

AMITY
UNIVERSITY
— GURGAON —

International
Conference on

The New Digital Age: Reshaping Strategies for Business Organisation

February 23rd-24th, 2017



AMITY
BUSINESS SCHOOL

International Conference on

The New Digital Age: Reshaping Strategies for Business Organisation

In the new digital-first business era, developing strategies and business models to rethink how your organization can thrive will be key to any organization's future viability.

– David Rogers

PREAMBLE AND OBJECTIVES

The presence of digitalization in today's business dome has been accepted world-wide. Its submission has been witnessed in all sorts of sectors such as retail, manufacturing, banking, tourism, telecommunication, airlines etc. The rise of digital technologies has transformed the business paradigm. Traditional business approach and processes are being transformed by the launch of new digital technologies and major boisterous threats. A business leader has to confront steady proliferation of social media channels, strong customer base and detonation of new digital tools. To win over such constraints, organization has to go ahead with developing strategic plans and harness each wave of digital change to create new value for their customers and business opportunity. For this, business leaders must be acquainted with effective plans and should implement and measure the impact of digital strategies that may benefit today's customers and leads to achieve business goals. Faced with business transformation in the world today, organisations clearly need new frameworks to formulate their own strategies to successfully adapt and grow in the digital age.

With the recent unveiling of Google's latest driverless car, which has appeared in the British and US media highlighting how cars controlled by sensors and cameras would need a completely different kind of Highway Code. The business leaders must realise that the old rules of the road are not suitable for an increasingly automated and connected world. Technology is driving behavioural change and creating new economic value, and if organisations do not have digital in their strategy, they really do not have a strategy at all.

As digital is everywhere in all walks of human life through smart phones, social platforms, cloud and Internet of Things, it has changed the rule of game thus, business organization needs a strategic plans and business models to keep and robust the digital system in place.

In the above context this conference aims to bring together corporate people, business representatives, academicians, consultants, researchers and scholars to discuss a broad range of topics related to the given theme. It will offer the audience an opportunity to get updates from keynote speakers and invited presenters on A New Digital Age: Re-shaping strategies for business organisation.

CALL FOR PAPERS

We invite academicians, researchers, policy makers, consultants, experts and management practitioners from all over the country and overseas to participate and contribute research papers/articles on any of the sub-themes or related issues. However, they may also enrich the conference as delegates by participation in the deliberations. Original research and review papers are solicited from all disciplines on topics including but not limited to:

FINANCE AND ECONOMICS

- Leveraging Technology in reaching to last unbanked citizen.
- Global Banking as a Local Banking Experience.
- Enterprise Risk and Technology
- Changing roles of CFO in digital era.
- Valuation of digital firms/ businesses.
- Valuations, Synergy and Technology
- Valuation of social media marketing business
- M&A in Social media business
- Financial Implication of Digital Business
- Digital Consumers in Emerging Markets
- Digital Economy - Creative Economics

HUMAN RESOURCE MANAGEMENT

- Building the digital HR organization
- Emerging social media for employee engagement
- Human resource information system
- People data management
- Contemporary HR practices
- Leadership in the era of digitization
- Digital media and Talent Acquisition
- Digital transformation

MARKETING

- Digital marketing optimization
- B2B digital strategy
- Integrated digital marketing into traditional marketing
- Brand building in digital world
- Future of Digital Business
- Social CRM
- Social Media Analytics
- SMM: Opportunities and Challenges
- Integrated Social Media Marketing strategy
- Digitization is making the business boundary less
- Customer behavior and decision making in digital age
- Advanced Pinterest Marketing

INFORMATION TECHNOLOGY AND SERVICES

- Cloud Computing for electronic storage and its usefulness for Businesses
- New Directions in online businesses
- Cyber-War, Cyber-Terrorism & Automated Weapons
- Internet: backbone of the digital accessibility
- Security & Legal aspects in the digital age
- IT in public grievance redressal
- Product development vs cyber risks
- Going Web or mobile: A dilemma for businesses
- E-education
- The big data analytics

GUIDELINES FOR SUBMISSION

Selection of papers for presentation will be based on full paper submission wherein abstracts must include indication of the purpose of research, methodology, major results, implications, and key references. They should adhere to the following:

Length of Abstract: The abstract should not exceed 300 words including the title/cover page and references.

