

INTERNATIONAL
CONFERENCE ON
**MANAGEMENT
PRACTICES
FOR THE NEW
(DIGITAL)
ECONOMY**
ICMAPRANE 2018

FEBRUARY 9-10, 2018



ICMAPRANE

Jaipuria Institute of Management, Noida

ASSOCIATE PARTNERS



INTRODUCTION

Traditional ways of doing business are changing. The 'New Economy' is looming on the horizon. It is no longer just a concept. It is a reality that can disrupt businesses! Consumers, organizations, governments are all digitally enabled and empowered today. We are living in the era of digital economy, digital is ubiquitous. Digital technology has not only transformed marketing practices, the delivery of goods and services, the way transactions happen in an economy, the way firms recruit, train and develop business models. Firms are getting more customer centric in a digitized world; giving customers more control over the product and services they can receive and helps firms handle customer's dissatisfaction too. The need to invest in digital and related operations and processes is robust and growing, so are the legal issues associated with it. The organizations which can achieve the

digital performance metrics and data driven execution shall sustain and survive and others shall vanish in times to come. Thus it becomes pertinent for us to understand and deliberate on the digital pathways that successful firms, governments have adopted to connect with digitally savvy customer populace.

The theme of ICMAPRANE 18 (International Conference on Management Practices for the New Economy) has been thoughtfully chosen to be "Digital Economy". In order to better understand the New [Digital] Economy and how it can impact management practices, research scholars, academicians and industry professionals engaged in various fields of management are invited to contribute original research papers (both empirical and conceptual) and case studies on new digital economy practices.

CONFERENCE GOALS

The conference intends to facilitate sharing among academicians and practitioners of research based knowledge, case studies and novel business applications related to management practices in the new digital economy. It specifically aims to:

- Synthesize research perspectives and foster interdisciplinary dialogues for developing integrated approaches to the challenges thrown up by the new digital economy.
- Provide research scholars, educators and practitioners from different management disciplines the opportunity to interact, network and benefit from each others research and expertise related to management practices across functional areas to survive and thrive in the digital economy.

HIGHLIGHTS

- **Publication in Edited Volume:** Abridged version of all selected papers for the conference shall be published in the edited volume with Bloomsbury Publishing India Pvt. Ltd., an international publisher (with ISBN number).
- **Publication in Journal:** Papers will be eligible for publication in international refereed journals associated with the conference on their acceptance.
- **Associated Journals:**
 - Singapore Management Journal
 - International Journal of Social & Organizational Dynamics (IGI Global)
 - International Journal of Virtual Communities & Social Networking (IGI Global)
 - Management Dynamics
 - Jaipuria International Journal of Management Research
 - Journal of Advanced Research in Information Technology & Management
- **Best Paper Award:** A panel of jury, consisting of renowned academicians and corporate experts will decide on the best paper award in each track. One Overall Best Paper Award will also be given. Each award will consist of a certificate and cash prize.

CALL FOR PAPERS

Research Scholars, Academicians and Industry Professionals engaged in various fields of management are invited to contribute original research papers (both empirical and conceptual) and case studies on new digital economy practices include but not limited to the following tracks and their sub-themes:

DIGITAL-THE NEW ECONOMY

- Technology Adoption and Diffusion
- Emerging Models of Entrepreneurship
- Legal Studies and Business Ethics
- Internet and Enterprise Management
- Business Value Measurement and Strategic Impacts of IT
- Business Performance Management
- Cross Disciplinary Areas of Internet
- Internet in Healthcare and Education

INTERNET AND GOVERNMENT INITIATIVES

- Global E-Governance Initiatives
- IT Usage in Public Policy Making
- Social Initiatives/Applications
- Smart Cities
- Mobile Apps Development for Public Welfare
- Mass Penetration and Internet

INFORMATION TECHNOLOGY

- Advances in Management of Information Systems
- Contracting and Agency Theoretic Issues in IT Management
- Database Modelling, Technology and Systems
- Intelligent/Expert Systems and Knowledge Management Technologies
- Productivity and Quality in Information Systems Development and Maintenance
- Collaboration Systems and Web-Based Information Systems
- Data Warehouse, Data Mining and Knowledge Discovery
- Information Security, Information Technology (IT) and Industrial Organization
- Cloud Computing and Cyber Security

FINTECH

- Cyber Security and Banking Finance Sector
- Unlocking Opportunities in a Mobile-First World
- The Intelligent Bank: Data-driven, Customer-centric, Digitally Enabled
- Customer Autonomy: Self-service Banking for the Digitally Savvy
- IoT Payment Technologies that Increase Digital Engagement
- Bring Banking to Life: Digital Experience is the New Product
- The Impact of Blockchain
- Omni-channel Client Engagement in Banking

