

ICBC 2017



Call for Paper/Case Study

Xth International Conference on Business Cases – 2017 on “Global Digitalization: Retrospects and Prospects”.

Date: 6th & 7th December, 2017

**Venue
IME Campus,
Sahibabad, Ghaziabad**

18th Rank by CSRGHRDC Survey	A + by Business India
A ++ by Business Sphere-in India	A +++ by Go Getter

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10th International Conference

On

GLOBAL DIGITALIZATION: RETROSPECTS AND PROSPECTS

Conference Theme

Digitalization is the representation of an object, image, sound, documents or signal while generating a series of numbers that described a discrete set of its points or samples. In common parlance, the digitized data is in the form of binary numbers, which facilitate computer processing and other operations. Strictly speaking, digitalization simply means the conversion of analog source material into a numerical format.

Digitalization is the cause of large scale and sweeping transformation across multiple aspects of business, providing unparalleled opportunities for value creation. Global digitalization is one of the most exciting periods of transformation ever witnessed in the modern time. Rapid and continuous technology developments are transforming the skills required for most exciting job creation which is completely new type of job role and which also render obsolete the entire sets of current job functions. Business Leaders across all sectors are grappling with the strategic implications of big transformation for their organizations and industry ecosystems. It is also changing the entire industry value chains as it transforms the nature of business.

The rise of industry leading platforms, supported by the explosion in the breadth and depth of data available, accelerates and amplifies the impact that digital technologies are spawned upon. These shifts are disturbing business model for existing enterprises, forcing them to fundamentally reconsider their business, while giving rise to smaller, more nimble players who embrace the opportunities which digitalization affords to challenge the industry status quos.

To change pace of digitalization, it is but natural that the players across the value chain will need to think about the structure, employees' skills, hiring practices and the way they collect analyzed data to drive data centric business models. Simultaneously, they will need to consider their existing

business relation and also the reconstitution of their partnership inside and outside the ecosystem. Briefly speaking, they must effectively engage and maintain trust with customers when there are rapidly shifting expectations.

Digitalization has the immense potential to herald a revolution in the realm of Business Management. It is also a revolutionary concept to change the business practices for the traditional business man. There is hardly any field of business which shall remain unaffected by the onward march of the movement of digitalization the world over. In USA, digitalization has brought about a *volte-face* change in business management. It has also shown a new way of hope even for the small entrepreneurs. Whereas the big business man has readily taken over digitalization technology, the young and promising entrepreneurs have also adopted the latest technologies of digitalization for spreading their business through out the world.

In India, Prime Minister has also given the clarion – call of Digitalization and of Make in India. It is in the proper fitness of things that these two movements may revolutionize the entire gamut of business concept. In order to see a new and strong India, digitalization the Indian business seems very justified and timely. It is in this context that an International Conference on Global Digitalization has been arranged, where a number of participants with diverse background and orientation may meet together and deliberate the subject of Global Digitalization in its proper perspectives.

Sub-Themes

- Global Digitalization and Business Transformation
- Digitalization, Communication, Networking and Socio Cultural Integration
- Information Technology and Digitalization
- Global Digitalization and Dynamics of Business Change
- Corporate Governance, Corporate Social Responsibility and Business Ethics
- Scientific and Technical language modules for Digital Communication
- Digitalization and Business Communication
- Digital Maturity Matrix
- Challenges to Digital Transformation
- Digital Technology Uses
- Digital Transformation of Customer Experiences
- Digital Transformation of Business Modules
- Digital Initiatives and Skills
- Legal Safeguard to Digitalization.
- E-Business
- E-Commerce
- Networking and Digitalization
- Library Digitalization
- IT Digitalization
- Entrepreneurship and Digitalization
- Digitalization and Make in India
- Digitalization of Legal Profession
- Legal Education in Digital Framework
- Digital Legal Language

Objectives

- To provide a common platform for researchers, academicians and industry professionals to exchange their experience in the relevant area.

- Keynote address and invited talks on the latest emerging issues.
- To explore the technological advancement in the area of Global Digitalization and Business Management and Technology.
- To discuss emerging paradigm and practices in business management and technology.
- To recognize the importance of IT in decision making and business practices.