Full Length Papers (5000 – 7000 words)

Short Papers / Work in Progress (3000 – 5000 words)

Page margins: The page margins should be one inch on all sides.

Font: The paper should be typed in Times New Roman in 12 point font size.

Line spacing: The paper should be typewritten in 1.5 line spacing.

Title Page: The paper should be accompanied by a separate title page. The title page should include the title of the paper in about 5-10 words, the authors of the papers along with their institutional affiliations and contact details.

Keywords: The authors are requested to provide at least four keywords associated with the submitted paper.

All papers should use the standard APA style. All Submissions should be accompanied with a brief profile of the authors. The template for the authors profile can be downloaded from the conference website.

All papers will be blind reviewed and only those papers approved by the reviewers will be selected. All papers must be submitted to conference@ggn.amity.edu. Authors will be notified of acceptance by **16th January, 2017**. Acceptance of the paper implies that at least one of the authors will register for and attend the conference and present the selected paper.

BEST PAPER AWARDS

The best paper awards will be given during the valedictory session of the conference. The best papers will be selected on the basis of the quality of the research paper and the decisions will lie with the jury consisting of distinguished experts of the area. The best papers award will carry a citation and a prize.

PAPER PUBLICATION

All the accepted papers will be published in the Conference Proceeding with ISBN, which will be available at the time of the Conference. Extended papers will also find place in the special issue of university journal "Amity Management Analyst".

REGISTRATION FEES

	Business Executives	Academician	Research Scholar	Students
Speakers/delegates	USD 250 Rs.2500	USD 200 Rs.1800	USD 150 Rs.1000	USD 100 Rs.750

Registration fee should be submitted in the form of Demand Draft/Bankers cheque drawn in favor of "Amity University, Haryana" payable at New Delhi along with the attached registration form. Participant(s) may also submit the fees directly to the University account.

Beneficiary Name: Amity University, Haryana

Bank Name : Axis Bank
Account No. : 910010023405214
IFSC Code : UTIB0000720 (for transfers from India)
Swift Code : ASISINBB056 (for transfers from Abroad)

In case of paper presentation at least one of the authors will have to be registered. The conference fee includes Kit along with the tea/ lunch/refreshments, participation certification and the proceedings of the conference.

ACCOMMODATION

For the travel, lodging and boarding, the participants need to make their own arrangement. Accommodation will be provided in campus to participants on first-come-first basis. Variety of accommodation is available in the Gurgaon city.

WEATHER CONDITIONS

Weather during the February month is pleasant cold. The day time expected temperature is between 15°C to 25°C.

SPONSORSHIP

Industries /organizations are invited to sponsor the seminar and take part in it. All queries should be addressed to Dr. Ashutosh Kumar.

DATE & VENUE

Submission of Full Paper: 9th January, 2017
Acceptance Notification : 16th January, 2017
Registration Closes: 23rd January, 2017

Venue: Auditorium, A-block, Amity University Haryana, Gurgaon (Manesar)

ABOUT THE ORGANISER

The Amity Business School (ABS), *An Institution Accredited by ACBSP*, Amity University Haryana, provides students an ambience to learn, grow and mature into leaders capable of shouldering responsibilities of future. The mission of the Institute is to prepare quality managers by equipping its students with the required skills and qualities so that they are able to meet challenges of dynamic environment both nationally and globally. The Institute offers Under Graduate, Post Graduate and Doctoral programme in various functional areas of business and management.

ABS has become synonymous with talent, commitment and wisdom & focus on developing a new cadre of professionals with a global outlook. It is here that future managers develop a global perspective on social, political, economic and legal environment, as it prevails across the world. Constant interaction with industry helps its students develop their expertise in dealing with varied issues effectively. We take immense pride in the achievements of ABS and its alumni who have been instrumental in carving a niche in the corporate world.

