

**DR. D. Y. PATIL B-SCHOOL,
PUNE, INDIA**

In collaboration with

**DR. SOETOMO UNIVERSITY,
INDONESIA
& AIMS, India**

INTERNATIONAL CONFERENCE



**“Embracing Change & Transformation-
Breakthrough Innovation and Creativity”**

We feel immensely privileged to invite you
to the International Conference on

“Embracing Change & Transformation- Breakthrough Innovation and Creativity”

Organized by
IQAC & Research & Publication Cell

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ABOUT US

Dr. D. Y. Patil B-School runs AICTE approved PGDM program. It has been ranked 1st Emerging B-School among top institutes of west India by Times of India. It has also been conferred the ET Now Business School of the Year award. The two-year full-time PGDM program offered by Dr. D.Y. Patil B-School is designed to empower students to become successful business professionals in the challenging global scenario. The Institute is continually evolving to meet its goals in an ever-changing business environment. It has been playing an important role in professionalizing Indian management through its programs. Dr. D. Y. Patil B-School aims to create value-driven leaders, global managers and entrepreneurs with strong conceptual foundations and analytical approach to help them be the best in whichever field they choose. The aim is to innovatively address the needs of a modern India and connecting aspirations and realities to attain benchmarks that are respected internationally.



ABOUT THE CONFERENCE

Creativity and innovations are indispensable for the growth of business and the success of the organization. It is an important factor which helps traditional companies and educational institutions in foreseeing the potential threats and rising competition. Needless to say, companies and organizations cannot thrive without matching the pace with the change and transformation which is taking place in the market. Digital transformation integrates digital technologies into all areas of a business. To meet with the ever changing demands of business processes and customer expectations and create a competitive advantage as well as positioning the organization for the future growth, the role of digital transformation and innovation cannot be ignored. IoT, Artificial Intelligence (AI), Automation, Machine Learning, Block Chain are some of the latest technologies which have brought about the sea of change by amalgamating demanding millennial generation into the high speed data lanes. In the past few months of Lockdown, digitalization has played a vital role in sustaining the global economic condition. Businesses are now looking for the new ways of dealings and cost minimization. Educational institutions also embraced digital mode of teaching and learning methodologies in order to minimize the impact of pandemic on the academics of students. This conference is intended to seek intellectual contribution of experts from industry, academia and research for embracing change & transformation through innovations and creativity.

OBJECTIVES OF THE CONFERENCE

- To understand how the businesses and educational sector have embraced the change brought about by adopting digital technologies in their product offerings in this difficult time of pandemic and also to explore the new ways of sustenance in the new normal.
- To provide researchers, industry practitioners, academicians, research scholars and students with strong research orientation, a forum for developing, discussing and presenting new ideas and the emerging phenomena in digital transformation in the new world which is expected to emerge in the post pandemic era.

SUB-THEMES

- Role of digitalization and digital innovation
- Towards digital transformation
- Big data sources and methods for social and economic analysis
- Creativity, innovation and leadership
- Technological forecasting and social change

MAJOR TOPICS

The conference invites articles, research papers, case studies, short communications and abstract of doctoral dissertation that are multidisciplinary in nature as well as those within the major functional areas, including:



Finance

Modern crypto currency development through Ethereum and Blockchain Technology

Macroeconomics and Monetary Economics

Future of Fintech in the New Normal

Disruptive Innovation in Financial Services Industry

Financial Innovation, Engineering & Analytics

Financial Markets- Growth and Opportunities

International Financial Economics

Global Financial Crisis & impact on emerging markets



Marketing

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| Omnichannel marketing strategies in the digital era |
| Customer engagement through interactive digital content and influencer marketing strategies |
| Evolution of Digital marketing, Video marketing, Social messaging apps, Social media, Social Media stories and user generate content, geofencing etc |
| Application of predictive & Augmented analytics in Sales & Marketing |
| Application of robotics and Artificial Intelligence (Programtic Advertising, Chatboats, Conversational and Personalized Marketing) |
| Moving towards Augmented reality and immersive technologies in Sales and Marketing |
| E-Commerce Marketing & Digital Platforms in New Normal |



HR

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| The Growing Market for HR Outsourcing |
| Moving Towards Continuous Performance Management |
| New Ways to Engage Employees |
| Re-Define Blended Learning To Include On Demand Coaching |
| Role of foreign assignments in social innovation |
| Artificial Intelligence in HR |
| Enhancing human capital for transcending organizational capabilities |



