



GLOBAL BUSINESS SCHOOL AND RESEARCH CENTRE

Dr. D.Y. PATIL VIDYAPEETH, PUNE

(Deemed to be University)

Accredited (3rd cycle) by NAAC with CGPA of 3.64 on four point scale at 'A++' grade)
(An ISO 9001:2015 & 14001:2015 Certified University)

Director

Report

4th International conference on 'Leading Digital Disruption'

4th & 5th November 2022



The 4th International conference on the theme 'Leading Digital Disruption' was hosted virtually on 4th & 5th November 2022 by Global Business School & Research Centre (GBSRC), Tathawade, Pune which is the flagship institute of Dr. D. Y. Patil Vidyapeeth, Pune.

The inaugural event was held on 4th Nov and was attended by more than 400 participants. The **Chief Guest** for the inaugural event was **Dr. Sushil Sharma**, Associate Provost at Texas A&M, USA and the **Keynote speaker** was **Dr. Ananth Rao**, Professor, International Relations, University of Dubai, Dubai. The event was graced by **Dr. (Mrs.) Smita Jadhav**, Trustee and Executive Director, **Dr. D. Y. Patil Vidyapeeth Society, Pune** and **Prof. Dr. N J Pawar**, Honorable Vice Chancellor of Dr. D Y Patil Vidyapeeth, Pune. **Dr. Chetan Chaudhari**, Director-GBSRC and Dean – Faculty of Management was the Conference Chair.

Survey No.87-88, Bangalore-Mumbai Express Way By-pass, Tathawade, Pune – 411 033, Maharashtra, India.

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The core committee of the conference comprised of Dr. Shripad Joshi (Convener), Dr. Kasturi Shukla (Co-Convener) and Dr. Jayashree Patole (Secretary).

We received an overwhelming response for the conference evident by the 100+ research papers received under the various tracks. A total of 78 papers were selected for paper presentation under various tracks namely”

- Digital Finance (11 papers),
- Digital Human Resource Management (14 papers),
- Digital Markets (20 papers),
- Post-pandemic Sustainable Business Strategies (18 papers),
- Technological aspects (8 papers),
- Environmental & Societal Digitalization (5 papers),
- Ethical & Legal aspects of Digitalization (2 papers).

Out of this 62 authors registered and presented their papers during the parallel tracks of the conference on 4th Nov. The papers covered a wide variety of subject areas pertaining to conference themes which were contribute by authors from International and Indian companies like Deloitte INC, Zenith Consultancy Pvt. Ltd. India. In addition to B-schools and universities from Maharashtra, scholarly papers were also received from:

- Sharda University, Greater Noida
- B.V Patel Institute of Management, Uka Tarsadiya University, Bardoli, Surat.
Gujarat
- Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore
- Vivek Vardhini School of Business Management, Telangana, Hyderabad
- NCRD's Sterling Institute of Management Studies, Navi Mumbai
- CHRIST (deemed to be University), Bangalore
- JNU, New Delhi
- Chinmaya Vishwavidyapeeth, Veliyanad, Kerala

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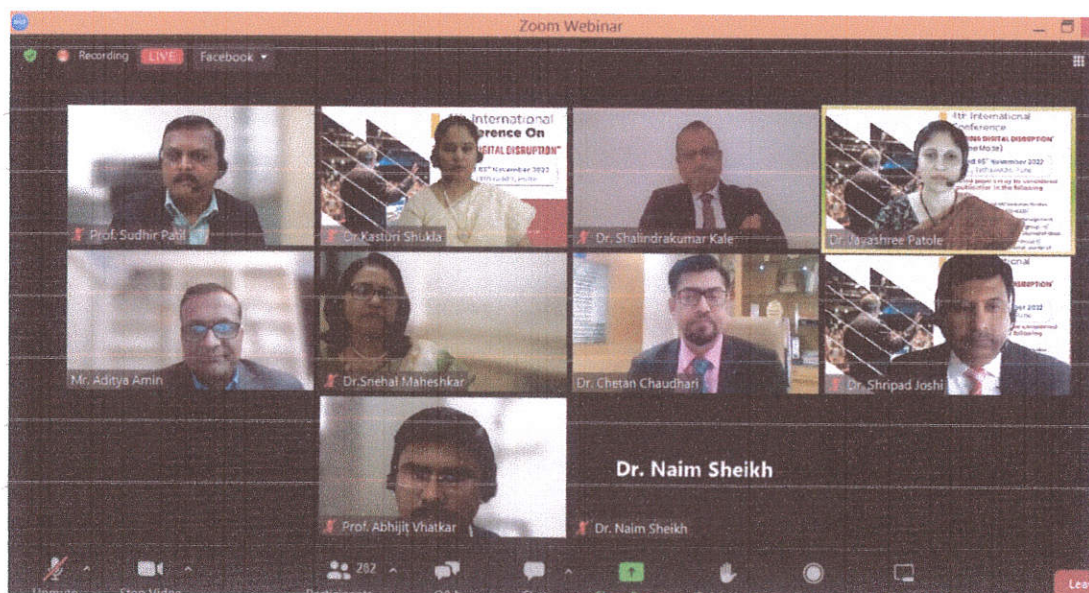
- Adishankara Business School, Kerala
- Amity International Business School, Amity University, Noida, Uttar Pradesh, India.

