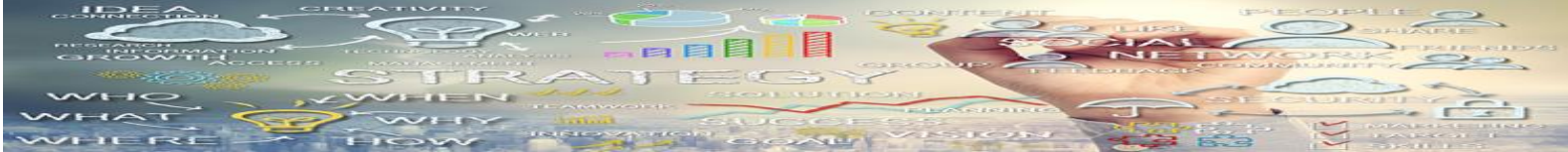


National Conference
on
Embracing the Digital Era: Management
Perspectives
13th January 2017



Organized by
UNIVERSITY SCHOOL OF MANAGEMENT STUDIES
Guru Gobind Singh Indraprastha University, Delhi





Programmes namely Two Year M.B.A. (General), Two- Year M.B.A. (Banking and Insurance), Two-Year M.B.A. (Real Estate) and Two-Year M.B.A (Consultancy Management) are also offered for working executives along with two Certificate courses in Behaviour Testing and Training (Basic-Two Months) and (Advanced – Four Months).

Call for Papers

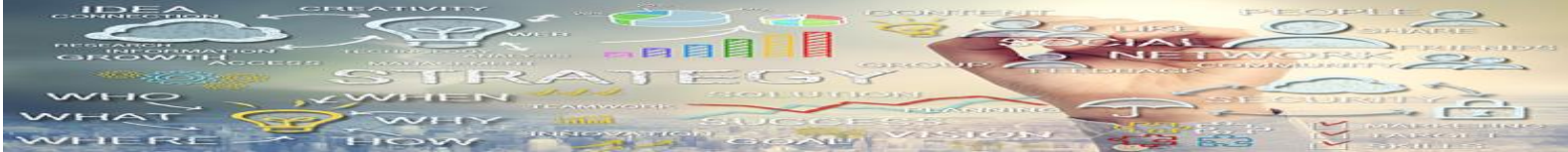
We invite original papers and working papers from Academicians, Industry Professionals, Doctoral Scholars, Consultants, various organizations and agencies and Management Students for publication in the proceedings of the conference and / presentation. A list of the indicative sub themes (not restrictive) covering Issues, Challenges, Opportunities, Practices and Strategies is given below:

- Digital Marketing strategies
- Web Business Models
- Pricing Strategies on Digital Medium
- Online Communication Tools
- Digital Communication challenges
- Internet Enabled CRM
- Online Distribution and Procurement
- B2B and B2C e-Commerce
- Information systems
- Digital Brand Building
- Innovations in Corporate Governance
- Measurement and evaluation of Web based Programs
- Social Media to enhance business performance
- Legal Issues in embracing technology
- Ethical Concerns in embracing technology
- Social and Regulatory issues in Digitizing business
- Innovative business practices via technology
- Human resource information systems
- Role of technology in corporate finance
- Digitization of banking and insurance industry
- Entrepreneurship in the digital era
- Any topic related to DIGITAL INDIA programme

Guidelines for Full Paper

The paper should begin with a title page including title, author(s) names, institutional address along with email. The manuscript should begin from the next page with title, an extended abstract, and a list of key words. The authors name and affiliation should not reflect anywhere on the manuscript for the blind review process. The total length of the paper must not exceed 10-12 A4 size pages excluding bibliography and appendices, single-line spacing, 12 font,





Times New Roman, and 1” margin on all sides of the page in MS Word compatible format text. Papers MUST ONLY be submitted through E-mail at **conference2016.usms@gmail.com** The author needs to send along with the paper his/her brief bio-data and the certificate of originality and consent for publication in proceeding without which it will not be accepted. All the papers will be blind reviewed by an expert committee with respect to their quality, originality, and relevance.

Authors are advised to check their papers for plagiarism. **Selected papers will be published in the proceeding** provided at least one of the authors will register and present the paper. In case of joint authors, each author has to individually register to attend/participate and avail the conference kit otherwise Conference Kit will be provided to the registered author only. All rights of publication of papers presented in the conference shall rest with the Conference Organizers.

Conference Proceedings

Proceedings of the conference will be published in the form of an edited book through a leading publisher with an ISSN number for wider dissemination of the deliberations. After the blind review process, the authors are required to incorporate the suggestions of the expert committee, before the paper could be selected for final publication.