DIGITAL MARKETING & SUPPLY CHAIN

- Consumer Internet, E-Commerce, Auctions and Pricing • IoT, OTT and Live Video for Innovative Marketing Practices • Fintech Disruptors for Building Brands • Content Marketing • Media in Automated World as a Business Opportunity • Disruptive Marketing, Media Strategy for Digital Consumers • Impact of IT on Organizations and Markets • Internet and Electronic Commerce • Mobile Commerce and Wireless Technologies • Digital Supply Chain • Digital Marketing Research and Strategy

DIGITAL HRM

- Internet Based HR Solutions • B2B Employee Self Service • HR Shared Service
- HR Analytics • E-Recruitment • Performance Management System • Employer Branding
- Role of Social Media in HR • Gaming in HR

The above list is indicative in nature. Research papers conforming to the theme of the conference but not mentioned in the topics above are also welcome.

IMPORTANT DATES

- Date for Extended Abstract (2000 Words) Submission: November 30, 2017
- Date for Notification of Acceptance of Extended Abstract: December 7, 2017
- Date for Full Paper Submission: December 20, 2017 • Date for Notification of Acceptance of Full Paper: December 27, 2017
- Last Date for Registration: January 10, 2018 • Conference Dates: February 09-10, 2018

FEE DETAILS

Registration Fees for Contributors/Presenters		Early Bird Registration* (On or before December 25, 2017)			Regular Registration* (After December 25, 2017)		
		Research Scholars/Students	Academicians	Industry	Research Scholars	Academicians	Industry
INDIA AND SAARC COUNTRIES	Authors/Participating Delegates	₹2,500	₹6,000	₹7,500	₹3,000	₹7,200	₹9,000
OTHER FOREIGN COUNTRIES	Authors/Participating Delegates	USD 75	USD 100	USD 150	USD 90	USD 120	USD 180

Note: GST 18% extra. For overseas payment, fee is exclusive of transaction charges, if any, which has to be borne by the participant only.

*The fee is non-refundable in all circumstances. The registration fee includes admission to the conference, lunch and tea for the conference days, souvenir and conference kit for the participants. In case of joint-authorship with two or more authors, all authors have to compulsorily register for the conference for the award of certificate, participation in the conference and issuing conference kit including proceedings. In case, joint author is research guide of a scholar, special concessional rates for guide will be provided on request if guide is personally not participating in the conference.

Accommodation in budget hotels and guest houses can be arranged by the institution on request and as per actual payment basis.

PAYMENT METHODS

- **Cheque/DD Payment:** At par Cheque payable at Noida or Demand Draft in favour of **Jaipuria Institute of Management payable at Noida**
- Online Registration is accepted through net banking. **Refer to the bank details below:-**

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SWIFT CODE (International remittance)	:	AXISINBB723	Institute's PAN details	:	AAATI1375E

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ABOUT JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

Jaipuria Institute of Management, Noida was established in 2004. This state-of-the-art campus in the heart of the corporate hub of the NCR region provides students with wide exposure to a number of industries. It is led by Dr. Kavita Pathak with a strong team of full time faculty comprising of qualified and experienced professors as well as industry managers turned academicians. Modernity, aesthetics and simplicity characterize the four acre green Wi-Fi campus. Beautiful lawns, a large green central court and an open-air Amphitheatre contribute immensely to providing a stimulating learning environment in the campus. The air conditioned academic complex consists of well-equipped theatre style and classic lecture halls, auditoriums, resources rich library, computer labs and the faculty offices.

The institute offers three AICTE approved two year full time PGDM, PGDM (Services Management), PGDM (Marketing) and Management Development Programmes for the corporate sector. The institute works on developing graduates with entrepreneurial orientation and service mindedness. The institute draws upon a mix of pedagogy focusing on learning through both in-class discussions, cases and simulations as well as beyond the classroom learning through live projects, field project studies, regular industry interface and participation in various National/International seminars.

 NAAC Reaccredited 'A' Grade Institute	 NBA Accreditation for PGDM Programs	 AIU Recognized PGDM Programs equivalent to MBA	 9th Amongst Private B-Schools in North India (CSR-GHRDC 2015)	 6th Amongst Private B-Schools in North India (People Matters-NHRD 2015)	 43rd Amongst all management institutes and 19th amongst private management institutes in India
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