



PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956

Approved by AICTE, New Delhi
Bengaluru

PRESIDENCY GROUP
OVER
45
YEARS
OF ACADEMIC
WISDOM



SCHOOL OF MANAGEMENT

Presents _____

INTERNATIONAL CONFERENCE

On _____

Empowering to Create Smart Future through E-Governance and Digitization

28th May 2022

ABOUT THE PRESIDENCY UNIVERSITY

Presidency University aspires to be among the best universities in the world in the shortest span possible with focus on innovative and research oriented teaching methodology, state-of-the-art facilities, industry-friendly curriculum with concrete action plans and an unwavering commitment to the pursuit of excellence. The University believes in nurturing talents amongst all those who join the University. The University is a part of Presidency Group of Institutions (PGI), which constitutes of 7 Schools and a College. Within a short span of three decades, PGI has created a niche for itself as one of the top-notch institutions in Bengaluru. Presidency Group of Institutions (PGI) was bestowed with the "Most Promising Institute in South India" award at the British South India Council of Commerce and Business Meet 2014. The University is carrying the legacy through its close nurturing and mentoring of talent and skills in each individual, the University aims to transform students to become successful professionals and responsible citizens.

ABOUT THE CONFERENCE

Governance has been brought to limelight as a result of the dilemma faced by organizations ranging from large scale misappropriation of funds, excessive executive remuneration and unequal treatment of stakeholders to total corporate failures. Advancement and implementation of information and communication technology in governance policies and procedures helped to facilitate proper services, information exchange, communication transactions, and the integration of diverse stand-alone systems and services among all stakeholders, which will help to create a smart future in the organisation. At the same time E-Governance and digitization invite some challenges to both organization and society. Some of these are: requirement of huge funds to transform the process, management of change, privacy, authentication and interoperability. This conference will provide a platform to the researchers to innovate new ideas and insights in this regard.

In order to explore the underlying facts, the conference has the following objectives:

1. To identify the factors which will empower the organization to create a smart future.
2. To assess the contribution of E-Governance and digitization in creating smart future of an organisation.
3. To find the challenges generated in organization for implementation of e-Governance and digitization
4. To present proper application methods of e-Governance and digitization in the organization so that these can overcome the challenges

KEY AREAS OF DISCUSSIONS:

- Changing Government Policies on E-Governance and digitization
- Challenges for Business Leaders in dealing with e-Governance and digitization in uncertain environment
- Benefits generated by implementing e-Governance and digitization in manufacturing, service and knowledge.
- Future of e-Governance and digitization

CALL FOR PAPERS AND SUGGESTED THEMES:

Original papers on the following indicative topics, but not limited to, are welcome to be submitted for the conference:

- Career growth with digitalization
- Employee engagement with digitalization
- Digitalization and Employee attrition
- Workforce with digitalization
- E-Governance and HRD
- E-Governance and organization performance
- Applied perspectives in Macroeconomics, Monetary Economics & Growth in digital era
- Automation in Warehouse and Distribution Management
- Strategic Marketing for e-Government
- Digital ready Strategic Leadership
- Marketing for the digital economy
- Digital Transformation Roadmap
- Digital Marketing for Government-to-Business (G2B)
- e-Governance & Green Marketing
- Applied Marketing Practices

Abstract & Full Papers can be sent to:
internationalconferencesom@presidencyuniversity.in

TARGET AUDIENCE

- Academicians
- Industry Experts
- Professionals in all domains

CHIEF GUEST



Dr. Lingaraja Gandhi

Hon. Vice-Chancellor,
Bengaluru City University

GUEST OF HONOUR



Dr. Jacob Crasta

Founder & Chairman, CM EnviroSystems Pvt Ltd
Chairman Lsquare Eco Products Pvt Ltd
Co-Chairman for ASSOCHAM, Southern Council of India

PAPER SUBMISSION GUIDELINES

The manuscript should be prepared in the following format:

- Title of the Paper, Name, Position, Affiliation, Contact no. and Email address
- Name of the author should be in Times New Roman, font size 12 and affiliation in font size 11
- Title of the paper should be in font size 16 and should be centrally aligned
- Abstract of approximately 500 words with 3-4 key-words at the end of the abstract
- Abstract should be in font size 12 (Times New Roman, 1.5 Line Spacing)
- The subheadings and the body of the text should be in font size 12
- The final paper word limit is 4000-5000 words, along with the abstract
- Paper should be submitted in MS-Word format
- All the tables and diagrams should be appropriately numbered and provided at the end of paper
- All references should follow APA style - www.apastyle.org

The paper (in English) should be original and unpublished offering new insights, new approach or new knowledge to the body of literature. Papers will go through blind review process. An electronic copy of the abstract in MS Office Word 2007 version should be mailed to the conference convener not later than 1st May 2022.

Few outstanding papers selected by the committee will be considered for publication in our university journal Applied Management Perspectives.

REGISTRATION FEES DETAILS:

INDIAN PARTICIPANTS	FOREIGN PARTICIPANTS
₹2000 per faculty	\$200 for faculty
₹3000 for Industry participant	\$300 for Industry participants

Payment Details	
Gateway link	https://epay.federalbank.co.in/easypayments/DIRECTPAYMENT.AS-PX?CODE=KADUTNJJQFL3JG
Account holder name	Presidency University
Bank	Federal Bank
Account number	11890200059963
IFSC	FDRL0001189
Branch	Gandhinagar Branch, Bangalore

IMPORTANT DATES:

1. Last date for submission of Abstract: 1st May, 2022
2. Last date for registration and full paper submission: 10th May 2022

BEST PAPER AWARD:

The Conference expert committee will select the Best Research Paper from the presentation at the conference.

VENUE OF THE CONFERENCE:

The conference will be held in Presidency University, Itgalpur Rajanakunte, Yelahanka, Bengaluru, Karnataka 560064. Presenters will bear the cost of travel and stay if they are out of Bangalore or are international participants. The fee for the Conference includes:

1. Conference kit
2. Pick and drop from a central point
3. Refreshments and lunch
4. Paper review

Presenters out of Bangalore or international participant also have the option of presenting their paper virtually.

PATRONS:



Dr. Nissar Ahmed

Chancellor, Presidency University
Chairman, Presidency Group of Institutions



Dr. D. Subhakar

Vice-Chancellor
Presidency University



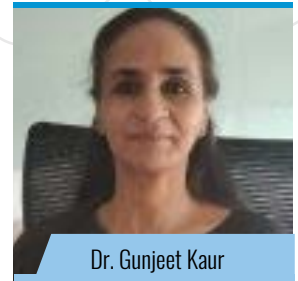
Dr. Surendra Kumar

Pro Vice-Chancellor & Controller of Examinations
Presidency University



Dr. Muddu Vinay

Pro Vice-Chancellor
Presidency University



Dr. Gunjeet Kaur

Dean, School of Management
Presidency University, Bangalore

FOR FURTHER INFORMATION, PLEASE CONTACT:

Conference Committee Members

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80732 78304

Dr. Mohamad Imrozuddin
81975 46238

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Conference Convener:

Dr. Samiran Jana
98186 16293

