



Dr. D. Y. Patil Vidyapeeth, Pune
(Deemed to be University)

Global Business School & Research Centre, Pune

4th International
Conference

"LEADING DIGITAL DISRUPTION"
(Online Mode)

04th and 05th November 2022
GBSRC, Tathawade, Pune

THEMES

- Digital Markets
- Digital Human resources and retaining Human element
- Digital Finance
- Environmental & Societal aspects of Digitalization
- Post-Pandemic Sustainable Business strategies
- Ethics & Legal aspects of digitalization



Research paper to be submitted to
conference.gbsrc@dpu.edu.in

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Global Business School and Research Centre, Pune, India
4th International conference on “Leading Digital Disruption”

Date: 4th and 5th November, 2022 (Online Mode)

Digital disruption is the change that occurs when the new digital technologies and business models affect the value proposition of the existing goods and services. In today's fast changing VUCA world the ability to successfully engage with this disruption can be the difference between the market driven companies and market driving companies. At some point digital disruptions will completely change markets due to their ripple effects, while a fad will not. Consider how digital TV initially impacted analog television, and how Netflix subsequently exploited digital content to completely disrupt the entertainment industry. Broadly digital disruptions affect business, technology, industry and society. Efficiency, transparency, and productivity of business depends on how the organization is dealing with digital disruption which is the necessities of the future of the organization.

This conference will deliberate on several business pillars pertaining to general management, finance, marketing, human resource, information technology and entrepreneurship. Scholarly, conceptual, empirical papers that address the conference theme will be published. We invite the Academicians, industry Professionals, Research Scholars and students to participate and present Research Paper in the International Research Conference. The Call for Papers is open, but not limited, for the following themes:

- **Digital Markets:** Product innovation, Personalization of customer relations, e-CRM, Customization of services, Role of procurement in digital age, e-commerce, e-tailing, Sentiment analysis, Predictive analysis.
- **Digital Human Resource and Retaining Human Element:** HR in digital transformation, AI for Talent acquisition and retention, Blending Humanity with digital revolution, Digital workforce.
- **Digital Finance:** Fintech, Digital currencies, NFTs, Digitalization in banking, Digital finance, UPI.
- **Environmental & Societal Digitalization:** Environmental sustainability and good governance, Digitalization for sustainability, Societal disruption, Social inclusion, Sustainable digitized societies, Digital divide
- **Technological aspects:** AI & ML, Future of Homo sapiens-Homo Digitalis, IoT, Big data analytics, Cloud computing, Metaverse, AR & VR, ML, Blockchain, Digitizing innovation, Digital SCM & logistics.
- **Post-pandemic Sustainable Business Strategies:** Digital business strategy, E-commerce, B2B / B2C / B2B2C, Digital Revolutions in public finance, Metaverse, Digitalization in education, Online universities and Hybrid learning, Digitalization in Healthcare, Agri-business, International business, Biotechnology, Hospitality.
- **Ethics & Legal aspects of Digitalization:** Privacy in the digital age, Human rights, Persuasive designing, E-governance, Digitalization and IPR laws, Digital protectionism through digital tariffs.

Publication Opportunity:

Authors of high-quality selected full conference papers would be invited to submit their full manuscripts for publication in the **SCOPUS and/or UGC indexed journal**. All accepted and presented papers will have the opportunity to get published in "VICHAYAN - Online International Journal of Multidisciplinary Research "ISSN: 2583-0865" published by the institute. Certificate of participation will be issued to all the participants.

Important Dates:

Last date for Full paper submission with Abstract	31 st July 2022
Communication about acceptance / rejection / modifications	15 th August 2022
Last date for revised article submission	30 th August 2022
*The dates are subject to change. Rolling review of papers will be conducted.	

Submit full papers on the conference email id: conference.gbsrc@dpu.edu.in.

Full paper guidelines for authors:

1. Research articles must be based on themes and sub-themes of the conference.
2. Submission of paper should be in word document only.
3. Word Limit: Total word limit for each paper should be between 4000 - 6000 words.
First Page: Title, Author (s), Name(s) and Affiliation (s) with contact number and email, identify corresponding author with *asterisk.
4. Second Page: Title, Abstract (200 words approx), Keywords (5) followed by main text.
5. All submission should strictly follow the given formatting style:
 - a. Heading : Times New Roman 14 point
 - b. Text font: Times New Roman 12 point
 - c. Margin: 1 inch all sides
 - d. Spacing : 1.5 lines, Single column
 - e. References : APA Style 7th edition

Registration Fees:

Industry Experts: ₹ 1250/-

Academician: ₹ 1000/-

Research Scholars: ₹ 1000/-

Students of GBSRC/ Alumni: ₹ 500/-

Registration is mandatory for presentations and publication in the conference. For multiple articles, authors must register for each paper separately. Only registered author will be allowed for presentation / publication. After payment of registration fees, participants' needs to complete the registration process for the conference using the link provided below:

https://docs.google.com/forms/d/e/1FAIpQLSdGCnhuRV2QBcU9717_N5VeuyVqCXY4fErpWOWxA6Swt77ZQ/viewform?vc=0&c=0&w=1&flr=0

Bank details:

The registration fees to be paid through **NEFT** using following details .Only NEFT payment mode is accepted.

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

Conference core team:

Conference Chair: Dr. Chetan Chaudhari, Dean - Faculty of Management, Director – GBSRC, Pune.

Convener: Dr. Shripad Joshi, Associate Professor, GBSRC, Pune.

Conference Co – Convener: Dr. Kasturi Shukla, Associate Professor, GBSRC, Pune.

Conference Secretary: Dr. Jayashree Patole, Assistant Professor, GBSRC, Pune.

Note:

The rolling review of papers will be conducted. Authors who agree to publish in the in-house journal of the institute have to declare the same by signing the declaration and copyright transfer form. The final decision of the acceptance / rejection of the articles shall be with the conference committee. Those authors whose papers selected are selected for UGC/ SCOPUS / ABDC and other listed journals will be required to submit their articles to the journals and adhere to the submission guidelines of the journal regarding the publication fees, submission, review and the further process. The decision of the journal editorial team will be final in this regard.