PATRON

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Vice Chancellor - Amity University, Haryana

CONFERENCE CHAIRPERSON

Prof (Dr) Padmakali Banerjee
Pro Vice Chancellor, Dean Academics, AUH and
Director - Amity Business School

CONFERENCE DIRECTOR

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Admission, AUH

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CONFERENCE CONVENER

Prof (Dr) Ashutosh Kumar
Amity Business School, AUH

CONFERENCE CO-ORDINATOR

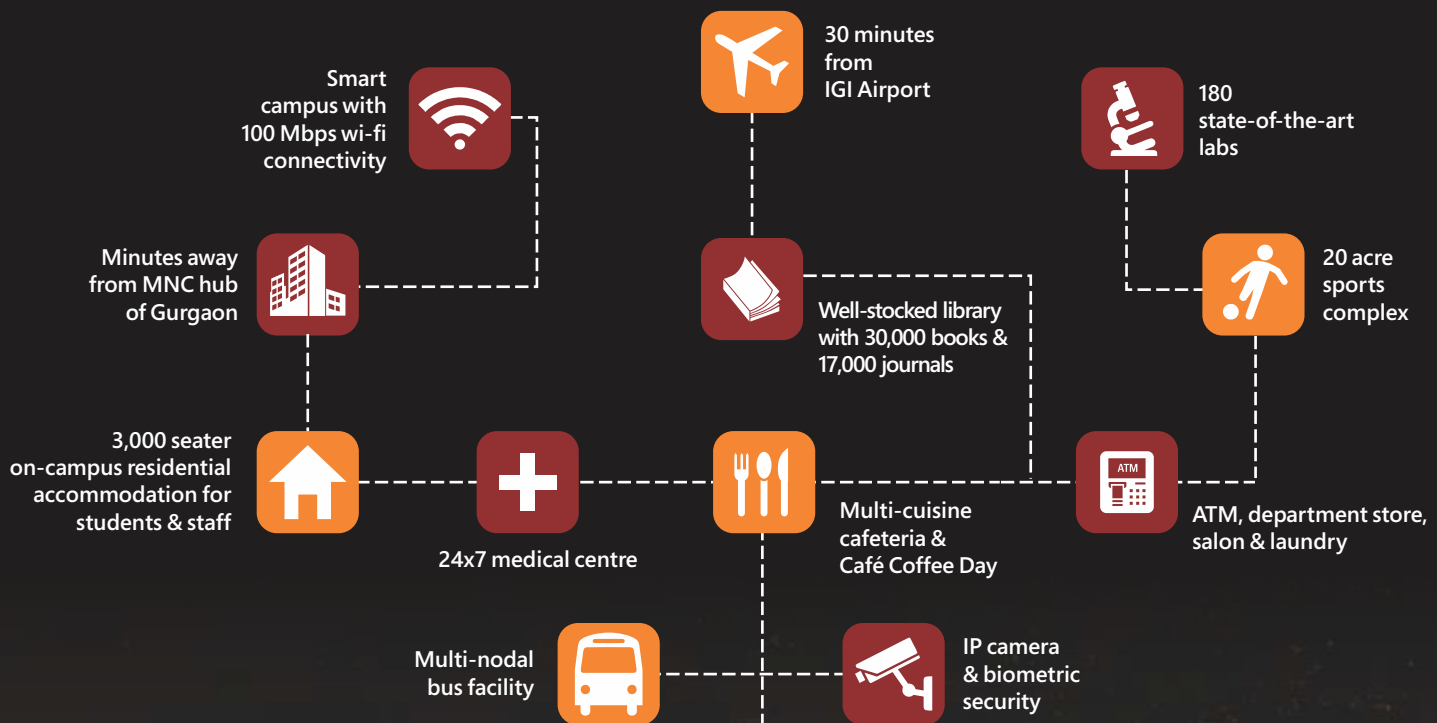
Mr. Ankit Dhamija
Astt. Professor, ABS

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FOR FURTHER DETAILS PLEASE CONTACT:

(Prof) Dr. Ashutosh Kumar, Amity Business School, Amity University Haryana, Amity Education Valley,
Panchgaon, Manesar, Gurgaon-122413 | akumar73@ggn.amity.edu | www.amity.edu/gurgaon

Invitation for Sponsorship

The conference will have much importance for the industry practitioners, policy makers as well as academicians of business disciplines. It will also provide an opportunity for the academicians, corporate people, research scholars as well as the policy makers to interact with the leading management professionals who will be coming in this conference across the world. This will be an ideal platform to showcase your offerings, initiatives and solutions to an effective target audience at one place. The conference is inviting the following sponsorships:

Conference Sponsor (Platinum)	USD5000	(INR 3,00,000)
Co-sponsor (Gold)	USD3500	(INR2,00,000)
Co-sponsor (Silver)	USD2500	(INR1,50,000)
Sponsor-Technical Sessions	USD1500	(INR1,00,000)
Lunch/Tea/Conference Kit Sponsor	USD1500	(INR 1,00,000)

