



INTERNATIONAL CONFERENCE

Organised By

Centre for Digital Transformation

**DIGITAL
TRANSFORMATION
FOR SUSTAINABLE
BUSINESS
PERFORMANCE**

MARCH 16-17, 2023

www.iujharkhand.edu.in



ABOUT THE UNIVERSITY

The ICFAI University Jharkhand (IUJ) is a part of ICFAI Group that is well known for its quality of education and ethics. It is the first Private University that was set up in Jharkhand, as per the State Legislative Act and is recognized by UGC, as per Section 2(f) of UGC Act, 1956. The University offers a range of Under- Graduate, Post-Graduate and Doctoral Programs in Engineering, IT, Law and Management disciplines. The University is committed to groom its students into competent professionals, by providing contemporary knowledge, equipping them with industry-relevant skills and inculcating good values. The University was ranked among the top ten Indian Universities in the Country during 2021, for its quality of education.

ABOUT THE CONFERENCE

Information technology (IT) is rapidly transforming the environment we live in. In the recent times after pandemic, almost all organizations have escalated their digital transformation projects. Organizations across all industries are at an inflexion point of needing to handle two rapidly changing domains viz., Technologies and Customer expectations. On one hand, we are all in the midst of new revolution viz., Industry 4.0 driven by innovations in Cyber physical systems, Internet of Things (IoT) and networks. There is an explosion of new technologies unheard of before like Additive manufacturing, 5G, Cloud Computing, Quantum Computing etc. On the other hand, there is a paradigm shift in the manner consumer(s) expectations are evolving. Customers across all industries with no exception are wanting unique and personalized experiences when consuming a product / service.

Thus, the need of the hour is to bring innovative business models, reimagined business process(es) to engage with customers and driving superior operational efficiencies to stay competitive. What is demanded today, is a "Transformation" in way business is done by companies at an unprecedented agility and speed. "Digital Transformation", is showing the promise and potential to enable the same in bringing the integration of digital technology into all areas of a business, fundamentally changing how an organization operates and deliver values to all its stakeholders. Pandemic has further added fuel in accelerating the adoption of Digital Transformation across all industries. At the same time businesses must also include rather align sustainability initiatives into their digital transformation roadmaps at various levels and functions. Sustainable business practices are important for the future of the world as well as for how customers, potential workers, partners, and investors view a firm and what this implies for their bottom line. The aspect of sustainable development also emphasizes the duty of the present generation to replenish, preserve, and enhance the planet's resources for future generations.

The objectives related to inclusiveness need to be embedded in the foundations of digital transformation. Digitalization has also emerged as the main driver for sustainable development. Businesses are using digital tools to map their environmental footprint and assess the impact of environmental shifts on their business. This conference underlines the need to bring about significant change that is beneficial for business, society, and the environment, from the rising demands of every firm to become more sustainable to the advantages in embracing technology to achieve this aim. This conference invites paper with rigorous work from any methodological or theoretical perspective, conceptual papers, and review articles. This conference also welcomes poster which are aligned with conference Paper track

OBJECTIVE OF THE CONFERENCE

- ✦ The objective of the conference is to focus on various dimensions of digital transformation and to bring the issues and the possible solutions for them.
- ✦ To provide a platform to discuss Innovations, Research & Challenges In Global Business, Finance, Economics, Social Sciences, Applied Sciences and others areas in the field of education.
- ✦ To explore real life examples and novel ideas in the stream of Commerce, Management, Economics, Humanities, Applied and Social Sciences.
- ✦ To exchange and share experience of experts and leading academicians on the subject.
- ✦ To discuss the best practices of digital and sustainable business models during pre and post Covid circumstances

THEMES AND SUBTHEMES

The scope of this conference extends to models of business, management and economic operations, across all functional areas. Original research papers are invited from academic scholars, industry experts, and entrepreneurs, on the following illustrative sub-themes or related to the main theme of conference:

Digital transformation in Marketing

Neuro-marketing
Digital Advertising
Technopreneurship and Product Development
Sustainability and Social Media
Digital platforms on International Marketing
Social media and Business Performance
Virtual Reality /Augmented Reality
AI and Relationship marketing
Technology Marketing
AI and Marketing

