DTIIE -2020
NATIONAL SEMINAR ON
DIGITAL TRANSFORMATION & INNOVATION IN INDIAN ECONOMY

23rd & 24th February, 2020

ORGANISED BY
DEPARTMENT OF COMMERCE
(SCHOOL OF COMMERCE AND MANAGEMENT)
RAVENSHAW UNIVERSITY,
CUTTACK -753003, ODISHA, INDIA
WWW.RAVENSHAWUNIVERSITY.AC.IN
Ravenshaw University came into existence on the 15th day of November, 2006. It was an upgradation of Ravenshaw College established on 20th January, 1868 and it is one of the premier colleges in India which subsequently became an autonomous college with CPE status by UGC and ‘A’ grade by NAAC. The College with all its glorious academic achievements and ceaseless scholastic pursuits had already created a distinct niche for itself in the globe. The college originally was affiliated to Calcutta University and thereafter to Patna University in 1917 and was finally affiliated to Utkal University in 1943. Utkal University began functioning from this campus till it was shifted to its present site at Vanij, Bhubaneswar. Post-graduate teaching started in 1922 with the opening of M.A. English class. Considering its great heritage, the Institution has been awarded National Honour by the Government of India through the issue of a commemorative stamp in 1978. The library which was named after the Raja Sahib of Kanika is the largest in Odisha. Not only is this Institution an epitome of learning but also a piece of unique Victorian architecture in the country. The University has 27 departments of which 20 are post-graduate departments. M. Phil. Programmes are available in 14 departments and all the departments have provision for Ph.D. and D.Litt. programmes. Presently the University runs 23 Post-graduate courses with research facilities and 27 under-graduate honours courses.

Higher education in commerce was first introduced in Ravenshaw College, in 1957. As Cuttack was the centre of all business activities, Commerce education gained popularity and the govt. backed by strong public demand opened B. Com., classes in Ravenshaw College in 1959. In 1969 the commerce classes were shifted to a new three storied building now known as the Commerce Block. Post Graduate class in Commerce was opened in 1977-78. Now the department is having 372 seats in B.Com (all Hons seats) and 64 seats in M.Com & 32 seats in Entrepreneurship. In 1991 M. Phil classes has been added to the department with 16 seats. The department for its high standard of teaching and academic excellence was ranked sixth among the top ten institutions imparting Commerce education in the country by a survey conducted by India Today.
The impact of digital technologies is prevalent in every spectrum of our lives and consequently the current era is also termed as the “digital age”. The process of digitalisation started some five decades back with the advent of computing technologies and digital electronics. Today digitalisation can be seen as a tool of transformation which extends beyond our lifestyle to the way we transact, interact and conduct business. Across all sectors, be this communication, media, healthcare, retail and manufacturing, we are increasingly seeing the use of digital technology. The landscape of this digital age is increasingly being driven by innovations in e-communications, e-commerce and ever increasing deployment of the internet to create economies based on high technology, massive communication, knowledge creation and innovation. It is important to understand and appreciate the factors that are ushering in such changes and how these are impacting the modern day business.

Digital transformation is not just about embracing new technology, it is about a change in thought and organization culture. There is a need for organizations to address the change in business scenarios, dynamic business demands and innovate ways to quickly cater to these changing needs. Leaders and IT teams in any enterprise should work hand in hand to meet the business requirements, drive innovation and march towards continuous improvement. This is what Digital transformation is all about — accelerate business activities, lower cost, improve time to market, bring about a positive change in processes, people, and competency models.

Digital transformation is also sometimes referred to as business transformation. In fact, some prefer to use the term digital business transformation, which is more in sync with the business aspect of the transformation.

OBJECTIVES OF THE SEMINAR:

1. To provide a platform for envision of the role and integration of digital technologies in transforming India into a digitally empowered society and to enhance knowledge economy in India and global perspective.

2. To explore transformation due to digitalization in different Public and Private sectors viz. IT, ITES, ICT, Information Services, Service Sector, Marketing, Sales, Banking & Finance, Retail, HR, Manufacturing, Operations, IBM, Quality, Education, Entertainment, Agribusiness, Governance, Health, Sport etc.

