INTERNATIONAL CONFERENCE

Digital Technology: Its Impact, Challenges and Opportunities

Saturday, 25th Feb, 2023

About VPIMSR

VPIMSR, Sangli named after the then Chief-Minister of Maharashtra State Shri. Vasantraodada Patil was established in 1984 by the well-known versatile Visionary, Consultant and a leading Chartered Accountant Late Prof. Dr. A.D. Shinde Sir, who's Vision, Mission was to impart knowledge of professional programs and I.T. education to the student's community at large.

The Institute is situated at the border of South Maharashtra and North Karnataka that has an influx of students who need improvement in their communication & professional development skills. In compliance with its Vision and Mission the Institute has strived to meet these needs in its dedicated and disciplined journey of 39 years. VPIMSR caters to the specific needs of the students coming from country side and from the less privileged classes who cannot afford to join the ostentatious B-Schools in the cities for pursuing their academic goals. The Institute enables such students to venture into the ever expanding dynamic world of business and develop multi-skills in their lives. The Institute has excellent infrastructural facilities viz. several imposing buildings, well equipped computer labs connected by networks and Wi-Fi, Audio Visual Hall, Language Lab, Management Lab, E-Library and a good learning resource center that includes E- learning facility with Online Examination Centre. The Institute is accredited by NAAC Bengaluru with 'A' grade.

About the Conference

Dear Sir/Madam,

It gives us immense pleasure to inform you that, we are organizing an International Conference on "Digital Technology: Its Impact, Challenges and Opportunities" at V.P. Institute of Management Studies & Research, Sangli on 25th Feb. 2023. Digital technologies blending human and technical capabilities for business transformation. Digital platforms helps companies to build applications in a modular, scalable way and to readily access that data as per need. New technologies such as AI, Internet of Things (IoT), Machine Learning, Edge computing, Cloud computing etc. can enhance business transformation and spur new opportunities. Digital technologies are imperative for all business transformation from the small to the large enterprise. Technology plays a crucial role in an organization's ability to evolve with the market and continually increase value to customers. In recent years, the COVID-19 pandemic has brought new urgency to meet digital transformation goals and forced many organizations to speed up transformation work. IT has become the primary driver for business innovation. Embracing this shift requires everyone in the company to rethink the role and impact of IT in their day-to-day experience.

Digital transformation initiatives often reshape workgroups, job titles, and longtime business processes. Digital technologies helps to change business process to become more efficient or effective. The idea is to use technology to transform that service into something significantly better. Many companies have yet to apply digital technologies and ways of working at scale, whereas many companies are planning end-to-end transformations but have yet to move beyond the drawing board.

To create a digital culture that embraces change, experimentation, continual learning and improvement is required. Transformations succeeds when they are incremental, cost-effective, and sustainable. Its focus is on outcomes like new products, improved processes, invention and automation in services etc. which build capabilities, business value and buy-in for the transformation. Our approach is focused on promoting, implementing digital technologies for holistic development of organizations.

Your active participation in the conference is highly solicited and appreciated.

Dr. R. A. Shinde

Principal,

VPIMSR, Sangli, Maharashtra- 416 414

Pastor R. Arguelles Jr.

Dean, College of Computer Studies

University of Perpetual Help System
Dalta, Molino, Philippines

DIGITAL
TRANSFORMATION

Sub Themes for the Conference

Digital Technologies

- IoT
- AI
- Robotics
- Genetic Algorithms
- Machine learning
- Big data analysis
- Edge computing
- 5G Network
- Block chain
- Metaverse
- Computer graphics
- Soft Computing
- Fuzzy Logic
- Mining
- Cloud computing
- Clean energy
- Digital money
- Quantum computing
- Cyber security etc.
- Business Intelligence
- Green Computing
- Digital Marketing

Marketing

- Brand Equity
- International Marketing
- Internet Marketing
- Telemarketing
- Social Media Marketing
- Marketing Analytics
- Customer Relationship Management (CRM)

Business & Management

- Change Management
- Communications Management
- Environment Management
- Hospitality & Tourism Management
- Managing Innovation
- Disaster Management
- Operation Management
- Project Management
- Public Sector Management
- Risk Management
- Supply Chain Management
- Multinational Financial Management
- Emotional Intelligence
- Time Management
- Business Administration
- Business Fluctuations
- Organization Development & Change Management
- Business Leadership
- Business Models
- Law & Regulations in Business
- Emerging Markets
- Statistics in Business
- Culture & Ethics in Business
- E-Business
- Global Business
- Business Ethics

Banking & Finance

- Business Intelligence & Financial Intelligence
- Bankruptcy
- Budget Deficit
- Credit Risk
- Crypto Currencies
- SME Finance
- Development Banks
- European Currency Unit
- Federal Reserve System
- Forensics Accounting
- Financial Markets
- Global Financial Crisis
- Government subsidies
- Income Tax
- GST
- Microfinance
- Fiscal policy
- Mutual Funds
- Personal Finance
- Securities and Exchange
- Venture Capital etc.

Economics

- Applied Economics
- Comparative Economics
- Corporate Finance & Governance
- Corporate Social Responsibilities
- Economic Modeling
- Economics in households
- Global Economy
- Inflation
- Macroeconomics
- Microeconomics

Sub Themes for the Conference

Human Resource Management & Leadership

- Strategic HRM
- Employee Engagement
- HR Retention Strategy
- Global HRM
- Latest developments in Performance Management
- Managing Talent
- Creating Human Capital
- Organizational Development and Change Management
- HR shared services and outsourcing

Library Science

- Best practices for services in Academic, Public and Special Libraries in digital area
- Outreach E-Services of Libraries
- Sustainable library building design
- Transition from print to non-print
- Libraries as community centers
- Green Libraries
- Innovation Services for Divyang
- Promotion and marketing of Library products and Services
- E-resources in academic library
- Digital library: Opportunities & challenges

PAPER SUBMISSION GUIDELINES

Research Papers should be based on listed topics in the sub themes of the conference. The abstract should be limited to 300 words and the research paper should be of 3000 words maximum typed in English, 12 point font size in Times New Roman. The paper should contain title, name of author/ authors, brief profile of authors, mailing address, contact number, email address and under which sub theme the paper is to be considered. Paper should be sent through e-mail only at: VPIC2023@vpimsr.edu.in Selected Papers will be published in peer reviewed journal with high impact factor with **DOI number for each paper**. The papers received after last date of registration will not be published

International Conference

TIME LINE

Last date for submitting full paper - 6th Feb, 2023

Intimation of paper acceptance - 10th Feb, 2023

Last date of Registration - 17th Feb, 2023

REGISTRATION FEES

Research Scholars - Rs. 1200 /-

Students - Rs. 350 /-

Academicians/ Industrialists/ Foreign Delegates - Rs. 1500 /-

ACCOUNT DETAILS

A/C Holder Name: **V.P. Institute of Management Studies and Research, Sangli.**

Name of the bank : **Karnataka Bank Ltd, Sangli**

A/C No : **7292000100051701**

IFSC Code : **KARB0000729**

MICR Code : **416052151**

Registration fee once paid will not be refunded.

(Send Receipt of Payment on WhatsApp – 9011984123)

International Conference

BEST PAPER AWARD

Two separate Paper presentation awards in the category of **Research Scholars /Academician / Industry Experts** and **Students** in Fond Memory of our Hon. Founder Director Late **Prof. Dr. A. D. Shinde Sir.**

OUR PATRONS

ADVISOR

ORGANIZING COMMITTEE