

**INTERNATIONAL CONFERENCE
ON**

**"GLOBAL DIGITAL TRANSFORMATION"
NAVIGATING CRITICAL TECHNOLOGICAL, SOCIO-
ECONOMIC AND CULTURAL SHIFTS TO BUILD
FUTURE READY ORGANISATIONS**

ORGANIZED BY

**IQAC CELL OF
JAGANNATH INTERNATIONAL
MANAGEMENT SCHOOL**

11 & 12 February, 2022

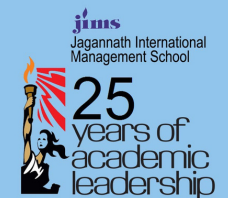
PAPER SUBMISSION LINK:

<https://easychair.org/conferences/?conf=jimsinc22>

OR Conferernce@jagannath.org



**PHD CHAMBER
OF COMMERCE AND INDUSTRY**



VENUE : HYBRID

**PHD CHAMBERS OF COMMERCE
ZOOM MEETING**

CALL FOR PAPER PRESENTATION PAPER SUBMISSION GUIDELINES

We invite research papers from academicians, research scholars, practitioners from the industry, members of professional bodies and students for contribution on the following tracks:

SUB-THEMES

MARKETING TRANSFORMATIONS

- Digital Marketing
- Marketing Analytics, Business Intelligence and Automation
- Digital Brand Building
- Online Distribution and Procurement
- Internet Enabled CRM
- Social and Digital Media Marketing
- Green Marketing and Consumerism
- E-Commerce Marketing and Digital Platforms

TRANSFORMATION IN HUMAN RESOURCE MANAGEMENT

- Human Resource Information Systems
- Employee Retention in Dynamic Environment
- Green HRM practices
- Leadership in the Digital Age
- Sustainable Talent Management and Acquisition
- Organizational Culture and Employee Engagement
- Diversity and Inclusion
- Work-life Balance and Stress Management
- HR-Analytics for Business
- Spirituality and Religious Practices in Sustainable Work Culture
- Artificial Intelligence in HR

FINANCETRANSFORMATIONS

- Financial Innovation, Engineering and Analytics
- CryptoCurrency and Block Chain
- Digital Banking Practices and E-wallet
- Digitization of Banking and Insurance Industry
- Micro –Finance and Rural Development
- Venture Capital, Private Equity and Angel Investment
- Financial Performance and Accounting Practices
- Green Finance
- Stock & capital markets
- Financial distress & crisis

TRANSFORMATION IN INFORMATION TECHNOLOGY, OPERATIONS AND SCM

- Digital Technologies and their applications
- Smart Innovation, Systems and Technologies
- Green Manufacturing
- Legal issues in embracing Technologies
- Supply Chain management and Reverse Logistics
- Quantity Control and Six Sigma Management
- Smart City and Urban Planning
- Data Science and Machine Learning
- Robotics and Artificial Intelligence

PAPER SUBMISSION GUIDELINES

Academicians, policy makers, corporate executives and research scholar are invited to contribute papers on topics related to the theme of the conference.

- The maximum paper length (including title page, abstract main text, Figures, tables, references etc.) should not be more than 7000 words. All papers submitted to the conference will be subjected to blind peer review. The decision of the reviewers is final and binding. To facilitate the review process, authors should adhere to the following guidelines:
- Abstract should not exceed 300 words and must contain title of the paper, author's name, institutional affiliations, email and keywords.
- Full paper should be limited to 5000-7000 words including tables, graphs and references.

- The paper should be in Times New Roman, Font Size 12, with 1.5 Line space.
- Please follow the APA (sixth edition) style of referencing.

All submissions should report original and previously unpublished research results no matter the type of research paper you are presenting. Full text papers (.docx and .doc) will be accepted by Electronic Submission Form.

CRITERIA FOR EVALUATION OF THE PAPER

- **Relevance:** Is the topic related to the overall conference theme?
- **Academic Rigor:** Depth and adequacy of literature review, the structure of the paper analysis. Does the research paper add new knowledge to the body of literature?
- **Methodology:** Use of appropriate secondary data and primary research, statistical analysis.
- **Originality :** Does the research paper add new knowledge to the body of literature?
- **Managerial Implications:** Does the research paper bring out relevant discussion points for practicing managers?

RESEARCH PAPER AWARD

Best Research Paper Presentation Competition will be held in the last conference session. Best research paper will be awarded a cash prize of Rs 10000/- second best paper will carry cash prize of Rs. 5000/-.

We look forward to welcoming you for vigorous academic exchange and exploring novel ideas and practical applications of theories through real life examples. Please feel free to contact us for further details.

PUBLICATION OPPORTUNITIES

Proceedings of the conference will be published in the form of an edited book through a leading publisher for wider dissemination of the deliberations. Following is the list of journals:

1. FIIB Business Review (Sage and Scopus);
2. International Journal of Emerging Markets (Emerald Publishing)
3. South Asian Journal of Marketing (Emerald);
4. Advances in Emerging Markets and Business Operations (Taylor and Francis)
5. 8m journal

Only the selected papers will be published in the above mentioned journals.

PUBLICATION OPPORTUNITIES REGISTRATION FEE (NON-REFUNDABLE)

<u>Category</u>	<u>Indian Residents</u>	<u>Foreign Nationals (USD)</u>
Research Scholars	1NR 1000	\$ 100
Academician	1NR 1500	\$ 110
Corporate Nominee	1NR 2000	\$ 120
Delegates	1NR 1500	

IMPORTANT DATES

Last Date for Abstract Submission	15TH DECEMBER 2021
Intimation for acceptance of Abstracts	24TH DECEMBER 2021
Last Date for Full Paper Submission	15TH JANUARY 2021

COMMUNICATION AND CONTACT

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