3. To elaborate the impact of Digital India Movement in enhancing employability and entrepreneurial ventures.

4. To appreciate the role of technology as a central source for empowering the people and enabling desired change in overall growth and development of Nation.
The National Conference seeks to address a wide range of issues/sub-theme concerned with the following domains are invited:

**Track 1: General Management**
- Problem of Public Awareness and acceptance of Digital Literacy
- Challenges and Opportunities in Small and Medium Enterprises
- Digitalisation in Banking and Insurance sector
- Digital India and Agriculture Sector
- Digital India and Women Empowerment

**Track 2: Financial Management**
- Effects of Demonetization on Indian Economy
- Stock Market Volatility and Liquidity Issues
- Social and Green Accounting Practices in India
- Digitalization, Economic Policies for Trade Facilitation
- GST and Digitalisation
- Management of Non-Performing Assets (NPA) in Banks in Digital Era

**Track 3: Marketing Management**
- E-Commerce
- Branding in the Digital Era Managing
- Digital Marketing ,E-retailing
- Future prospects of Digitalization in India
- Digital Infrastructure in India
- Contemporary Issues in Digitalization

**Track 4: Human Resource Management**
- Work Life Balance in the New Economy
- Human Resource Information System
- Technology Interface in HR
- Competency Mapping
- HR Audit and HR Research
- Compensation Management and Digitalisation

**CALL FOR PAPERS**

Original Research paper (not exceeding 5000 words) in English are invited on the theme of the seminar and related issues. Papers must have a 300 words abstract followed by full text. Abstract should be sent by E-mail to hodcommerceru@gmail.com

**SPECIFICATION FOR PAPERS:**

- Title of the paper – 14 font size
- Author’s designation, Affiliation and e-mail: 12 font size.
- Paper presenter’s name underlined.
- Abstract: 250–300 words (Italics, 12 font size, single spacing).
- Key Words: Not more than 6.
- Full length paper: Times New Roman (MS Word), 12 font size, single space, maximum 5000 words, A4 Size, printed on one side of page.

Abstract (only Email) and full length paper must be submitted in hard and soft copies & e-mail attachment.

(Note: Abstract, Full length paper and Registration Fees all are needed for Proceedings/Books)

<table>
<thead>
<tr>
<th>IMPORTANT DATES</th>
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<tbody>
<tr>
<td>Submission of Abstract</td>
<td>20.01.2020</td>
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<tr>
<td>(Acceptance of Abstract)</td>
<td>22.01.2020</td>
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<tr>
<td>Submission of Full Paper</td>
<td>31.01.2020</td>
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<tr>
<td>Registration and Seminar</td>
<td>23.02.2020</td>
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NO TA/DA WILL BE ADMISSIBLE.
ORGANISING COMMITTEE

Chief Patron: Prof. Ishan Kumar Patro
Vice Chancellor
Ravenshaw University

Patron: Prof. Sanjay Kumar Satapathy
Dean & Professor
School of Commerce & Management

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Dr. Bhagabata Behera
Dr. Sanjeeb Kumar Dey
Dr. Yayati Nayak
Dr. Ch Sudipta K. Nanda
Dr. Madhumala Pathy
Mr. Prakash Ranjan Parida

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REGISTRATION FORM

1. Name (in block letters) ________________________________

2. Qualification ________________________________ Sex ________

3. Designation _____________________________________________

4. Department ______________________________________________________________________

5. Institution/Organization ________________________________

6. Mailing Address ____________________________________________________________________

7. Contact No. : Residence_________________Office______________
                Mobile_________________Fax_________________
                E-mail ________________________________

8. Registration as : Participant [ ] Paper Presenter [ ]

9. Registration fee :
   Faculty Rs 1000
   Research Scholars Rs. 500
   Students Rs. 200

(Registration fees include conference kits, breakfast, tea and working lunch. **In case of paper submitted by multiple authors, each author has to deposit individual registration fee**). Accommodation assistance will be provided on payment basis.

Signature with date

*Note :
*The participants may use the photocopies of the Registration Form and send the same.