



Dr. D. Y. PATIL VIDYAPEETH'S PUNE
(Deemed to be University)
(Re-accredited by NAAC with a CGPA of 3.62 on four point scale at 'A' Grade)

GLOBAL BUSINESS SCHOOL AND RESEARCH CENTRE

ORGANISES

INTERNATIONAL RESEARCH CONFERENCE

ON

“INDUSTRY 4.0- ENGAGING WITH DISRUPTIONS”

Monday and Tuesday, 30th September & 1st October 2019



International Conference on Industry 4.0- Engaging with Disruptions

About University & Institute:

Global Business School & Research Centre (GBSRC) situated at Tathwade, Pune is the flagship institute of Dr. D Y Patil Vidyapeeth, Pune. It was established in 2006! In a span of 12 years, the Institute has carved a name for itself amongst the top business schools of the country.

The Government of India, Ministry of Human Resource Development, on the advice of UGC, declared Dr. D. Y. Patil Vidyapeeth, Pune as deemed-to-be university comprising of Dr. D. Y. Patil Medical College, Hospital and Research Centre, Pimpri, Pune vide its notification dated 11th January, 2003.

The Dr. D. Y. Patil Vidyapeeth, Pune has been Re-accredited by NAAC with a CGPA of 3.62 on a four point scale at 'A' grade on 3rd March, 2015, valid up to 2nd March 2020. Dr. D. Y. Patil Vidyapeeth, Pune is also an ISO 9001: 2015 Certified University.

Under National Institutional Ranking Framework (NIRF) 2019, conducted by Ministry of Human Resource Development (MHRD), New Delhi, the Dr. D. Y. Patil Vidyapeeth, Pune has achieved rank as 20th in Medical Category, 46th in University Category and 70th in Overall Category in India.

Global Business School & Research Centre offer BBA, MBA (Approved by AICTE) and Ph.D program under Faculty of Management.

Introduction to the Conference:

Today “data-driven” decision making landscape is driving organizations to change their current and existing processes and is forcing the businesses to change its very core foundations. To explore new horizons in data science, Global Business School and Research Centre (GBSRC) is organising International Research Conference with an appropriate theme “**Industry 4.0- Engaging with Disruptions**” on **30th September & 01st October 2019**.

The conference attempts at capturing the views of researchers and practitioners from designers and developers of the technological solution as well as strategist, analysts, and users of data required to

achieve business sustainability during Industry 4.0 which is the digital transformation of industrial markets (industrial transformation) with smart manufacturing currently on the forefront. Industry 4.0 represents the so-called fourth industrial revolution in discrete and process manufacturing, logistics and supply chain (Logistics 4.0), the chemical industry, energy (Energy 4.0), transportation, utilities, oil and gas, mining and metals and other segments, including resources industries, healthcare, pharma and even smart cities.

Call for Papers :

Research papers, Research articles, and Technical papers are invited in the areas including but not limited to:

Track 1:- General Management

- Emerging Role of Private Sector in India
- Challenges and Opportunities in Small and Medium Enterprises
- Leadership in Organizational Settings
- Organizational Development and Change Management
- Corporate Governance
- CSR and Business Ethics
- Entrepreneurship Development and Family Business Management
- Conflict Management
- Dynamics of Globalization
- Waste Management
- Any other relevant topics

Track 2:- Financial Management

- Contemporary Issues in Financial Management
- Economic Reforms in Indian Economy in Recent Years
- Effects of Demonetization on Indian Economy
- Micro Finance and Micro Credit System in India
- Stock Market Volatility and Liquidity Issues
- Foreign Direct Investment
- Social Accounting and Green Accounting Practices in India
- Digitalization
- Economic Policies for Trade Facilitation
- Venture Capital and Private Equity Funding
- Financial Inclusion through New Schemes
- Impact of Goods and Services Tax
- Management of Non-Performing Assets (NPA) in Banks
- Any other relevant topics

Track 3:- Marketing Management

- Customer Relationship Management
- Retail Scenario in India
- Services Marketing
- Go Green' Practices in Marketing
- E-Commerce
- Dynamics in Advertising
- Social Media Marketing
- New Horizons in Rural Marketing
- Tourism and Hospitality
- Branding in the Digital Era Managing Service Quality
- Digital Marketing
- Any other relevant topics

Track 4:- Human Resource Management

- Performance Management
- Work Life balance
- Industrial Relations: Culture and Diversity
- Human Resource Information System
- Technology Interface in HR
- Competency Mapping
- HR Audit and HR Research
- Compensation Management
- Green HRM
- Any other relevant topics

Guidelines for Submission of Full Paper with Abstract :

Abstract: Authors are required to submit an abstract of maximum 300 words. The abstract must state the objectives, research methodology, analysis and implications of research.

