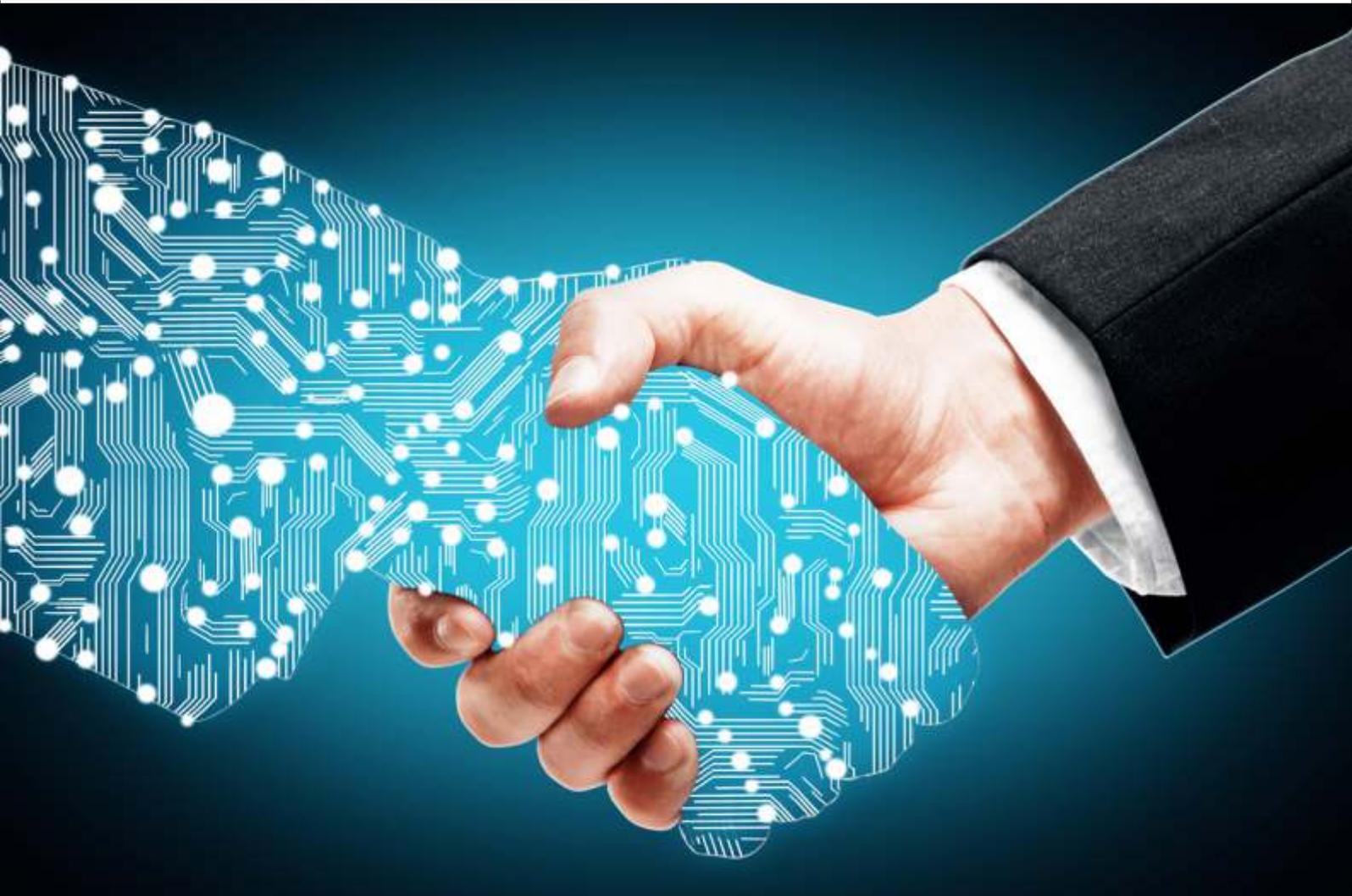


International e-Conference on

TRANSITIONING FROM DIGITAL INCLUSION TO DIGITAL EMPOWERMENT

26th – 27th November, 2020



organised by

SCHOOL OF BUSINESS STUDIES

ABOUT THE CONFERENCE

Digital inclusion has three broad facets: access, adoption, and application. These facets show the ultimate goal of creating digitally inclusive communities.

Importantly, “digital inclusion” has been articulated specially to address issues of opportunity, access, knowledge, and skill at the level of policy. Whereas discussion around the digital divide tends to focus on the access available to individuals, digital inclusion is meant to signal a focus on a practical, policy-driven approach that addresses the needs of communities as a whole. In short, digital inclusion is a framework for assessing and considering the readiness of communities to provide access to opportunities in a digital age. This digital inclusion delivered through access to digital platforms serves to improve efficiency of service delivery, and reduce response time and corruption. Empowerment follows inclusion in due course.

Empowerment is different from inclusion. Inclusion is limited to providing a citizen-individual or corporate, access to devices and networks that can enable her to get the information and services necessary and appropriate for her. Empowerment, on the other hand, has an essential element of agency; without this, an individual and a corporate citizen cannot be called digitally empowered.

'Digital empowerment' starts with access to the digital world. It includes the ability to confidently participate in the digital world, and reaches its desired goal when citizens- individual as well as corporate can voluntarily, proactively, and creatively use the existing knowledge, as well as build on it.

It's a winding path from digital inclusion to digital empowerment and ultimately to the knowledge economy. A knowledge society and economy is one in which organizations are built to further the limitless development of people through creating, mass-produced and mass-utilized knowledge. It recognizes all people as potential owners and creators of knowledge and hence requires openness, freedom, and democracy for furthering the progress towards a knowledge society.

This International e-Conference, focusing on this core-theme, will provide an ideal forum and platform to the participants from across disciplines, including academicians and research scholars and industry leaders and executives to bring to bear and share their scholarship and scholastic explorations, achievements and experiences as it pertains to the issue and theme of digital inclusion and empowerment.

CONFERENCE OBJECTIVES

- To offer a platform to the participants across disciplines to present and share their works and researches pertaining to digital access including availability, affordability, design for inclusion and public access to digital enablers.
- To share and present and disseminate their research findings pertaining to the 'Adoption' aspect of the digital enablers including the relevance, digital literacy and issues of consumer safety associated therewith.
- To share and disseminate their research findings as it relates to the domain specific application part of the digital technologies and resources in economic and workforce development, education, healthcare, public safety and emergency services, civic engagements and social connections.
- To afford an international platform for cross-fertilization of ideas relating to digital inclusion and empowerment and also to provide an inter-disciplinary and cross-functional perspective.
- To provide and nurture a networking platform to the scholars from academia and industry, to develop a mutually symbiotic association for the larger good of humanity.



CONFERENCE THEMES

Track 1: Digital Transformation and Marketing

Digital Marketing | Marketing Communication | Customer Relationship Management | Sales Automation | Digital Marketing technologies and Platforms – Social Media, Paid Media, SEO, Email, Reporting Campaign Effectiveness, Training etc | Marketing analytics | Website Traffic | Customer Profiling and Individualized Targeting | Digital Supply Chains | Digital Technologies and Marketing Strategy | Customer Experience Management | Marketing Campaign Management using Digital Technologies | Digital Technologies and the 4Ps of Marketing | Data Driven Marketing | Artificial Intelligence and Marketing Effectiveness | Omnichannel Marketing | Digital Branding | Digital Distribution of Services and Digital media content | Digital Promotions and Strategies | Digital Products Development, Pricing, Promotion and Distribution | Digital Media Planning | Digital Targeting | Content Creation, Website Messaging, Content Sharing | Targeting Audiences Online | Database Marketing | Viral Marketing | Digital Transformation and integration of digital technology across business functions |

Abstract and full paper submission to **Dr. (Prof) Satendar Singh** at satendar.singh@sharda.ac.in

Track 2: Digital Transformation and HRM, OB & Leadership

Talent Acquisition | Talent Management & Teamwork | Talent Retention | Compensations & Reward Management | HRM Process Transformation, Automation & Optimization | Training & Development | Performance Management | Human Resources Information Systems | Changing role of HRM with the Advent of Digitalization | Employees Participation, Involvement and Experience Management | Payroll Management | Record Keeping, Training & Skill Management | Job Interviews, Hiring & Compensation | Digitized Recruitment System | Application of Cloud based Systems in HRM | Virtual Reality and Augmented Reality Transforming HRM | HR's Role in Business wide Digital Transformation | Learning and Development & Reward and Recognition |

Abstract and full paper submission to **Prof. Swati Bansal** at swati.bansal@sharda.ac.in

Track 3: Digital Transformation and Finance & Accounts Functions and Management

Business Finance- Business Partnering, Reporting, Planning, Budgeting & Forecasting | Specialized Finance- Tax, Treasury, Investor Relations etc | Blockchain Technology and Finance | Account Receivable (AP) and Account Payable (AP) Processing | Book Keeping | Budgeting | Financial Reporting and Controlling | Management Reporting | Statutory Reporting | Statutory Audit Preparation | Treasury Support | Year-End Closing Procedures | Monthly, Quarterly and Year-End Statutory Reporting | Financial Reporting and Accounting Operations | Cash Accounting | General Accounting | Endowment Accounting | Corporate Accounting | Project Accounting | Treasury Management and Bank Reconciliations | Accounting processes and Procedures |

