



**BHARATI VIDYAPEETH DEEMED UNIVERSITY  
INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI**

'A' GRADE UNIVERSITY STATUS AWARDED BY MHRD, GOVT. OF INDIA  
RE-ACCREDITED WITH 'A+' GRADE BY NAAC

An ISO 9001:2015 & 14001:2015 Certified Institute



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**BHARATI VIDYAPEETH'S INSTITUTE OF MANAGEMENT  
STUDIES AND RESEARCH, NAVI MUMBAI**

Leading Business School in Navi Mumbai



Jointly present

# INTERNATIONAL CONFERENCE

ON

**JANUARY 19 - 20, 2018**

“सशक्तिकरण”

**EMPOWERING TO CREATE SMART FUTURE  
THROUGH E-GOVERNANCE AND DIGITIZATION**

*Associate Partner*



**ASSOCIATION OF AFRICAN  
STUDENTS IN INDIA**

## VENUE

Bharati Vidyapeeth Deemed University  
Institute of Management & Research  
A4, Paschim Vihar, New Rohtak Road,  
New Delhi - 110063

Bharati Vidyapeeth's Institute of  
Management Studies and Research  
Sector-8, CBD Belapur, Navi  
Mumbai - 400614

# “सशक्तिकरण”

## About BVIMR

Established in 1992, Bharati Vidyapeeth University Institute of Management And Research (BVIMR), New Delhi enjoys the reputation of being one of the premier institutes imparting quality education in management. BVIMR is a constituent Unit of Bharati Vidyapeeth Deemed University, Pune, which has recently been re-accredited with “A+” grade by NAAC. BVIMR is an ISO 9001:2015 Quality Management and ISO 14001:2015 environmental management certified institute. It is ranked as one of the “Top 50 B-schools in India” and “Top 5 B-schools in Delhi” by Business India, Business and Management Chronicle and Careers 360. It has also been ranked among top 75 B-School in India (NIRF 2016). The institute is the proud receiver of “B-school Leadership award” by Star News. Having eight acres oasis in West Delhi, it is the only institute attached with metro station (Paschim Vihar, West Delhi). BVIMR has world class infrastructural and institutional facilities (stage of art facilities, air conditioned classrooms, library and hostel), which facilitate excellence in teaching, research, consultation and other professional activities. The team at BVIMR aims at developing entrepreneurial skills in the students besides training young professionals to meet the challenges of globalization.

The institute takes pride to announce the IX International Conference on “EMPOWERING TO CREATE SMART FUTURE THROUGH E- GOVERNANCE AND DIGITIZATION”. BVIMR keeps in pace with the changing global trends and ensures to provide common platform to academicians and corporate for discussions and deliberations. The institute also organizes various AICTE Sponsored National conferences, faculty development programs, seminars and workshops.

## About BVIMSR

Where the response to Truth is swift and sure, and spirit is not hampered by its fame.”

Bharati Vidyapeeth’s Institute of Management Studies and Research (BVIMSR) was started in 1984 and currently headed by Dr. D.Y. Patil, with the objective of imparting quality management education to the youth to meet the challenges of corporate India. The institute is situated amidst a picturesque backdrop of Parsik Hills of Belapur and strategically located among the industrial hub of Mumbai, Navi Mumbai and Western India. BVIMSR has been conducting management programs leading to the most prestigious post-graduate degree of MMS (Master’s Degree in Management Studies). The Institute also conducts an AICTE recognized post-graduate program in management leading to the PGDBM with the specialization in Marketing, Finance, HR, Systems and Operation Management traversing beyond formal university program to meet the need for high dimensional executives.

## About AASI Partner

The Association of African Students (AASI) in India a non profit Organization, is a re-emerging umbrella organisation uniting all African students in India to facilitate cooperation between its members and the international academic world, study and publicize and advocate the educational and related needs of African higher education institutions.

The main objectives of the Association are to promote cooperation among African students in the world; collect, classify, modify, improve and disseminate information on higher education and research, particularly in Africa; facilitate cooperation between its members and the international academic world; study and publicize and advocate the educational and related needs of African higher education institutions; and facilitate the exchange of information and experience among members of the academic community, and promote best practices.

# “सशक्तकरण”

## About the Conference

There is a noticeable surging growth in connectivity, broadband and data across the country in specific and the World in general. Digitization, which harnesses the power of connecting people, process, data and things, will transform our industries and change the way we work and how governments serve its citizens. The conference will also be having digital track in the form of webinar presentation helping few authors to get connected to audience though ICT mode mainly on skype.