Perspective Authors and Delegates

- Academicians
- Research Scholars
- Practitioners in Business and Non-profit Organizations
- Administrators
- Management & IT Students

Justification

Presentation and discussion of various research papers and cases related to Digitalization and Information Technology practices to counteract emerging business challenges will bring out approaches followed in solution of various issues and processes of decision making in business organizations. This conference will create awareness among all stakeholders. The papers will be presented in the proposed conference are expected to be taken up for discussion and debate on digitalization and Business Management. The proceedings being brought in the form of an edited book shall add value to collection of research papers and cases on national and international environment and it leads to further research in the concerned areas.

About IME

The Institute of Management Education (IME) was founded in 1995 by a group of leading academicians and corporate executives in Northern India. Initially the institute was started with full time PLGDM program me duly approved by AICTE, Ministry of HRD, and Government of India.

Over the past 22 years, it got established itself as one of the premier business Schools of the country, which focuses on quality and value based education, research and corporate leadership. With the mission to serve society by promoting excellence in education, the institute has diversified in the areas of Information Technology and Law and today, the Institute is known for academic excellence, research orientation, industry interaction and social responsibility. It has strong team of dedicated faculty, brilliant students, state of the art infrastructure, strategic location and a consistent good placement record.

How to Reach?

Situated in the National Capital Region. IME is located strategically on G.T. Road at Sahibabad (Ghaziabad). The campus is about 40 kilometers from Indira Gandhi International Airport, 15 Kilometers from Connaught Place, New Delhi; one kilometer from Sahibabad Railway Station and 3 kilometers from Dilshad Garden Metro Station, Delhi.

Organizing Committee

Mr. A.K. Takuli, IT Faculty, IME

Mr. Ravi Kumar, Commerce Faculty

Ms. Amita Chaudhary, IT Faculty, IME

For further queries, please contact:

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Conference Convenor

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Registration Fee

Important Dates		Registration Fee	
Submission of Paper/Case with abstract/summary	29 th October, 2017	For Foreign delegates	US \$ 150
		For Corporate	Rs. 2500.00
		For Academicians	Rs. 1500.00
Acceptance of Paper/Case	3 rd November,2017	For Research Scholars	Rs. 1200.00
		For Students	Rs. 1000.00
Submission of final research Paper/case	5 th November,2017	The registration fee includes conference kit, proceedings in CD Form, lunch and tea served during the conference. It does not include accommodation, airport/railway station transfers and hotel pickups.	
Registration	10 th November,2017	Registration fee is net of all bank charges and must be made by demand Draft in favour of Institute of Management Education, payable at Delhi/Ghaziabad.	
Detailed schedule to Registered Delegates	30 th November,2017	Bank information for wire transfer/payment of registration fee for delegates from overseas.	
Submit your research paper/article online at conference@ime.in		Account Name : Institute of Management Education. Bank Name : HDFC Bank Ltd. Branch : RDC Raj Nagar, Ghaziabad IFSC Code : HDFC0000153 Account No. : 50100036328382	
REGISTRATION FORM CAN BE DOWNLOADED FROM OUR WEBSITE			
Submission of Paper			
Participants should send the registration form duly filled in along with declaration form and a Demand Draft for the required fee, at least one author must register for the paper to be included in the edited books.			

Guidelines for Authors

- Only original, unpublished Research Paper/cases related to real life events and situations are solicited by the Conference. Research Papers/Cases with disguised and fictitious names will not be accepted. A Certificate in this regard is to be submitted by authors while submitting the paper/case to the editor.
- All the submitted Research Paper/Cases will undergo hard bind peer review process.
- Abstract/Summary should not exceed 150 words.
- Full Research Paper/Case should not exceed 5000 words, should be prepared in A4 setup with headings and text in Times New Roman 14 and 12 point type respectively. It should be submitted in duplicate with the cover page bearing only the title of the paper/case and authors name, designation, official addresses, e-mails & phone numbers.
- At least one of the Authors must have registered and must have made payment of registration fee for inclusion of the Research Paper/Case in the Conference and proceedings.
- Virtual or in-absentia submission or presentation of Research Paper/Case is not welcome.
- All accepted Research Papers/Cases will be included in an edited book published by leading publisher and released at the time of inauguration of the Conference. All registered participants will receive a copy of the book. Only selected and presented Research Papers/Cases will be considered for recommendation to the journal for publication.
- All footnotes should be indicated by serial numbers in the text and the literature cited should be detailed under notes at the end of the paper bearing corresponding numbers, before the references.
- Language used- English.
- Manuscripts not considered for public issue will not be sent back.
- Place the reference at the end of the manuscript following the end notes. All references should note the complete list of journals and books with page numbers.