



MOUNT CARMEL COLLEGE, AUTONOMOUS

(Affiliated to Bengaluru City University)

58, Palace Road, Vasanthanagar, Bengaluru - 560 052. India



ONE-DAY INTERNATIONAL CONFERENCE

DIGITAL TRANSFORMATION: NAVIGATING THE NEW FRONTIER

13-10-2023

Organized by
SCHOOL OF MANAGEMENT STUDIES
MOUNT CARMEL COLLEGE, AUTONOMOUS



DIGITAL TRANSFORMATION: NAVIGATING THE NEW FRONTIER

About the College:

Mount Carmel College established in 1948, is an Autonomous College affiliated to Bengaluru City University. The college is Re-Accredited by NAAC with an 'A+' Grade. It is also recognized by the UGC as College with Potential for Excellence (CPE) and ranked among the top 10 colleges in India by the India Today Best College Survey.

About the Department:

The School of Management Studies was established in 1993 and offers three undergraduate programs and one Post Graduate Program in Management Studies.

BBA – Regular (Specialization in Finance, Marketing, HRM and International Business)

BBA – Business Analytics

BBA – Branding and Advertising

MBA - Master of Business Administration

The program content is delivered by highly experienced, qualified and professional faculty, both full time and visiting. Industry experts constitutes the BOS on a regular basis to make the content industry ready. The institution offers excellent infrastructure, like state of the art auditorium, seminar halls, automated library, e-library, dedicated computer labs and A.V Rooms etc.

About the Conference:

The digital era has brought about significant changes in the way organizations operate, requiring everyone to adapt their strategies, leadership styles, operations, and innovation practices. Successful leaders in the digital era must be adaptive, customer-centric, data-driven, collaborative, and innovative.

Digital transformation is no longer a niche interest as it jumps out of the tech department and into the boardroom of leaders across industries, sectors and geographies. The current digital age is but a stepping-stone in the evolution of a world enabled by the exponential use of technology in the workplace. The digital age is moving at such a fast pace that it is fundamentally transforming the way organizations operate.

To thrive in this environment, Organisations need to adopt a new management philosophy that embraces agility, innovation, and continuous improvement. This means rethinking traditional management practices and adopting new approaches that are better suited to the digital age.

One key element of this new management philosophy is a focus on data-driven decision making. With the advent of AI, organisations have access to vast amounts of data that can be analyzed to gain insights into customer behavior, market trends, and business operations. By leveraging these insights, organisations can make more informed decisions that are based on objective data rather than intuition or guesswork. Another important aspect of the new management philosophy is a focus on collaboration and cross-functional teams. In the digital era, innovation often comes from the intersection of different disciplines and perspectives. By breaking down silos and encouraging collaboration, organisations can foster a culture of innovation and create new products and services that meet the evolving needs of customers. Finally, the new management philosophy requires a focus on continuous learning and adaptation. In the digital era, change is constant, and companies must be able to adapt quickly to stay competitive. This means embracing a mindset of continuous improvement, experimenting with new approaches, and learning from both successes and failures.

Objectives of the Conference

- To provide a platform to discuss the survival strategies to thrive and move forward in the present competitive world
- To understand how organizations and businesses take action to mitigate risk and transmission while maintaining the social and economic activities of a country
- To encourage the development of Businesses and Economies

Conference Sub-themes

Finance

- Role of Banks
- Digital vs. Traditional Financial Inclusion: Indicators & Measurement Concerns
- Emerging Practices: Digital Revolution, FinTech, and Bank Performance
- Implications of COVID-19 on Inclusive Banking
- Big data, AI/ML, and Business Analytics in Finance
- Robotic Process Automation and FinTech
- Innovations in P2P lending and crowdfunding
- Green FinTech innovations
- Emergence of FinTech (Financial Technology) Firms in India
- World Bank's Findex Database & G20 Financial Inclusion Action Plan (FIAP) & SDGs Relevant to Digital Inclusion

Human Resource

- Managing Talents
- Human Resource Analytics and Technology in HR
- Learning Organization
- Leaders Roles in Innovation
- Creating Human Capital
- Impact of AI in Human Resource Management
- Sustainability in Human Resource Management
- Green Human Resource management and Employee Green Behavior
- Human- Computer interaction behavior in Human Resource management system
- HRM 4.0 and Employer Branding

* Note : Other topics which is relevant to Management Studies also acceptable

Management Information system and Analytics

- Databases and Information Systems Integration
- Artificial Intelligence and Decision Support Systems
- Information Systems Analysis and Specification
- Software Agents and Internet Computing
- Human-Computer Interaction
- Enterprise Architecture
- Application of MIS in Business

Marketing:

- Integrated Marketing Communications, Public Relations, Advertising & Promotion
- Social media marketing
- Emerging technologies in marketing
- Marketing and technology – ethics, governance, cyber security, and control
- Applied marketing Analytics
- Sustainable marketing
- Technology in Distribution of products and services
- Customer activation and retention

Who can Participate ?