In order to explore the underlying facts, the conference has the following objectives:

- Providing a platform for academicians, corporate, research scholars, and students to contribute towards the vision of the conference with the blend of their experiences
- Fostering the analytical skills in the core and non-core domain of the participants
- Contributing towards the pool of resourceful knowledge and ideas to carve its niche
- Providing an opportunity to all participants for networking and collaboration in future research projects

## Conference Tracks

In this context, the organizers invite research papers and case studies in the following non – exclusive tracks in both on spot presentation and webinar format :

### TRACK 1: MARKETING MANAGEMENT, ENTREPRENEURSHIP AND DIGITIZATION

- ★ Integrated marketing communication: Towards digitization
- ★ Digital Connectivity
- ★ Business relationship digitization
- ★ Customer experience management in the age of digitization
- ★ Branding and digitalization
- ★ Cross channel marketing and digitization
- ★ Digital Public Relations (PR)
- ★ Automation and digitization
- ★ Entrepreneurial marketing and digitization
- ★ Digital start ups
- ★ Support for digital entrepreneurship
- ★ Social media marketing and its influence on entrepreneurship

### TRACK 2: HUMAN RESOURCE MANAGEMENT AND DIGITIZATION

- ★ Digitization and HR
- ★ HRD in Digitization Era
- ★ Digitization of HR process
- ★ Training and development digitization
- ★ Digitization of employee benefits
- ★ Position and status of human resource in digitized organization
- ★ Recruitment and selection in the digital age
- ★ Employee engagement in the digital age
- ★ Leadership in digital age

### TRACK 3: EDUCATION, FINANCE, INCLUSIVE GROWTH AND DIGITIZATION

- ★ Education and digitization
- ★ Role of MOOCs
- ★ Sustainability and digitization
- ★ Effect of digitization on economic growth
- ★ Digital Finance
- ★ Role of e-books on enhancing mass education
- ★ Influence of MOOCs on mass education and employability
- ★ Influence of digitization on economy and creation of jobs
- ★ Digital culture inclusion strategies
- ★ Digital Governance
- ★ Digital library
- ★ Payment Gateway security in Digital India
- ★ Digital Citizenship
- ★ E-governance

### TRACK 4: SECTORAL TRANSFORMATION THROUGH DIGITIZATION

- ★ Banking and process digitization
- ★ Retailing and digitization
- ★ Hospitality and digitization
- ★ Digitization of services
- ★ Healthcare and digitalization

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## Call For Papers

### ★ ABSTRACT AND PAPER SUBMISSION –GENERAL GUIDELINES

Abstracts of papers on any of the theme of the conference tracks should reach the Convener of the conference on or before **November 15, 2017**.

- **Delegates intending to make presentation in Delhi should mail their abstract, paper and registration form at [ic.bvimr18@gmail.com](mailto:ic.bvimr18@gmail.com).**
- **Delegates intending to make presentation in Mumbai should mail their abstract, paper and registration form at [ic.bvimsrmum18@gmail.com](mailto:ic.bvimsrmum18@gmail.com).**

Authors will be notified of acceptance by November 20, 2017. The official conference language for all papers and presentation is English .

Abstracts must include a clear indication of the purpose of paper, major results, implications, and key references. The author(s) should clearly mention under what track the paper should be included. They should adhere to the following while typing in MS – Word :

Length	:	300-400 words excluding title/cover page
Font	:	Times New Roman
Font Size	:	12 points
Spacing	:	1.5

Once the abstract is accepted, a soft copy in Microsoft Word of the final paper will have to be submitted to the convener by December 15, 2017

### ★ PAPER SUBMISSION

The Paper presenters should adhere to the following while submitting paper for publication:

1. Manuscript should be of 4000-5000 words approximately, excluding tables, graphs & charts.
2. All text should be in double space with 1-inch margins on all the sides on A4 size paper using Font Times New Roman of size 12.
3. The first page of the manuscript should have the title of the paper, name of the author(s), organizational affiliation, complete mailing address, phone number, fax number and E-mail address. Please do not indicate author name, affiliation, or any other such information in the manuscript elsewhere.
4. Second page of manuscript should have the abstract of 300 to 400
5. All tables, charts, and graphs should be prepared on separate sheets, after the references section, and numbered continuously in Arabic numerical as referred to in the text. The sources, wherever necessary, should be mentioned at the bottom.
6. References should be arranged in alphabetical order using the APA Guidelines.

### ★ PUBLICATION OF PAPER

All the accepted papers will be published in the conference proceedings with ISBN No. in the form of e-book.

