



**Mahatma Gandhi Mission's
Institute of Management Studies & Research**

Presents
6th National Research Conference
On
ROLE OF "DIGITAL" IN THE NEW WORLD ORDER

On 20th June, 2020



About MGMIMSR

Mahatma Gandhi Mission's Institute of Management Studies and Research (MGM IMSR), was established in 1994 under the Mahatma Gandhi Mission's umbrella of educational institutes and is set in a campus of 20 acres in Navi Mumbai with state of the art facilities and infrastructure. MGM's sincere endeavour has been to strive towards management excellence in building of a management school, which would intricately weave together practice and theory and evolve meaningful strategies to promote a healthy business attitude. MGM IMSR has carved a niche for itself in the academic world due to its unique work philosophy and deep seated commitment towards realizing and fulfilling the goals set.

About The Conference Theme

Digital transformation refers to the profound, accelerated change of a business in the modern world due to the widespread adoption of digital technology services. It's the next big thing in 2020 especially in the wake of COVID-19. It is a forced change for Individuals as well as the society to adopt a digital and contactless mechanism, for business transactions as well as Social Interactions and networking. The organisations which are adopting to this methodology are more likely to succeed in the new digital paradigm post COVID-19.

Implementing any new system or process into a business often comes with both opportunities and challenges. Forced change can be positive - for your employees, partners and customers. The impact of COVID-19 and the resultant need for digitisation is felt by businesses, educational institutes as well as the medical fraternity. Change and venturing into the unknown can be difficult, but the benefits that come from creating a forward-thinking, customer-focused, digitally enabled organisation can be lasting. Perhaps this can be considered as the silver lining for businesses as well as educational institutes in the age of COVID-19.

Our conference focuses on understanding the process of digitalization, with its pros and cons. It endeavours to encourage researchers to explore the impact of digitalization on various sectors of the society and help understand the **Role of "digital" in the new world order**

Papers can be submitted on the following sub themes (Suggested but not limited to subthemes)

- Impact of digitalization on Business - manufacturing as well as service industry
- Digitalization in the field of medicine
- Challenges and opportunities in technology enablement for digitalization
- Impact of digitalization on HRM
- Financial implications of digitalization
- Marketing digitally- methodologies and impact
- Digital operations- need of the hour

Important Dates

- 25th May, 2020 :** Last date for full paper submission
- 5th June, 2020 :** Intimation of Acceptance of Paper
- 10th June, 2020 :** Registration for Publication of Paper selected for UGC Care List

Paper Submission Guidelines

Authors are cordially invited to submit original and unpublished work related to Theme

- Abstract:** Abstract should be 150 to 200 words and should precede the text of the paper.
- Keywords:** Each paper should include three to five keywords on its title page.
- Size:** Article should be maximum of 3,000 words excluding References and Abstract.
- Format:** Paper Title in Capital letter with 14pt font size and Times New Roman Font. The manuscript should be submitted in MS Word document, with 1.5 spacing and 12pt font size for full text, all main and sub headings. Heading and sub-heading in bold. Use 10 font size for footnotes. References in APA referencing style

All the papers should be e-mailed to research@mgmimsr.org mentioning Full Name, Designation, College Name, E-mail Id and postal address (for sending the courier of hardcopy journal)of the corresponding Author.

Publication Details

All the Research Papers selected for the conference will be published in approved * **Online UGC Care List Journal** *

Registration Fee for Participation

***Rs. 3000/-** (For all selected papers, published in online UGC care list journal)

* **Rs. 1000/-** for 2nd Author (if any).

Online payment details

- **A/c name** -“MGM Institute of Management Studies and Research”
- **Branch details-** IDBI Bank CBD Belapur branch.
- **A/c no.-** 0183104000108249
- **IFSC code-** IBKL0000183

Patron

Hon’ble Dr. S. N. Kadam, MGM Trust

Convener

Prof. Ashwini Arte – Director, MGMIMSR

Conference Head

Prof. Amrita Thakkar – Asst. Professor, MGMIMSR

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