Digital Transformation in HR

HR Tech
Digital Transformation in Workplace
IT in HRM
Social Media and HRM/HRD
IT and Employee Development
Digital Transformation and Organizational Learning
Digital Leadership and Organizational Performance
Employee Resistance to change and Digital transformation
AI and Digital tools in Decision making
Digital technologies and communication in organization
Employee and Sustainable HRM
Sustainable workforce and employee welfare
Sustainability of workforce and employee Development
Sustainable human resource management

Digital Transformation in Finance

Digital Currency FinTech
Financial Modelling Analytics
Digital Transformation of Financial Services
Plastic Money
Mobile Payment System
Self-service Technology
Blockchain in Financial Institutions and Markets
Sustainable Practices In Financial Institutions& Markets
Digital finance and environmental sustainability
Sustainable digital finance and green fintech
Sustainability impacts of financial products
IT and Healthcare

Digital Transformation in Multidisciplinary research

IT (AI, Robotics etc.,) and Tourism
Cybersecurity and Technology Management
IT and Education (EduTech)
AI and Business Environment
Digital transformation and Entrepreneurship
Technology Management and Business
IOT and Business
Cloud Computing for Business growth
Sustainability & Governance
Sustainability, Green IT and Internet
Green IT Development and Sustainability

Digital Transformation in Strategy

Digital transformation strategies, practices and processes
Socio-technical factors for managing and sustaining digital transformations
Sustainable Design and Business Strategy
Sustainability, value and business strategy
Operations and Sustainability
Challenges and benefits to sustainability strategies

Digital Transformation and ESG

Innovations for Environmental Sustainability Practices of Banks
Bridging ESG and Digital Transformation
Technology Driven Change and ESG
Digital Literacy and ESG
ESG and Corporate Sustainability
ESG challenges and Opportunities
Operationalizing ESG for sustainability of Business

Digital Transformation for inclusive growth

Sustainable Development goals and digital initiatives for inclusive growth
Inclusive growth and Digital India
Digital Literacy and Social Inclusion
Digital and Inclusive economic growth
Inclusive Growth – Strategy & Policy
Fintech and inclusive growth
HRtech and Inclusive growth

SUBMISSION GUIDELINES

- Abstract and Full papers should be e-mailed to seminars.fms@iujharkhand.edu.in.
- Contributors must provide authors' name, email address, mobile number, institutional affiliation, Photo (PDF format) and the title of the paper in a separate document (in MS word format) . In case of joint authorship, details of all authors should be given Details of the authors' name and affiliation should not appear elsewhere in the manuscript.
- The full paper submission should contain the following: The full paper (without author identifiers) along with the title; an abstract of maximum 300 words; keywords (a maximum of 8 keywords); and the main body of the paper, inclusive of tables, figures and appendices and bibliography The full paper should be submitted as a single

document in MS Word. The length of the full paper should not exceed 8,000 words, inclusive of the tables, figures and appendices but exclusive abstract.

- The full paper must be formatted as MS Word document, in Times New Roman, 12 point font with 1" margin on all sides All papers will be checked for plagiarism, as per the University Rules, before they are accepted.
- All selected papers will be allowed for presentation in the conference. Each Authors need to register for the conference. All authors whose papers are accepted will be given certificates.
- Soft copy of the Conference proceedings will be published.
- Selected papers may be considered for publication in the forthcoming issues of IUJ Journal of Management (Indexed journal with ISSN)
- Award of recognition will be given to the Best Paper on the basis of contemporariness of the topic, originality, rigour of research, analysis and conclusions and presentation.

LAST DATE TO REGISTER	9th March 2023
LINK FOR REGISTRATION	https://iujharkhand.edu.in/conference/ICDTSBPMARCH2023/index.html

Last date for submission of Abstract	25 th Feb, 2023
Communication to the authors on acceptance	3 rd March, 2023
Last date for submission the full paper	7 th March, 2023
Last date for registration	9 th March, 2023
Date of the Conference	16 th and 17 th March, 2023

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