Full Papers: Full papers (in word doc) of at least 5000 words should be electronically submitted. The full paper should include the following: abstract (max 150 words), introduction, review of literature,

methodology, data analysis if any, discussion and implications, conclusion and references. The paper should clearly mention the title, name of the author, track for which it is being submitted and contact details of the author on its cover page. The manuscript should be formatted as follows:

Font	Times Roman 12 point
Spacing	1
Margin	Normal
Headings	Bold
References	APA format
Column	Single Column

- All abstracts and papers should be electronically submitted to: **conference.gbsrc@dpu.edu.in**
- All abstracts will be subjected to double blind peer review process. Acceptance of the abstract implies that at least one of the authors must present the paper at the conference.
- Authors are requested to identify the track in which their paper needs to be considered. Track indication may be given in the title page of the abstract as “Suggested track:”
- In a joint submission, at least one of the co-authors should be registered for the conference.
- Please note that the Institute has a strict anti-plagiarism policy so the originality of the work should be ensured by the authors. We seek original, unpublished work.

IMPORTANT DATES:

Last Date for Submission Full Paper with Abstract	: September 20 th , 2019
Acceptance of Full Paper Notification	: September 23 rd , 2019
Last Date for Registration	: September 25 th , 2019
Date of Conference	: September 30 th & October 1 st , 2019

REGISTRATION FEE (Non-refundable):

Sr. No.	Category	Per Participants *	International Delegates *
1.	Academic Delegates	₹ 1,500	\$20
2.	Industry Delegates	₹ 2,000	\$28
3.	Research Scholars / Students	₹ 1,000	\$14
4.	Paper in-Absentia	₹ 1,000	\$14

***Note :** Taxes additional (18% GST)

Registration Fees includes:

1. Opportunity to present a paper in the conference
2. Opportunity to meet and network with participants
3. Conference kit, Breakfast & Lunch during the conference day
4. Certificate of participation/Paper presentation

Delegates have to make their own travel and stay arrangement. The Institute will help them in making their stay arrangement in Pune.

Best Paper Award: ONE selected papers shall receive the Best Paper Award as nominated by the jury, conference organization committee after carefully scrutinizing all aspects of the paper. Only presented papers will be considered for the selection process. All the rights are reserved with GBSRC-Conference Organizing Committee 2019.

Publication Details

After peer review process all the accepted papers will be published in Conference Proceedings with ISSN/ISBN number.

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REGISTRATION GUIDELINES:

1. There cannot be more than three authors per paper
2. One author cannot contribute more than two papers
3. To register, additional authors (apart from the first author) need to pay Rs. 1500 or USD 20

REGISTRATION DETAILS:

The registration fee for the conference needs to be paid via electronic transfer / DD to be drawn in favor of “***DIRECTOR, Global Business School & Research Centre, Pune***”, payable at Pune along with duly filled registration form.

Demand Draft may be sent to our address:

Dr. D.Y. Patil Vidyapeeth’s,
Global Business School & Research Centre
Mumbai-Bangalore Highway, Tathawade, Pune 411 033.
Tel. No. 020-22932323, 22932132

Participants making an electronic payments or Demand Draft are requested to send an email carrying details of the transferor Demand Draft at : **conference.gbsrc@dpu.edu.in**

The electronic payment mode is as follows:

Name	: Global Business School and Research Centre
Account Number	: 0522104000109062
Bank Name	: IDBI Bank
Branch Name	: Chinchwad
IFSC Code	: IBKL0000522
City	: Pune



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DATE: 30th September & 1st October, 2019

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Email Id : _____

Contact No : _____

Address for communication : _____

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Email Id : _____

Contact No : _____

Address for Communication : _____

Title of the Full Paper : _____

Track No. : _____

Paper Type: Regular/ In-absentia : _____

Registration Fees : _____

Mode of Payment : _____

Details of the NEFT/DD : _____

NEFT/DD No : _____

Authors Signature:

Co-Authors Signature:

Date:

Place: