

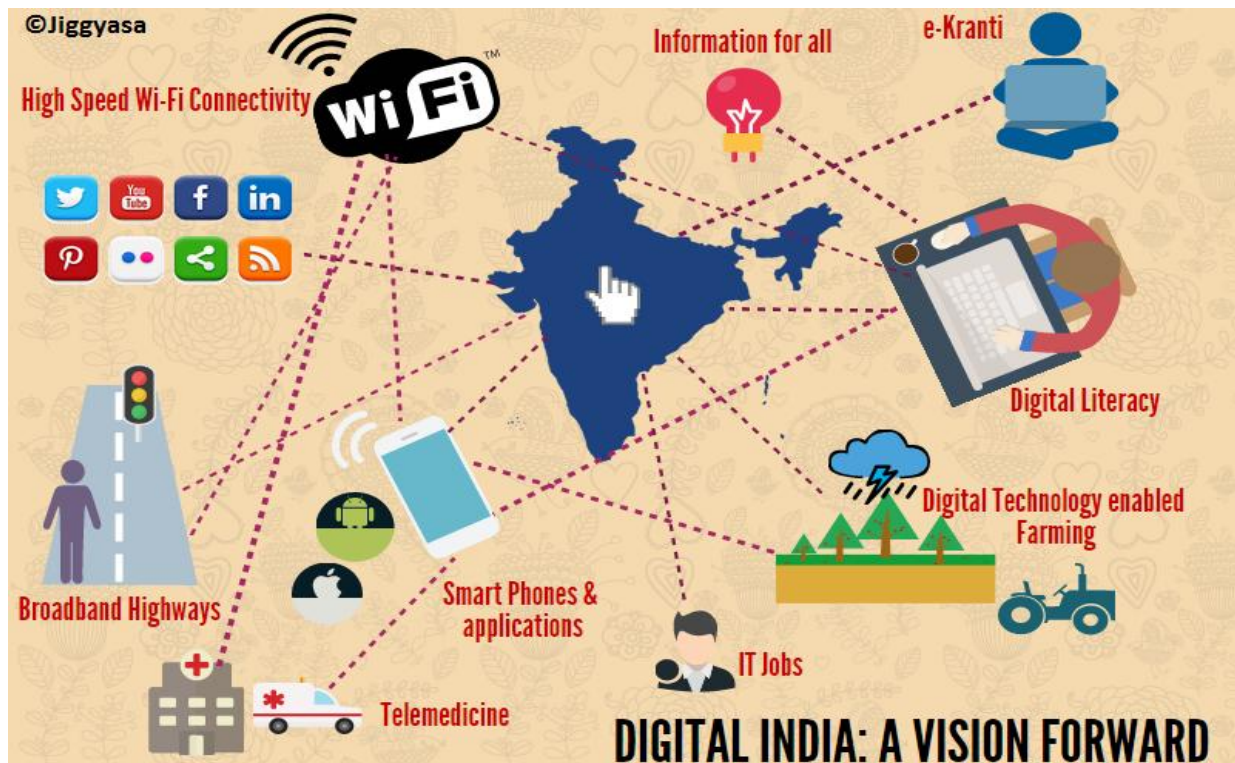


National Conference

on

Digital India: Prospects and Challenges

March 28, 2017



Organized by

**Institute of Management Studies and Research
Maharshi Dayanand University, Rohtak - 124001
Haryana**

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Our University

Maharshi Dayanand University, ab initio established as Rohtak University, Rohtak, came into existence by an Act No. 25 of 1975 of the Haryana Legislative Assembly in 1976 with the objective to promote inter-disciplinary higher education and research in the fields of environmental, ecological and life sciences. It was renamed as Maharshi Dayanand University in 1977 after the name of a great visionary and social reformer, Maharshi Dayanand. It had a unitary and residential character in its nascent stage, but became an affiliating University in November 1978. The University secured the recognition of University Grants Commission. The University is located at Rohtak in the state of Haryana - about 75 kms. from Delhi on Delhi-Hisar National Highway (NH-10), and is about 240 kms. from Chandigarh, the State Capital. It is well connected both by rail as well as road. Rohtak is the education hub of the State with excellent facilities for education in all fields of knowledge. The sprawling University campus, spread over an area of 665.44 acres, is well laid with the state-of-the-art buildings and magnificent road network, presents a spectacle of harmony in architecture and natural beauty. Educational and research programmes are offered through its 38 departments. The University has established Sir Chhotu Ram Chair, Dr. B. R. Ambedkar Chair, Jawahar Lal Nehru Chair, Maharshi Dayanand Chair, Maharshi Balmiki Chair, Surya Kavi Pt. Lakhmi Chand Chair, Ch. Ranbir Singh Chair, Sant Kabir Chair and Dr. Mangal Sen Chair to conduct research on the life and contributions of these eminent and illustrious Indians in their respective spheres. Besides, the University runs five programmes through Satellite Institute, University Institute of Law & Management Studies (UILMS), Gurgaon. The Directorate of Distance Education is providing quality education to the students with its traditional UG/ PG courses as well as Information Technology and Management courses. About 550 Institutions/Colleges of General Education, Engineering, Technology, Computer Sciences and Management Sciences located in 10 districts of the State are affiliated to this University. There are as many as 12 Teaching Blocks, 18 Hostels, an elegant Vivekananda Library, the majestic Tagore Auditorium equipped with modern gadgetry and amenities, modern Radhakrishnan Auditorium, spectacular Students Activity Centre, Campus School, Health Centre, Faculty House, Sports Stadium, Swimming Pool, Dr. Mangal Sen Multipurpose Gymnasium Hall, Community Centre, Printing Press, Canteens, Shopping Complex and an Administrative Block. About 550 residential units are available for the faculty members and non-teaching staff. There is a very robust Campus Wide Network –an amalgam of cable and wi-fi technologies, with 1Gbps internet connectivity. A serene 'Yajanshala' addresses the spiritual needs of the campus community. Branches of State Bank of India, Punjab National Bank and Haryana Co-operative Bank are the other facilities available on the Campus.

Our Institute

The Department of Business Management established in 1976 assumed the status of the Institute of Management Studies and Research (IMSAR) on September 27, 1993. Quality, content and process of management education is basically determined by an approach of constant innovation and adaptation to the rapidly changing socio-economic environment, in particular. Over the last more than three decades it has emerged as a widely recognized centre of excellence in management education and research. A large number of its alumni with entrepreneurial talents have set up their own enterprises generating employment opportunities for others. It has produced a large number of management doctorates which have made a mark in the field of academics.

