



27th-28th
November
2021



DIGITALIZATION, INNOVATION, TRANSFORMATION AND SUSTAINABILITY

■ ABOUT THE CONFERENCE

Digitalisation, big data, connectivity, and Artificial Intelligence are shaping today's cities around the globe. It has led to increased productivity, competition and inclusion within and across the economies. Further, it has also led to substantial positive impact on the economic growth performance as well as enhanced the economic integration, both regional and global.

Digitalization has been a prominent channel for the economies in attainment of their Sustainable Development Goals (SDGs). The unprecedented COVID-19 pandemic has wreaked havoc and its impact has reached every corner of the world. This has divided the time-line into a pre-covid and a post-covid world. Digital transformation has been marked as a defining feature of the post-covid world as it has permeated every aspect of our lives.

Covid-19 has accelerated the digitalization of societies and economies at an unimaginable pace. From helping governments to implementing social protection schemes to enabling e-health and online education, digital technologies have helped business in continuing their operations and trade through e-commerce and digital finance. However, ensuring that the digital transformation happening around us does not become another reason to contribute to the persisting deep inequalities poses as one of the greatest challenges faced by the world. Hence, inclusion must be at the heart of digital transformation to achieve the promise of sustainability of “leaving no one behind”. The objectives related to inclusiveness needs to be embedded in the foundations of digital transformation.

Digitalization has also emerged as the main driver for sustainable development. Businesses are using digital tools to map their environmental footprint and assess the impact of environmental shifts on their business. The focus of the businesses is on how digital transformation can enable firms to become successful while contributing to achieving SDGs. However, the emerging trends are still unexplored on how they are reshaping the market conditions in which organizations operate. Enabling sustainable innovation, these technologies have also created new threats such as cybercrime and privacy loss. While digital transformation is certain, its direction is still uncertain. The true transformative potential of digital technologies can only be realized if it is ensured that the digitalization benefits economies, societies and the environment, and embeds inclusion at its core.

The lead theme for this conference echoes the SDG agenda. They are the critical appraisal of both the empirical and theoretical efficacy of the development goals, effectiveness evaluations of the various metrics used to characterize the goals, and proposals on alternative decision-making tools underpinning sustainable development solutions, in the unfolding world following the Covid-19 pandemic.

We invite all relevant policy makers, academic researchers, think-tank specialists, corporate leaders, and doctoral students to attend this conference. Participants are encouraged to attend and present their ideas and views (through academic or practitioner papers) by submitting their work on the conference lead or subordinate themes.

■ KEYNOTE SPEAKERS

Yogesh K Dwivedi

Professor
Emerging Markets Research Centre
(EMaRC), School of Management,
Swansea University,
Swansea, Wales, UK



Stefano Puntoni

Professor
Rotterdam School of Management,
Erasmus University, Netherlands



Christian Kowalkowski

Professor
Institute of Technology,
Linköping University, Sweden



Justin Paul

Professor
Universidad de Puerto Rico,
San Juan, USA

CALL FOR PAPERS

Extended abstracts of original research papers are invited on the conference theme and in all areas of management including:

Finance and Accounting

- Corporate Financial Policies
- Financial Reporting and Regulations
- Cost Management Policies and Opportunities
- Financial Markets, Regulations, and Development
- Sustainable, Environmental Finance, and Investment Innovations
- Behavioral Finance and Its Relevance to Policymaking
- Banking Policies and Financial Inclusion
- Corporate Governance and Ethics
- Accounting and Finance Education
- Public Finance, Public Procurement and Public Policy
- Digital Finance

Management Information Systems

- IS for a Green and Sustainable World
- Dark Side of Technology
- ICT for Development
- Business Focused Data Analytics
- Economics of IS
- Digital Business Models and Innovation
- Cyber Security, Privacy, and Ethics of IS
- Governance, Strategy, and Value of IS
- General IS Topic

Strategy

- E-Governance
- The Lean Start-up
- Shared Value Creation
- Open Innovation
- Platform Business Models
- Networked Business Models
- Industry Convergence
- Public-Private Alliance
- Managing Cross Border Businesses
- Managing Contracts of Strategic Importance
- Technology and Innovation

Marketing Management

- The Dark Side of Marketing
- Marketing and Privacy Concerns
- Social Media and National Security
- New Age Advertising
- Challenges in Channel Relationship
- Macro Marketing / Public Policy and Marketing
- Political Marketing
- Challenges in Direct Marketing.
- Green Marketing

Organization Behaviour and Human Resources Management

- Managing Talent for Millennial
- Redesigning the Organization
- HR Issues in the Informal Sector
- Skill Development and Deployment
- Diversity and Inclusion
- Social Capital And HRM
- Work-Technology-People Integration
- Managing Organizations as a Social Web
- Inclusive Leadership

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The conference sub-themes mentioned above is an indicative list and welcomes papers from across the discipline of management

SUBMISSION GUIDELINES

1. SUBMISSION GUIDELINES OF RESEARCH PAPERS

Please submit the extended abstract in a min. 1500 and max. 2500 words (excluding references). Your abstract should cover the following aspects:

- Research Gap and Research Problem
- The Objective of the Study and Summary within 250 words
- Research Methodology
- Findings of the Study
- Implications of the Study

Incomplete submissions will not be sent out for review.

2. FORMATTING:

The entire abstract submission (title page in Title Case, abstract, main text, figures, graphs, tables, references, etc.) must be in ONE document using one of the following formats:

- Portable Document Format (.pdf), Microsoft Word (.doc, .docx)
- Figures, graphs, tables, appendices, and references should follow the American Psychological Association (APA) Style Guide.
- Use Times New Roman 12-point font, double spaced, 1-inch (2.5 cm) margin all around, and 8.5" × 11" page setting. References may be single spaced.

NOTE:

- Abstract that does not follow the above instructions will NOT be reviewed.
- Submitted abstract must not have been published or accepted for publication. If an abstract is under review, it must NOT appear in print before the conference.

IMPORTANT DATES:

Abstract Submission deadline: 20th September, 2021

Full paper submission deadline: 1st November, 2021

Registration deadline: 10th November, 2021

Submission Link: <https://easychair.org/conferences/?conf=digits2021>



CONFERENCE AWARDS

Paper submissions will be evaluated for originality, research rigor, and contribution to theory and/or practice. Selective high-quality research papers will be awarded best paper. Full paper is desirable for consideration of award.

PUBLICATION OPPORTUNITY

Extended abstract of all papers will be made available as part of the conference proceedings. Also, selected papers will be recommended for publication in regular/ special issue of refereed journals (to be notified). The journals in which selected papers will get published after going through a blind review process are: Journal of Consumer Behaviour (A Category as per the Australian Business Dean Council Rankings)

REGISTRATION

National Participants:

- a. Doctoral Student – Rs. 2500
- b. Academicians – Rs. 5000
- c. Professional – Rs. 7000

International Participants:

- a. Doctoral Student – 100 USD
- b. Academicians – 150 USD
- c. Professional – 200 USD

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The Team

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■ About Woxsen University

Woxsen was established in 2014 and received University status in May 2020. It is among the first private universities of Telangana and is located on a 200-acre, residential campus at Hyderabad. Woxsen School of Business is approved by AICTE, and NBA accredited. It is the youngest B-School to be conferred with prestigious memberships by two largest global accreditation bodies in business education – AACSB (USA) and AMBA (UK). It offers Undergraduate, Postgraduate and Ph.D. programs catering to a range of academic pursuits. The campus is equipped with facilities like Robotics Lab & AI Lab, Bloomberg Lab which enable the students to become highly skilled professionals in Business Analytics and Artificial Intelligence.