The above sponsors will be provided with the following facilities:

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Session Sponsor	Lunch/Tea Sponsor	Conference Kit Sponsor
Back drop in Conference Hall & Website	Large Logo	Big Logo	Small Logo	As Co-Sponsors	As Co-Sponsors	As Co-Sponsors
Online/Print Media Promotion on various portals/ News Papers/ Magazines	LOGO	LOGO	LOGO	--	--	--
Banners in & Around Venue	LOGO	LOGO	LOGO	--	2 Banners in Lunch/Tea Area	--
Sponsor Banners	3 Banners (3*5 Ft max)	2 Banners (3*5 Ft max)	1 Banners (3*5 Ft max)			
STALL	Big Stall 10*6 Ft.	Small Stall 6*6 Ft.	Small Stall 6*6 Ft.	Small Stall 6*6 Ft.	Small Stall 6*6 Ft.	Small Stall 6*6 Ft.
Sponsor's Mention from stage	All sessions, Inaugural and Valedictory	Only Inaugural & Valedictory	Only Inaugural & Valedictory	Only in Session	Mention in Declaration of Break for Lunch/Te	Mention in Inaugural Session only
Brochure/ Material Distribution Complementary Passes	Provided in kit 10	Provided in kit 5	Provided in kit 3	Provided in kit 2	Provided in kit 2	Provided in kit 2

Rates of Advertisement in Souvenir

Particulars	Full Page	Half Page	Quarter
Back Cover Page (Coloured)	35,000	NA	NA
Back Page (Inside)	20,000	NA	NA
Front Color (Inside)	25,000	NA	NA
Colour	15,000	8,000	5,000
Black & White	10,000	5,000	2,500

Invitation for Sponsorship

General Terms & Conditions

1. Sponsorship will be allotted on first come first served basis.
2. Final allotment of sponsorship category will be confirmed on receipt and realization of full payment.
3. The sponsor shall bring PR material as desired by them.
4. All payments for sponsorship are to be made in advance.
5. All payments are to be made by Demand Draft/Bankers' cheques only in favour of "Amity University Haryana", payable at New Delhi.
6. All requirement shall be made known seven days prior to the event. Taxes shall be charged accordingly.

The sponsorship amount can be paid via bank-transfer as per the given details:

Beneficiary Name : Amity University, Haryana
Bank Name : Axis Bank
Account No. : 910010023405214
IFSC Code : UTIB0000720

We ensure you that this conference will give you a new height to promote your company/organization/institute/university activities and offerings to a highly reactive audience and have maximum mileage and return on your investment.

For further details regarding sponsorship, please contact:

(Prof.) Dr. Ashutosh Kumar
Conference Convener
Amity Business School
Amity University Haryana
Amity Education Valley
Panchgaon, Manesar, Gurgaon-122413
Mobile: 95-821-24356
Email: akumar73@ggn.amity.edu
Website: www.amity.edu/gurgaon



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THE NEW DIGITAL AGE: RESHAPING STRATEGIES FOR BUSINESS ORGANISATION

23 -24 FEBRUARY 2017 • AMITY UNIVERSITY GURGAON CAMPUS

REGISTRATION FORM

Name (in Block letters) : 1 _____

Designation & Affiliation : _____

Name (in Block letters) : 2 _____

Designation & Affiliation : _____

Address for Correspondence: _____

Mobile No.: _____ Fax No. _____

E-mail : _____

Participant Category: Paper Presenter ☐ Participant only ☐

Title of the Paper: _____

Details of Payment :

Demand Draft No. _____ Amount _____ Dated _____

Online (NEFT/SWIFT/Online transfer):

Receipt No. _____ Amount _____ Dated _____

The DD should be drawn in favour of "Amity University Haryana" payable at New Delhi.

Note: Registration Form can be photocopied for the use of other willing participants.

The filled in Registration Form and the Demand Draft can be sent to:

(Prof.) Dr. Ashutosh Kumar

Conference Convener

Amity Business School

Amity University Haryana, Amity Education Valley

Panchgaon, (Manesar), Gurgaon-122413

Tel: 91-2337015/2767849, Fax: 91-124-2337016

Signature of the Participant

Signature of the Head of the Institution