Important Dates / Deadlines

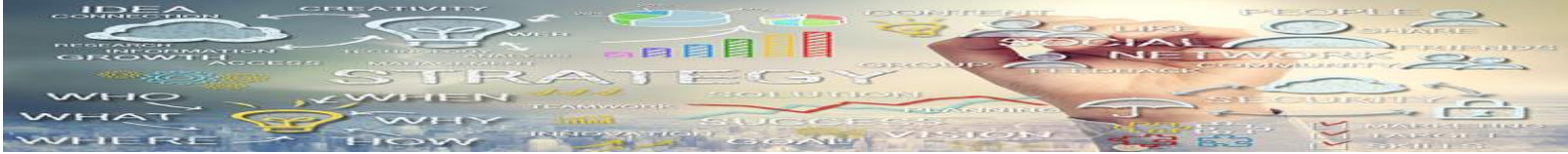
Submission of full paper with abstracts	2 December 2016
Review & Confirmation of papers	19 December 2016
Last date for Registration of authors for paper presentation	26 December 2016

Full Papers should be mailed to the Conference Coordinator through e-mail at: conference2016.usms@gmail.com.

Registration and Participation Fee

All delegates are required to register for the conference as per the details. Fee is payable by DD in favour of ‘Registrar, Guru Gobind Singh Indraprastha University’ payable at Delhi. The payment should be sent to the Conference Coordinator and should be accompanied by details of the nominee i.e. Name, Type of participant, paper presentation or participation, Designation (if any), Institution/Organization, Mailing Address, Telephone / Mobile No. and E-mail along with the filled up enclosed Delegate Registration form.





Type of Delegate and Registration Fee with Paper Presentation

Industry Professionals & Academicians Rs. 2000/-

Doctoral and Other Students Rs. 500/-

Registration fee includes participation in all technical sessions, conference kit, Conference proceedings, tea and lunch.

Who Should Attend

The conference would be beneficial to Decision makers from the Industry, Academicians and Researchers, Students and other related management related professionals.

PATRON

Prof. Anil K. Tyagi,

Vice Chancellor, GGS Indraprastha University, Delhi (India)

CONFERENCE CONVENER

Prof. Sanjiv Mittal, Dean USMS

Conference Coordinators

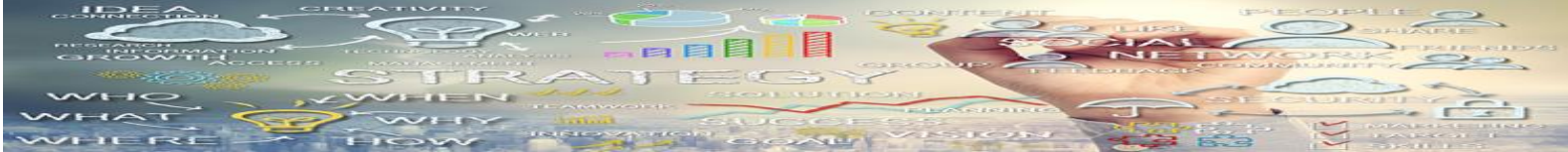
Mr. Amit Sharma and Dr. Deepti Prakash

University School of Management Studies, D Block, Dwarka Sector 16 C
GGS Indraprastha University, Delhi-110078.

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**NATIONAL CONFERENCE
EMBRACING THE DIGITAL ERA: MANAGEMENT
PERSPECTIVES
13 JANUARY 2017**

**Venue: University School of Management Studies
Guru Gobind Singh Indraprastha
University, Sector 16 C Dwarka Delhi 110078**

DELEGATE REGISTRATION FORM

Name of the Participant:.....

Type of Participant: Industry Academician Doctoral Student & Others

Designation:

Organisation/Institution name:

Mailing Address:

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Tel No.:

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Mobile:

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E-mail Address:

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Payment Details: DD No.Date:.....Amount:.....

Drawn on Bank Name:.....

Note: Fee is payable by DD in favour of 'Registrar, Guru Gobind Singh Indraprastha University' payable at Delhi. Please write your name at the back of the DD. (Kindly fill separate form for each delegate) Please send this form duly filled in along with the draft to:

Mr. Amit Sharma

**Conference Coordinator, University School of Management Studies, D Block, , GGS
Indraprastha University, Dwarka, Sector 16 C, Delhi-110078.**

(Note: In case of more delegates, Registration form can be photocopied)