The collaborating journals for the conference were:

- '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 (UGC-CARE- Group 1) [ISSN 0970-7247]
- Journal of International Business and Economy (UGC Care) [ISSN 1527-8603]
- VICHAYAN - Online International Journal of Multidisciplinary Research [ISSN:2583-0865]

Out of the 62 papers presented during the conference, 22 best quality research papers were selected after the rigorous review by scientific research committee of the conference. These selected papers were submitted to the above journals, after the conference for publication opportunity.

The **Valedictory session** was held on 5th Nov 2022 from 10 am to 1pm. The Key-Note speaker for the valedictory was **Mr. Aditya Amin**, Vice President, Insurance Industry Solutions Group, Mphasis who spoke on the topic ""The setting-in of the era of Digital disruption, related trends and the way forward for various business sectors".





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Mr. Amin covered in details what are the various disruptive forces and how it modifies business. The Valedictory was concluded by Vote of Thanks by Conference Convener Dr. Shripad Joshi. The best paper award went to following:

Award	Paper Title	Authors
I st prize	Tackling Digital Payment Frauds: An Empirical Study of Consumer Preparedness in India	Mr. Ameya Makarand Lonkar Dr. Sonali Prasad Dharmadhikari Dr. Ravi Phadke
II nd Prize	Study on the impact of Cloud Adoption in Small and Medium IT Enterprises in Pune	Mr. Vikas R Gangadhar Dr. Ajim Shaikh
III rd Prize	Analyzing the Challenges for Developing a Socially Sustainable Organization in the Industry 4.0 Era	Dr. Veerendra Anchan Dr. Manmohan Rahul Dr. Vernika Agarwal Dr. Arshia Kaul
IV th prize	Study of Mediator effect of Work Pressure on Employee's Self-efficacy and Job Satisfaction'	Dr. Jitendra Bhandari, Dr. Naim Shaikh, Ms. Pranjal Jadhav, Ms. Aparna Shastri,
V th Prize	Industry 4.0 Vs. Defies for Human Resource Management Progression	Dr. Arun Pardhi Dr. Dilip Nana Aher Dr. Sham Bacchav Dr. Debjani Guha
VI th prize	Consumer Behavior during COVID 19 while shopping Essential Goods through Organized, Unorganized and on E- retail platforms in Metropolitan Municipality area	Dr. Ganesh Pandit Pathak Dr. Satish Warpade Mr. Sudhir Rajdhar Patil Ms. Nikita Dipak Vedpathak
VII th prize	Managing emotional, mental health and physical wellbeing of self – A Study" Global Business School and Research Centre, Pune	Dr. Vatsala Manjunath Dr. Sharmishthadevi Deshmukh
VIII th prize	Can healthcare in India adopt a Competency-Based Talent Management approach? A study of factors/variables required for the transformation	Mr. Jitendra Sandu Dr. Snehal Maheshkar

The Best papers were awarded cash prize along with certificate. Remaining authors were provided certificate for presentation.

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The two day event was a great success due to the extensive support and encouragement received from top management of the university, **Hon. Dr. P. D. Patil**, Chancellor, Dr. D. Y. Patil Vidyapeeth, Pune and **Dr. (Mrs.) Bhagyashree P. Patil**, Pro-Chancellor, Dr. D. Y. Patil Vidyapeeth, Pune, **Dr. (Mrs.) Smita Jadhav**, Trustee and Executive Director, Dr. D. Y. Patil Vidyapeeth Society, Pune and **Prof. Dr. N. J. Pawar**, Honorable Vice Chancellor, Dr. D. Y. Patil Vidyapeeth, Pune.

Report Prepared by:

Dr. Kasturi Shukla,
Associate Professor,
Conference Co-Convener

Approved by:

Prof. Dr. Chetan Chaudhari,
Director, GBSRC & Dean - Faculty of Management
Conference Chairperson