Abstract and full paper submission to **Prof Anup Kumar Srivastava** at anupkumar.srivastava@sharda.ac.in

Track 4: Digital Transformation in Innovation and Entrepreneurship

Innovation success | Incremental innovations | Capability to innovate | Effect of Training on innovation | Managing disruptive innovations | Innovation and Product design | Regional and cluster innovation | Academic Entrepreneurship | Evolutionary Learning, Entrepreneurship training and development | University-Enterprise cooperation | Research-based spin-offs | Innovation in Education | New venture creation | Intrapreneurship | Innovation in management processes | Start-up Management | Entrepreneurship development programs | Risk Analysis | Technological Innovation Process | Incremental Innovations | Social innovation and social entrepreneurship | Green Innovation and Entrepreneurship | Venture capital | Knowledge-based Innovation | Technology entrepreneurship | Customer centric strategy through innovation | Innovations and Business Start-ups | Organizing to Innovate with Competitors | Surrogate entrepreneurship |

Abstract and full paper submission to **Dr. Monica Agarwal** at monica.agarwal@sharda.ac.in

Track 5: Digital Transformations in Operation Management & Information System

Behavioural Operations Management | City/Urban Logistics | Closed Loop Supply Chains | Empirical Research in Operation Management | Operational Excellence | Healthcare Operations Management | Humanitarian Logistics and Disaster Relief | Inventory Management, Marketing and Operation Management Interface | Operation Management and Operation Research | Quality Control and Six Sigma | Retail Operations Management | Scheduling and Logistics | Service Operations | Supply Chain Analytics | Sustainable Operations Management | Digital Manufacturing | Internet of Things & Industry 4.0 | Lean management | Business Process Re-engineering | Use of Analytics in making management better | Applying new ICT tools for business | Data Security | Cloud computing, Artificial Intelligence & Business Processes | Information Systems | Platform Architecture | Productivity Management and Total Quality Management | Production Planning | Database Management Systems | Management Information System (MIS) and Information Economics |

Abstract and full paper submission to **Dr. Sweta Dixit** at sweta.dixit@sharda.ac.in

Track 6: Digital Transformation in World Economy and International Business

IB in the Pandemic and Post-Pandemic Era| Responses of people, entrepreneurs, and government with respect to disruptions brought about by natural calamities and pandemics| MNEs and Sustainable Development, MNEs, Institutions, and Policy| MNE Organization and Strategy, Corporate Governance, Disruptions for family businesses| Digital Innovation and Value Creation| Teaching in IB, Pull- and push-factors| Changing eco-systemic conditions and its impact on start-ups| Virtual collaboration, remote working, working from home, and digitalization (e.g., Zoom)| Business angels changing funding and investment in new enterprises| Disruptions as opportunity exploration for new, innovative entrepreneurship| Implications of disruptions for international entrepreneurship (e.g. born global, international new ventures, early and rapidly internationalizing firms, international SMEs, SME exporters)| Capitalizing on opportunities thrown up by disruptions| Disruptions forcing wind-ups and alternatives for Business Continuity| Disruptions forcing course-corrections, alternative explorations and the wider long term ramifications| Negative impact of digital technology on employment and income distribution| Digital transformations and re-skilling and skill augmentation| Digitalization and changing global competitiveness and economic prosperity| Digitalization and changing production processes and business models| Technology induced changes in competitiveness of countries and impact on factor markets|

Abstract and the full paper submissions to Dr. Vineet Gupta at vineet.gupta1@sharda.ac.in

P.S.- The itemized topics under each track are just indicative and not meant to be exhaustive.

CONFERENCE HIGHLIGHTS

- Publication opportunities for selected Papers in edited books by Bloomsbury Publishing/ Springer with ISBN .
- Presentation & Participation Certificates to all registered authors.
- Two Best Paper Presentation Award/Certificate in each track.

ABSTRACT GUIDELINES

Abstract Submission Process

You are invited to send your abstract to the “International e-Conference on Transitioning from Digital Inclusion to Digital Empowerment 2020”, you have to send your abstract on or before the abstract submission deadline of **28th October 2020**. After review and approval, we will send you the abstract acceptance notification. Upon payment of the registration fee, your presentation will be confirmed and a unique registration ID will be issued.

How to Submit

- Please submit the abstract to the respective track coordinators, whose email IDs have been given underneath each track. Use the subject line 'TDIDE2020' in the forwarding mail for submission.
- The acceptable word range for the abstract is 300 –500 words, including 3 to 5 key words at the bottom.
- Please send in a brief biography including your credentials and mailing IDs together with the Abstract.
- Submit, if possible, well before the submission deadline in order to avoid last minute potential hassles.

Full Paper Guidelines

If your abstract is accepted and you have paid the registration fee for the International Conference on Transitioning from Digital Inclusion to Digital Empowerment 2020, you are encouraged to submit your full papers before 20th November 2020.

We accept the submission of high quality papers describing original and unpublished results of conceptual, constructive, experimental and theoretical work or research in progress in all of the areas mentioned in the focus area.

For the purpose of publication the similarity index will be as per the respective publishers' guidelines.

The format of the paper should be in APA.



FORMATTING & PAPER LENGTH LIMIT

Follow the instructions mentioned below:

Paper length	Full paper: within 12 pages, including references, tables/ charts and keywords
Abstract length/Full-Paper Length	300-500 words/up to 5000 words
Key words	3-5 words
Font	12-point Times New Roman
Paragraph	Double-spaced
Margin	Normal (Top:2.54 cm , Bottom: 2.54 cm; Left : 3.18cm , Right:3.18cm)
Page numbers	Bottom-centered
Layout	One-column Portrait
Format	MS Word-compatible file

Full paper reviewing process

- All manuscripts will be subjected to single blind peer-review and are expected to meet the scientific criteria of significance and academic excellence.
- The submitting author is responsible for ensuring that the article's publication has been approved by all the other co-authors and takes responsibility for the paper during submission and peer review.
- For the purpose of publication the authors are required to hand over the copy rights of their research papers/articles to the publisher.
- The publisher will not be held legally responsible should there be any claims for compensation.

IMPORTANT DATES

S. No.	SUBJECT	DATE
1.	Abstract Submission deadline	28 October 2020
2.	Intimation of the abstract acceptance	30 October 2020
3.	Registration, fee payment & Full paper Submission Deadline	20 November 2020
4.	Intimation of Full Paper Acceptance	22 November 2020
5.	Conference dates	26 - 27 November 2020

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(Hon'ble Chancellor) Sharda University

PATRON



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(Hon'ble Pro-Chancellor) Sharda University

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Get Yourself Registered at - <https://rb.gy/ywtafc>

Note: The abstract has to be submitted at the mail IDs of the respective Track Coordinators, after completing the registration at the link provided above.

REGISTRATION FEES

Academician - **INR 500/-**

Student/Scholar - **INR 300/-**

Corporates – **INR 700/-**

International Participants – **U.S. \$ 15.**

Important: All the Co-Authors will be required to register individually and Pay individual fee of Rs.500/- (U.S. \$ 15 for international participants) each for their Participation/Presentation.

Conference Fees is inclusive of GST

Price of the edited book + delivery charges INR 800 (extra delivery charges as per actuals for international delegates)

In order to register for the Conference, please make the payment at:

SHARDA UNIVERSITY- SEMINAR
CURRENT ACCOUNT

ICICI bank

A/c:- **025405005815**

Alpha-1, Greater Noida- 201306 (Gautam Buddh Nagar)

IFSC Code:- **ICIC0000254**

Or
Pay through the QR code
as below:



ABOUT SHARDA UNIVERSITY

Sharda University is a leading Educational institution based out of Greater Noida, Delhi NCR. The University has established itself as a high-quality education provider with prime focus on holistic learning and imbuing competitive abilities in students. The University is approved by UGC and prides itself in being the only multi-discipline campus in the NCR, spread over 63 acres and equipped with world class facilities. Sharda University promises to become one of the India's leading universities with an acknowledged reputation for excellence in research and teaching. With its outstanding faculty, world class teaching standards, and innovative academic programmes, Sharda intends to set a new benchmark in the Indian education system.

ABOUT SCHOOL OF BUSINESS STUDIES

Amongst the leading Business Schools of India, SBS provides management education with innovative applied research, practice based and harnessing technology and best management practices to shape young brains. It endeavours to prepare them for a successful and ambitious career to embrace the fiercely competitive globalized business world.

With the entire new generation of youngsters brought up in very different environment viz. global exposure, turmoil in the international markets, a visible significance of emerging markets, dramatic technological transformations in the society and the new emerging educational streams and mobility in employment, management education has undergone a transformation. SBS provides a focus on a holistic multi- disciplinary, multi-cultural, multi-role and leadership perspectives for the budding managers.

For any enquiry please contact:

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Prof. Himanshi Puri- **+91 8447879131**

IMPORTANT: The conference will be conducted on the Google Meet virtual platform, the link for the same will be shared with the accepted participants well in advance.

Conference Email Id: conference.sharda@gmail.com

Telegram Link- https://t.me/SBS_SU

SHARDA UNIVERSITY CAMPUS- Plot No. 32, 34, Knowledge Park-III, Greater Noida (Delhi-NCR) | 0120-4060210/11