The Conference

The conference provides an intellectual platform for the academia, practitioners, corporate and research scholars to present their original work and exchange ideas and develop a new vision for the future of the Digital India. Contributions made to the progress of developing new ideas to stimulate the discussion on Digital India will help to answer many unanswered questions which are a great concern to the country as a whole.

Objectives:

- To provide a forum for all intellectuals to discuss and exchange views and ideas on converting India into Digital India
- To provide a forum for healthy debate among intellectuals.
- To motivate research scholars to explore the emerging field of management.

Sub -themes of the Conference

- Marketing Management and Digitalization
- Digitalization in International Business
- Supply Chain Management and Digitalization
- Entrepreneurship Development and Digitalization
- Role of Digitalization in Inclusive Growth
- Economic Reforms using Digitalization
- Role of Digitalization in Human Resource Management
- Use of Digitalization in Education Management
- Corporate Social Responsibility using Digitalization
- Contemporary Financial Scenario and Digitalization
- Business Communication and Digitalization
- Infrastructure Management using Digital Technologies

Call for Papers

Unpublished, empirical or theoretical, high quality research papers are invited from academicians, research scholars, practicing managers, entrepreneurs and students for presentation in the conference. Sub-themes are only indicative, papers on other related areas of management, economics, sociology and law highlighting use of digitalization in concerned field can also be submitted. However, the editorial board is having full authority to select or reject the full paper and to consider the paper for publication in the form of conference proceedings and an edited book.

Guidelines for Abstract Submission

Selection of paper for presentation will be based on the quality of the abstract submitted. The abstract must include the following:

- Objectives of the paper
- Methodology
- Major findings and policy implications
- Key words (Not more than five)

The length of the abstract should not exceed 600 words. All abstracts will be reviewed by editorial board. Decision of the board to accept or reject the paper for presentation will be final. Hard copies would not be accepted.

The abstract can be submitted at the E-mail: conferenceimsar2017@gmail.com

Criteria for Evaluation

Following criteria will be adopted by reviewers to accept or reject paper

- Relevance
- Originality
- Methodology
- Major findings
- Implications

Publication of Paper

High quality research papers will be published in form of edited book with ISBN. Submission of manuscript will be treated as transfer of copyright to the institution.

Details of Registration

Delegates are required to pay a registration fee of Rs 300 per participant. For the research scholars of IMSAR registration fees is Rs. 200 per participant. Faculty members of IMSAR are exempted from registration fees. Participants will not be paid any T.A./D.A. for participation and presentation of paper.

Important Dates

- Abstract Submission March 14, 2017
- Abstract Acceptance Notification March 18, 2017
- Submission of Full Paper March 25, 2017
- Conference Date March 28, 2017

Registration at 9:00 a.m., 28th March, 2017

Venue

Radha Krishnan Auditorium, MDU, Rohtak

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