

INTERNATIONAL e-CONFERENCE
Managing in the Digital Age

Friday, March 26, 2021

Organized by:

UNIVERSITY SCHOOL OF MANAGEMENT STUDIES
Guru Gobind Singh Indraprastha University, Delhi

www.ipu.ac.in

INTRODUCTION

In the digital age that we live in today, knowledge power base has shifted from management to the employee and the market power base has shifted from the producer to the consumer. The information explosion is flattening the old hierarchies and dramatically increasing the rate of change. Traditional approaches such as restructuring and reengineering are not sufficient to sail through the changing landscape of business. Business battles are increasingly being fought in the web space rather than the market place. Organizations are forced to relook at their strategic competitive advantage and need innovative strategies, approaches, and leadership capability to reform organizational processes and practices to align to the new requirements of the digital age. Right business processes and practices will provide the efficiencies and agility that organizations need to succeed and sustain their competitive advantage. This conference is aimed at providing a platform to guide the planning and implementation of management strategies, processes and practices to deal with opportunities and challenges that digital economy provides, for almost all organizations, across both the public and private sectors. The conference shall be beneficial to academicians, researchers, business leaders, Innovators, entrepreneurs, digital strategists and other related professionals in Management, IT and allied areas. The deliberations would be in the form of Invited Papers and their presentations.

ABOUT ORGANISERS

Guru Gobind Singh Indraprastha University is a dynamic growth oriented university facilitating and promoting professional education and research in emerging areas of higher education. The University had been accredited as “A” Grade by NAAC (UGC) and ranks among the top fifty Government Management Institutions (Outlook Survey 2020). The **University School of Management Studies (USMS)**, the Management School of the University with a passion for academic excellence (ranked 57 in NIRF Ranking) has come to be known as one of the most respected B Schools in India. At USMS we strive to create holistic managers, synthesizing conventional and modern management thinking with global outlook and having capabilities of adapting to the changing requirements of business. The flagship Programme of the School is MBA. In response to the feedback from the students, alumni and industry, a new MBA Programme namely MBA (Financial Analysis) has also been launched in 2019. MBA Programmes on Weekend Basis for working professionals is

also one of the sought after Programmes. USMS also offers a Post-Graduate Diploma in Healthcare Management, an innovative one-year (semester-based) Programme, which the first one of its kind among the universities of our country, Post-Graduate Diploma In Data Analytics and Post-Graduate Diploma In Entrepreneurship And Start-Up.

Call for Papers

We invite full paper not exceeding 12 pages including cluding references and appendices, from Academicians, Industry Professionals, Doctoral Scholars, Consultants, NGO's, and Students pursuing Professional Programmes for publication in the proceedings of the conference and / presentation. A list of the indicative sub themes (not restrictive) covering Issues, opportunities, practices and strategies in various areas is given below:

Dynamic Capabilities and Strategic Agility in Digital Age
Managing society and work space in the Covid Scenario: Digital is the way?
Human Resource Management issues within Information Society
Web Space and Marketing
IT and Managerial Challenges in the Financial Sector
Digital Innovation
Artificial Intelligence and its Applications
Data Analytics
Social Media and Communities
Next Generation Internet (NGI)
Internet of Things (IoT)
Industry 4.0
Digital Public Services
Business Intelligence: Mining and Minding the Interconnected World
E Commerce
Mobile Commerce
Digital Cultural Heritage
Automated Driving
Social and Economic Aspects of Mobile Technology
Commodity Exchanges and IT
Privacy and Security Issues in Web Space
E-Business in Emerging Economies
IT and Work Life Balance
Work from Home
Green IT
IT as the driver for Entrepreneurship and Intrapreneurship
Knowledge Management
Cloud Computing and Business
Gig Economy
Fintech
Human- Robot Interaction
Smart Cities

Guidelines for Contribution

Authors should submit full paper. The paper should begin with a title, author(s) names, institutional address along with email, an abstract, and a list of key words. The paper must conclude with summary at the end. The total length of the paper must not exceed 10-12 A4 size pages excluding references and appendices, typed on one-side with double column, single-line spacing, 12 font, Times New Roman, and 1” margin on all sides of the page in MS Word compatible format text. Papers **MUST ONLY** be submitted through E-mail at usmsconference@ipu.ac.in. The author needs to send along with the paper his/her brief bio-data and the certificate of originality and consent for publication in proceeding without which it will not be accepted.

All the papers will be blind reviewed by an expert committee with respect to their quality, originality, and relevance. The sessions of the conference will be conducted through online portal for which delegates will be intimated after registration.

Conference Proceedings

Proceedings of the conference will be published in the form of an edited book for wider dissemination of the deliberations. Selected papers will be published in the Scopus and UGC-CARE List Journals such as International Journal of Information Technology (IJIT), Global Journal of Enterprise Information System and Indraprastha Journal of Management, provided at least one of the authors will register and present the paper. In case of joint authors, each author has to individually register to attend/participate to get the Certificate. All rights of publication of papers presented in the conference shall rest with the Conference Organizers/ Journal.

IMPORTANT DATES/DEADLINES

Submission of Paper	10th March 2021
Review & Acceptance	14th March 2021
Last Date for Registration of Authors for Paper Presentation	21st March 2021

Full Papers should be mailed to the Conference Coordinator through e-mail at: usmsconference@ipu.ac.in. The subject line of the mail should indicate Full paper for Conference on **Managing in the Digital Age**.

REGISTRATION & PARTICIPATION FEE

All delegates are required to register for the conference as per the details. Fee is payable by DD in favour of ‘Registrar, Guru Gobind Singh Indraprastha University’ payable at Delhi. The payment should be sent to the Conference Coordinator and should be accompanied by details of the nominee i.e. Name, Type of participant, paper presentation or participation, Designation (if any), Institution/Organization, Mailing Address, Telephone / Mobile No. and E-mail along with the filled up enclosed Delegate Registration form.

Correspondence: All correspondences related to the conference including communication of papers may be sent to the conference coordinator. For any further inquiries, please Contact:

Conference Coordinators

Prof. Neena Sinha and Prof. Sanjay Dhingra

International Conference on **Managing in the Digital Age**
University School of Management Studies, D Block, Dwarka Sector 16 C
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E-mail: usmsconference@ipu.ac.in

Registration Fee :

Indian Participants: Rs. 1000/

ORGANIZING COMMITTEE

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