Best papers will be considered for publication in BVIMR Management Edge indexed and listed at EBSCO publishing, USA, Ulrich Periodical Directory, Proquest, USA. The Journal is also approved by UGC (Global Impact factor, 2015=0.676).\*

\*Final Decision for publication in journal shall be taken by BVIMR Journal of Mgmt. Research Editorial Committee after reviewing the paper. It is to be noted that the paper needs to be free from any sort of plagiarism. If found more than 15% , paper will invite rejection.

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## ★ PRESENTATION OF PAPER

All the accepted papers will be presented in the conference. The corporate/ academicians/ research scholars/ students can present their papers through power point presentation. Delegates can also present their papers through webinar or Skype online\* (**Delhi skype user name** : conferencebvimr or ic.bvimr18@gmail.com, **Mumbai skype username**: bvimsr conference or ic.bvimsrmum18@gmail.com)

\* On prior request, we shall be accepting presentation through Skype

## ★ BEST PAPER AWARD

The overall best three papers will be given cash prize with memento and certificate:

FIRST PRIZE	-	INR 5,000/-
SECOND PRIZE	-	INR 4,000/-
THIRD PRIZE	-	INR 3,000/-

## Registration

### REGISTRATION DETAILS:

• Corporate/ Industry/ Faculty/Academicians	2,500 INR	US \$50
• Research Scholars	1500 INR	US \$40
• Students	1000 INR	US \$ 30

### Note:

- ❖ The registration fee is per person and includes the conference kit, lunch, tea & coffee.

### PAYMENT MODE

- (A) **If presenting at Delhi** : Demand draft in favour of Director, Bharati Vidyapeeth Deemed University Institute of Management & Research, payable at New Delhi.

#### Online payment/NEFT for BVIMR, New Delhi

Bank Name	:	Bharati Sahakari Bank Ltd. Pune
Bank Branch Address	:	A4 , Paschim Vihar, Rohtak Road , New Delhi
Bank Account holder's Name	:	Director BVIMR, New Delhi
Bank Account No. (For NEFT/RTGS/E-payment)	:	201503130000004
Type of Account (Saving account)	:	Saving Account
Bank IFSC/NEFT/RTGS Code	:	SVCB0010015
Bank MICR Code	:	110094282
Bank Code	:	012

- (B) **If presenting at Navi Mumbai** : Demand draft in favour of Director, Bharati Vidyapeeth's Institute of Management Studies & Research, payable at Navi Mumbai.

#### Online payment/NEFT for BVIMSR, Navi Mumbai

Name of the Account Holder	:	Director, Bharati Vidyapeeth's Institute of Management Studies and Research (BVIMSR)
Name & Address of the Bank	:	BHARATISAHAKARIBANK LIMITED
BRANCH	:	Sector-8, CBD BELAPUR, NAVI MUMBAI 400614
Account Number	:	200803130000825
IFSC Code	:	SVCB0010008
Type of Account	:	SAVING ACCOUNT

# “सशक्तकरण”

## CHIEF PATRON

### Dr. Patangraoji Kadam

Founder, Bharati Vidyapeeth, Pune  
Chancellor, Bharati Vidyapeeth Deemed University, Pune

## PATRONS

### Dr. Shivajirao Kadam

Pro Chancellor, BVDU, Pune

### Dr. Vishwajeet Kadam

Secretary, Bharati Vidyapeeth, Pune

### Dr. Manikrao Salunkhe

Vice Chancellor, BVDU, Pune

## CONFERENCE GENERAL CHAIR

### Dr. Vikas Nath

Director I/C, BVIMR

### Dr. D.Y. Patil

Director, BVIMSR

## CONVENER, NEW DELHI

### Dr. Shallu Singh

Associate Professor  
BVIMR

### Dr. Navneet Gera

Associate Professor  
BVIMR

### Dr. Anjali Sharma

Assistant Professor  
BVIMR

### Dr. Ajay Sahni

Chairperson, International Relation Cell  
BVIMR

## CONVENER, NAVI MUMBAI

### Dr. Anjali Kalse

Professor, BVIMSR  
Ph. 9869613429

### Dr. Purvi Pujari

Assistant Professor, BVIMSR  
Ph. 9619009520

## STUDENT COMMITTEE MEMBERS, NEW DELHI

### Varun Mittal

MBA Final Year  
M: +91-9999008684

### Neha Wadhawan

MBA Final Year

### Rahul Anand

MBA First Year

### Anjali Arora

MBA First Year

## STUDENT COMMITTEE MEMBERS, NAVI MUMBAI

### Amruta Deshmukh

MMS First Year

### Tejal Devkar

MMS First Year

### Balasaheb Belkhede

MMS First Year

### Abhinav Bhatt

MMS First Year

# “सशक्तकरण”

## Programme

### Conference Days:

**19<sup>th</sup> - 20<sup>th</sup> January, 2018**

## Venue

Bharati Vidyapeeth Deemed University  
Institute of Management & Research  
A4, Paschim Vihar, New Rohtak Road,  
New Delhi - 110063

