to appear.
- All the accepted papers for presentation will be published in the proceedings.
- Submit abstracts/full papers to:
info@internationalseminar.org or ic@dpspr.in
- Visit Conference Website for more details:
www.internationalconference.in/
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Technical Sessions:

1. Digital Economy: Challenges & Opportunities
2. Innovative & Disruptive Technologies in Business
3. Demonetization: Short & Long Term Implications
4. Politics vs. Economics: The Road Ahead
5. Research Paper Presentations on Contemporary Issues: (Accounting; IFRS; Finance; Micro Finance; Marketing; Digital Marketing; HRM; IT; IB; Production and Operations Management; Construction Management; Supply Chain Management; Applied Economics; Rural Development; Entrepreneurship Development; Inclusive Growth; Sustainable Development; Creativity & Innovative Practices; Development Economics; Ethics; Morality; Spirituality; Role of Civil Society; CSR; Startup India; Make in India; Stand up India; et al.)

Best paper awards will be given in each Technical Session

- Some Selected Papers along with the selected best paper awards will be published in International Journals like Delhi Business Review (Listed in Cabell's Directory, USA), DSM Business Review, et al.
- Two best papers awards will be given in each Technical Session.
 - Prof. Om Prakash Award for best paper
 - Prof. P.N. Singh Award for second best paper

CHAIRPERSONS/ KEY-NOTE/ EMINENT SPEAKERS

INTERNATIONAL	NATIONAL
<p>Prof. Hamid Saremi, Vice-Chancellor, Islamic Azad University of Iran - Quchan Branch</p> <p>Dr. Swami Parthasarathy, Pro-Chairman, United Nations Organization for Economic Cooperation & Development (UNOECD), Asia Pacific Zone, Manila, Phillipines</p> <p>Prof. Suneel Maheshwari, Professor, Indiana University of Pennsylvania, Indiana, Pennsylvania, USA</p> <p>Prof. Uday Tate, Professor, Marshall University, USA</p> <p>Prof. S. M. Gomes, Professor, Gedu College of Business Studies, Bhutan</p> <p>Dr. Dan Jones, President of Texas A&M University – Commerce, Texas, USA</p> <p>Dr. Larry Lemanski, Provost and Vice President for Academic Affairs, Texas A&M University-Commerce</p> <p>Dr. Kenneth Clinton, Associate Vice President, Texas A&M University-Commerce, Texas, USA</p> <p>Prof. Dr. Andras Nabradi, Professor and Dean, Centre for Agriculture & Applied Economic Sciences, Faculty of Applied Economics and Rural Development, University of Debrecen, Debrecen, Hungary</p> <p>Doc. Dr. Ing. Elena Horska, Vice-Rector for International Relations and Public Relations, Slovak University of Agriculture in Nitra, Nitra, Slovak Republic</p> <p>Prof. Petr Sauer, Professor and Head, Department of Environmental Economics, University of Economics, Prague, Czech Republic</p> <p>Prof. Coskun Can Aktan, Faculty of Economics and Management, Dokuz Eylul University, Izmir, Turkey</p> <p>Dr. Rakesh Gupta, Senior Lecturer, Department of Accounting, Finance and Economics, Griffith Business School, Griffith University, Nathan Campus, Australia</p> <p>Dr. I Ketut Warta, M.S., IKIP Education, Indonesia</p> <p>Dr. Uttam Kumar Datta, Senior Management Counselor & Head of Marketing Management Division, Bangladesh Institute of Management, Dhaka</p> <p>Prof. Terry Parrish, President, ICE Academy, London, UK</p> <p>Ms. Neeta Rajput, Director, ICE Academy, London, UK</p> <p>Mr. Satish Visavadia, Director, ICE Academy, London, UK</p> <p>Dr. Rana Singh, Director, Institutional Effectiveness, University of Jazeera, Dubai</p> <p>Dr. Kavita Goel, Lecturer, Australian Institute of Business, South Australia</p>	<p>Prof. Yogesh Singh, Vice-Chancellor, Delhi Technological University, Delhi</p> <p>Prof. S.K. Garg, Pro Vice Chancellor-I, Delhi Technological University, Delhi</p> <p>Prof. Anu Singh Lather, Pro Vice Chancellor-II, Delhi Technological University, Delhi</p> <p>Dr. Ranjan Yadav, HOD, DSM, Delhi Technological University, Delhi</p> <p>Prof. G.C. Maheshwari, Professor, DSM, Delhi Technological University, Delhi, & Formerly, Dean, FMS, MS University of Baroda, Vadodara</p> <p>Prof. Pradeep Kumar Suri, Professor and Former Head, DSM, Delhi Technological University, Delhi</p> <p>Prof. R. L. Godara, Former Vice Chancellor, HN Gujarat University, Patan, Gujarat</p> <p>Prof. K.V. Bhanu Murthy, Formerly, Head & Dean, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi, Delhi</p> <p>Prof. O.P. Sharma, Director General, Maharishi University of Information Technology</p> <p>Dr. Nand Dhameja, Professor, IIPA, New Delhi</p> <p>Prof. Dinesh K. Gupta, Professor, University Business School, Panjab University, Chandigarh</p> <p>Prof. H.K. Singh, President – Indian Association for Management Development (IAMD), and Professor, Department of Commerce, BHU, Varanasi, U.P.</p> <p>Prof. Yogesh Upadhyay, Dean, Faculty of Management, School of Studies in Management, Jiwaji University, Gwalior</p> <p>Dr. Rajveer Sharma, Associate Professor, Atma Ram Sanatan Dharma College, University of Delhi</p> <p>Dr. Balwinder Singh Saini, Secretary, Indian Commerce Association</p> <p>Prof. Narender Garg, Dean – Academic Affairs, IG University, Meerpur, Rewari</p> <p>Prof. Sanket Vij, Head, Department of Commerce and Management, BPS Mahila vishwavidyala, Khanpur Kalan, District Sonapat Haryana</p> <p>Mr. Subhash Jagota, CEO, Global Business Solutions, Delhi</p> <p>Dr. Aruna Baroota, Clinical Psychologist & International Trainer</p> <p>Shri. C.M. Khurana, General Manager, Oriental Bank of Commerce, Gurgaon, Haryana</p> <p>Mr. Vivek Gupta, Associate Vice President, Steria (India) Ltd.</p> <p>Mr. Prasun Chowdhury, Director, Avenir</p>

REGISTRATION

Submission of Full Paper along with Abstract	December 15, 2017
Payment of Registration Fee	December 15, 2017

FEE DETAILS

CATEGORY	INDIAN PARTICIPANTS (Rs.)	FOREIGN PARTICIPANTS (\$)
Business Executive/General	4000	300
Academicians	3000	200
Research Scholar	2500	150
Students	2000	125
Accompanying Spouse	2000	125

The registration fee includes:

- participation of one registered person in the Seminar
- publishing of abstracts & full papers in the international scientific proceeding in the form of CD with ISBN number
- Seminar kit
- Tea and Lunch during the Seminar.

Please note:

- The fees does NOT include accommodation and the booking must be arranged individually according to offer of recommended accommodation.
- By paying the fee you agree that complete amount is non-refundable.

Payment Options:

1. Direct Deposit in the bank account

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2. Demand Draft drawn in the favor of "International Conference" payable at New Delhi to be mailed at contact details mentioned below:

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