



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

Global Business School & Research Centre, Pune.

4th

INTERNATIONAL CONFERENCE

on
"Leading Digital Disruption"

ONLINE MODE

**International Journal
of Consumer Studies**
(SCOPUS) [Online ISSN: 1470-6431]

**Prabandhan: India Journal of
Management**
(ISSN 0975-2854) [SCOPUS, UGC group - II]

**Third Concept: An International Journal
of ideas** (ISSN 0970-7247) (UGC-CARE- Group 1)

**VICHAYAN - Online International Journal of
Multidisciplinary Research** "ISSN:2583-0865"

Journal of International Business and Economy
(UGC Care) ISSN 1527-8603



**04th and 05th
November 2022**



GBSRC,
Tathawade, Pune.



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Last date for Paper submission: 15th September 2022

Research Paper to be Submitted to **Conference.gbsrc@dpu.edu.in**

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 14 years, the Institute has carved a name for itself amongst the top business schools in the country. Global Business School & Research Centre offer BBA, MBA (Approved by AICTE) and Ph.D. program under Faculty of Management.

The Dr. D. Y. Patil Vidyapeeth, Pune has been re-accredited by **NAAC** with a CGPA of 3.64 on a four point scale at '**A++**' **grade**. Dr. D. Y. Patil Vidyapeeth, Pune is also an ISO 9001 : 2015 Certified University. Under National Institutional Ranking Framework (**NIRF**) **2022**, conducted by Ministry of Human Resource Development (MHRD), New Delhi, the Dr. D. Y. Patil Vidyapeeth, Pune has achieved rank as **3rd** in **Dental** Category, **17th** in **Medical** Category & **41st** in **University** Category in India.

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 an opportunity to publish in "VICHAYAN – Online International Journal of Multidisciplinary Research" "ISSN: 2583-0865" published by the institute.

The conference offers publication opportunity with following journals:

- 'International Journal of Consumer Studies' (SCOPUS) [Online ISSN: 1470-6431]
- Prabandhan: Indian Journal of Management (ISSN 0975-2854) [SCOPUS, UGC group–II]
- Third Concept: An International Journal of ideas (ISSN 0970-7247) (UGC-CARE- Group 1)
- VICHAYAN - Online International Journal of Multidisciplinary Research "ISSN:2583-0865"
- Journal of International Business and Economy (UGC Care) ISSN 1527-8603

The journals will conduct an independent peer review and select papers for publication, subject to the satisfactory review of the research quality of the article. The decision of the journal office shall be final and binding on the conference committee.

Important Dates:

Last date for Full paper submission with Abstract	15 th September 2022
Communication about acceptance / rejection / modifications	4 th October 2022
Last date for revised article submission	14 th October 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:

- Research articles must be based on themes and sub-themes of the conference.
- Submission of paper should be in word document only.
- **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.
- **Second Page:** Title, Abstract (200 words approx), Keywords (5) followed by main text.
- 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	₹ 1000/-
Academician	₹ 750/-
Research Scholars	₹ 750/-
Students of GBSRC/ Alumni	₹ 500/-
*GST additional	

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Account Number : 0522104000109062
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Branch Name : Chinchwad
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City : Pune

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/1FAIpQLSdGCnHuRV2QBcU97I7_N5VeuyVqCXy4fErpWOWxA6Swt77ZQ/viewform?vc=0&c=0&w=1&flr=0

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