Bharati Vidyapeeth's Institute Of  
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Sector-8, CBD Belapur,  
Navi Mumbai - 400614

## Important Dates

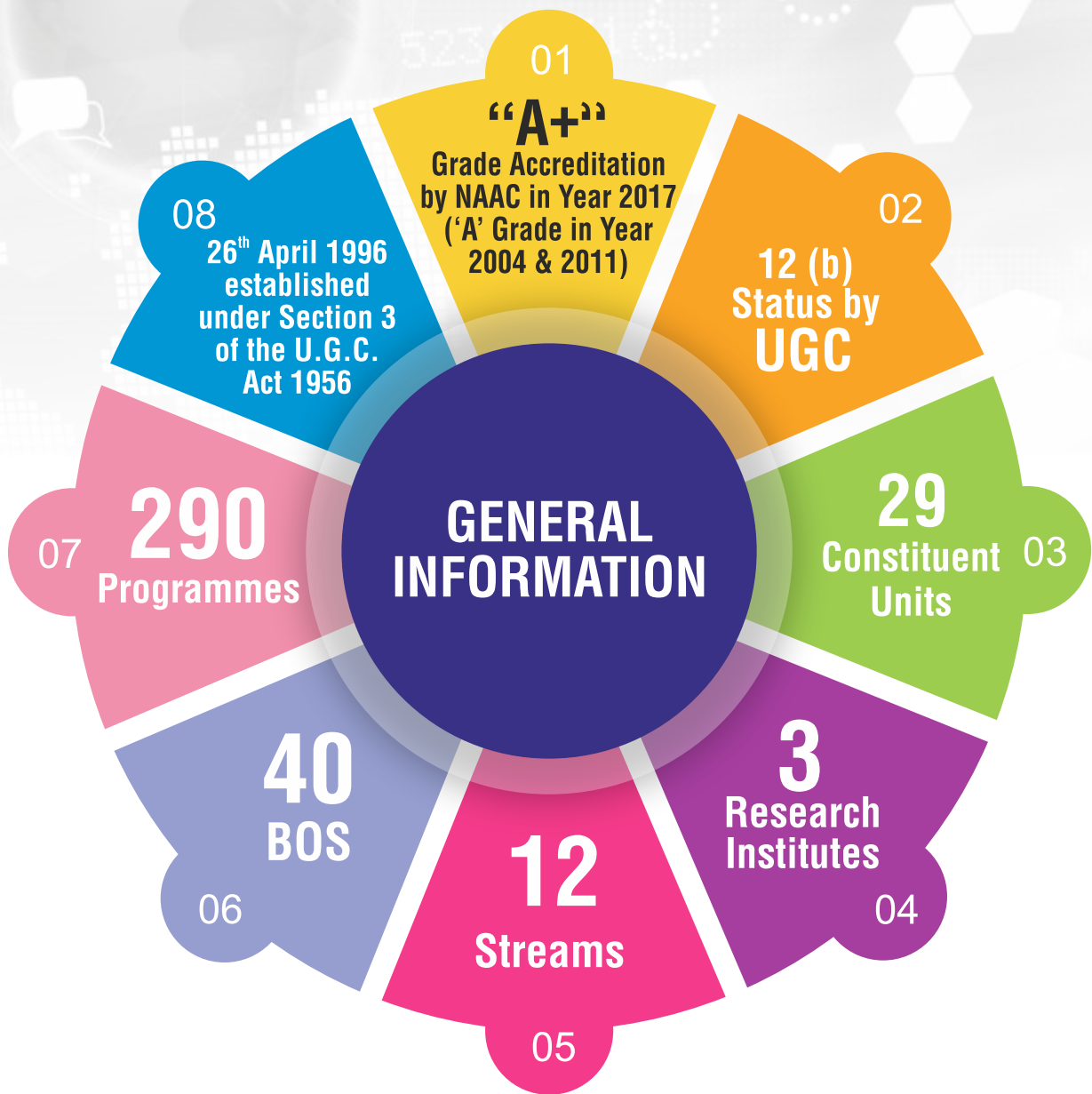
Last Date for submission of abstracts : November 15, 2017

Notification of acceptance of abstracts : November 20, 2017

Last date of submission of full length papers : December 15, 2017

Last date for submission of registration fee : January 5, 2018

Conference dates : 19<sup>th</sup> - 20<sup>th</sup> January, 2018



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