Business Analytics

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| Leveraging AI for a More Resilient, Agile and Adaptive Organization |
| Leveraging Cloud Based Data Platform Strategy to Drive Enterprise Wide Transformation |
| The Cloud Computing Scenario: The Future Is Distributed Cloud |
| Improving Customer Experience and Engagement With Real-Time Continuous Intelligence |
| Increase Organization's Business Model Resilience Through Digital Initiatives |
| VR, AR and immersive technologies |
| Website analytics, visual search optimization (VSEO) and progressive web apps (PWAs) to create value |



Pharmaceutical Management

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| Innovation and marketing in Pharmaceutical Industry |
| Pharmaceutical care and Digital Revolution |
| The Influence of Emerging Markets on the Pharmaceutical Industry. |
| Pharmaceutical Industry: Covid 19 pandemic and role of digital technology. |
| New Product Development in the Pharmaceutical Industry |
| Artificial Intelligence in the pharmaceutical industry. |
| Use of digital marketing in pharmaceutical Industry. |

WHO CAN PARTICIPATE

Academics, Economists, Entrepreneurs, Industry/Business executives, Professionals, Practitioners, Consultants, Technocrats, Research Scholars and Students

PARTICIPATION FEE

No Participation Fee

CALL FOR PAPERS

Conceptual and empirical research papers are invited from academicians and practitioners on the themes or related topics of the conference. Papers should be original and unpublished, offering new insights, new approach or new knowledge to the body of literature. A soft copy of the full paper with an abstract (not exceeding 250 words) may be submitted. Soft copy should be in MS-Word format in Times New Roman, Font size 12 with one-inch margin on all sides. All the papers received will go through a blind review process and acceptance of the papers will be communicated to the corresponding author.

PUBLICATION OPPORTUNITY

- A. All accepted papers will be published in the form of conference proceedings bearing an **ISBN**.
- B. Selected papers will be published by our publication partners*.
 - **Asia- Pacific journal of Business Administration** (Scopus & ABDC indexed) - Emerald Publishing
 - **African Journal of Business and Economic Research** (Scopus & ABDC Indexed)
 - **MERC Global's International Journal of Management** (A Double Blind Peer-reviewed Refereed Journal)

*Publication is subject to the approval by respective journals according to their scope & publication norms

BEST RESEARCH PAPER AWARD

The papers presented in the Conference will be evaluated by an expert panel consisting of prominent academicians and industrialists. The best paper will be awarded as follows:

\$400 / ₹ 30,000

FIRST PRIZE

\$200 / ₹ 15,000

SECOND PRIZE

\$100 / ₹ 7,500

THIRD PRIZE

IMPORTANT DATES

Last date of extended abstract submission: Feb 10, 2021

Last date of paper submission: March 10, 2021

Acceptance after 5 days of paper submission

Last Date of Registration for Inclusion of paper in Conference Proceedings: March 10, 2021

Conference presentations: March 23-25, 2021

HOW TO SUBMIT A PAPER

Authors can send their papers as an attachment in MS word file at:

conference.bschool@dpu.edu.in. or **Visit: <https://easychair.org/conferences/?conf=ectbic2021>**

MODE OF CONFERENCE

Online: The conference will be held through virtual mode.

GUIDING LIGHTS

Hon. Dr. P. D. Patil

Chancellor, Dr. D. Y. Patil Vidyapeeth,
Pune, India

Dr. Bhagyashree Patil

Vice Chairman, Dr. D. Y. Patil
Vidyapeeth Society, India

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Secretary, Dr. D. Y. Patil Unitech Society,
Pune, India

PATRON

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Dr. Meithiana Indrasari

Vice Chancellor, Dr. Soetomo
University, Surabaya, Indonesia

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Head, Doctoral Management Department
Dr. Soetomo University, Indonesia

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CONFERENCE SECRETARY

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Assistant Professor, Dr. D. Y. Patil B-School, Pune, India

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Insight Out



FOR MORE INFORMATION, PLEASE VISIT:

 <https://bschool.dpu.edu.in/conference.aspx> or <https://easychair.org/cfp/ECTBIC2021>

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B-School
(Course Approved by AICTE, Ministry of HRD Govt. of India)

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