Students, Research Scholars, Faculties, Industrialists and Government officials from India & Abroad

HOW TO REGISTER

The registration fee is compulsory for all the participants.

Participants are requested to **Register** by using the following link or QR Code.

<https://forms.gle/SZZ9QdjkTDT6PwhT8>



ACCOMMODATION

Accommodation will be arranged in the vicinity of the college and the cost should be borne by the Beneficiary.

PROGRAM SCHEDULE

TIMING	PROGRAMME	RESOURCE PERSON	PLACE
8.30 a.m. - 9.00 a.m.	Registration		DJB Auditorium
9.00 a.m. - 10.30 a.m.	Inauguration cum Technical Session 1	Rev. Dr. Joe Arun S.J, Director, Loyola Institute of Business Administration (LIBA), Chennai, Tamil Nadu	DJB Auditorium
10.30 a.m to 11.00 a.m.	TEA BREAK		DJB - Basement
11.00 a.m. to 11.45 a.m.	Technical Session 2	Dr. Suresh Paul Antony, Professor, Indian Institute Management (IIM) Tiruchy, Tamil Nadu	GJB - 1
11.45 a.m. to 12.30 p.m.	Technical Session 3	Mr. N.M. Sarma Founder & CEO Phygital Insights India Pvt. Ltd. Bangalore Former Vice President-TCS, Bangalore	GJB - 1
12.30 p.m. to 1.30 p.m.	LUNCH BREAK		DJB - Basement
1.30 p.m to 2.30 p.m.	Technical Session 4	Dr. Salvatore Moccia Professor - Strategic Management International University UNIR, La Rioja, Spain	DJB Auditorium
2.30 pm to 4.00 p.m.	Presentations		GJB - 1 & GJB - 2
4.00 p.m. - 4.30 p.m.	Valedictory Session		DJB Auditorium

Call for Papers

Abstract

All abstracts accepted for presentation in this conference will be published in the conference proceedings with an ISBN - The published proceedings will be available to the participants on payment of the nominal cost.

Publication

All papers of this conference will be reviewed by the peer review committee and the selected papers will be Published in UGC - Care listed Journal or SCOPUS Journals subject to compliance with the guidelines of the journals. (A Nominal cost will be collected from the authors)

Guidelines for paper submission

- Authors are requested to send the abstracts and papers to email: conferencesom@mccbldr.edu.in
- The abstract should be in 200 words that provides Title of the paper, Authors' Name, Designation, Postal address, E-mail id and Whatsapp number with a summary and with keyword.
- Full paper should include figures, tables and should not exceed 3500 words (Paper will be accepted only in British English).
- Abstract and full paper should be submitted using MS-Word.
- Font Style : Times New Roman, font Size : 12, With 1.5 Line Space.
- Paper can be submitted with an Author and Two co-authors.
- The papers will be assessed and selected by the Peer Review Committee.
- Papers already published and accepted for publication elsewhere should not be sent to this Conference.
- Participants and Authors will not be paid any TA & DA.
- The participants will be given Conference Kit, Lunch, Snacks and Certificate.
- Papers can be accepted in absentia also.

REGISTRATION FEE

Category	Amount
Students & Research Scholars	₹ 300 including GST
Faculty Members	₹ 500 including GST
Experts from the Industry	₹ 750 including GST
Foreign Delegates	\$ 75 USD

IMPORTANT DATES

Last Date for Abstract Submission	04th September 2023
Last Date for Full Paper Submission	15th September 2023
Last Date for Registration	05th October 2023
Conference Dates	13th October 2023

Registration Payment should be made to the following account

Account Holder Name : Secretary, MCES - MBA
 Account Number : 20150110080191
 Bank Name & Branch : UCO Bank, Vasanth Nagar
 IFSC Code : UCBA0002015



ORGANISING COMMITTEE

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Patron	Rev. Dr. Sr Arpana , Secretary and Treasurer, Mount Carmel Educational Trust.
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Convenor	Dr. S. Rajkumar , Dean, School of Management Studies Mount Carmel College, Autonomous
Organising Secretary	Dr. Shobha T S Head of Department, School of Management Studies Mount Carmel College, Autonomous

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Dr. Anto Juliet Mary
Contact : +91 97311 27268

Dr. Anu Krishnamurthy
Contact : +91 9449711210

Dr. Stanley Vincent G
Contact : +91 97879 81147