

REGISTRATION FORM

National Seminar
On
**Digitalization in Business
Management : Impact & Challenges”**

14th March, 2018

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KMM Institute of Technology and Science
Ramireddipalle, Tirupati- 517 102

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Organizing Committee

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Date & Venue of Seminar

14th March 2018, Seminar Hall, Block No.5,
KMM Institutions, Ramireddipalle,
Tirupati – 517 102 Andhra Pradesh
Ph : 0877-2289108 www.kmmits.info
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KMM Institute of Technology & Science

**NATIONAL SEMINAR ON
DIGITALIZATION IN BUSINESS
MANAGEMENT :
IMPACT & CHALLENGES**
14th March, 2018



Organized by
Department of Management Studies
KMM Institute of Technology &
Science
Ramireddipalle, Tirupati-517 102
Email:darpan2018kmm@gmail.com

About KMM Institutions: KMM Group of Institutions consists of KMMIPS and KMMITS managed by KMM Social and Educational Development Society, Tirupati. Sprawling over 25 acres, the Institution has infrastructural facilities like sophisticated labs, well-stocked library with rich collection of books and journals, spacious rooms to mention a few, located on Tirupati –Madanapalle State highway at Ramireddipalli. The Institutions are approved by AICTE, New Delhi, and affiliated to S.V.U. Tirupati and JNTUA Ananthapuram.

About the Department of Business Management Studies: The Department of Business Management was established in 2003 and offers an outstanding MBA programme in three premier specializations — HR, Marketing & Finance. The Department has been flourishing in manifolds in terms of number of students enrolled, faculty etc.,. At present, MBA department has enrolled 180 students in first year with the same number already in the final year. The students of KMM have been placed in different prominent Companies across the country. KMM Society has taken due care for campus placements in which hundreds of students get placements.

About the Seminar: Digitalization in Business Management : “Impact & Challenges”: Digitalization is a general term used for any activity done through internet whether it is Personal, Business, Industrial, Agricultural, Medical, Government Social etc. It is true that there are innumerable activities happening with regard to digitalization like E-Governance, E-Office, E-Registration, etc. In short currently in India, 90% of the daily activities are being done through E-services. However, in the context of the MBA curriculum, it is thought prudent to restrict the scope of the Digitilisation for this Seminar, to the three main areas of Marketing, Finance and HR aspects. Current hot topic with regard to Digital India - Aadhaar Card is also included. There will be brain storm sessions on bio-metric, data collection and secrecy of the usage of Aadhaar card data of every citizen.

The main objective of the Seminar is to bring together Entrepreneurs, Professionals, Academicians, Researchers and Student Community to discuss the impact of digitalization with reference to Marketing, Finance, HR, & Social Sector and to come up with suggestions to make every one ready to face the challenges and also to create a platform for facilitating integration of academic curricula with latest developments with regard to digitalization.

Guidelines for full paper submission:

The following are the guidelines for the authors to submit the full-length paper

- ◆ Abstract and Keywords
- ◆ Introduction
- ◆ Objectives
- ◆ Methodology
- ◆ Findings/
- ◆ Conclusions

The authors are requested to submit a soft copy of full paper. The paper should not be of more than 4000 words with an abstract of about 400 words. It must be in MS-Word format, Times New Roman, 12 font with 2 line space. All papers are subjected to review and selected papers will be published on the basis of additional payment. Proceedings of Seminar will be provided in CD form. Authors are requested to send their papers to **Darpan2018kmm@gmail.com** as an attachment. All the authors must register to get the certificates. Selected Papers will be published in Edited Book with ISBN Number

Important Dates

Last date for submission of abstract : 12-2-2018
Communication of acceptance : 19-2-2018
Last date for submission of full paper : 26-2-2018

Registration Fee

Academicians/ Industrialists : Rs. 300
Scholars : Rs. 200
Students : Rs. 100
(includes Seminar Proceedings, Kit, Lunch and Refreshments)

Note: Joint authors to register separately

For further details, Contact:

Event Coordinators

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Prof. C.S. Murthy, Cell : 9908650980

Sri S. Chandra Sekhar, Cell : 9908827138

Call for Papers

Theme: The main theme of Seminar is **Digitalization in Business Management—Impact & Challenges**

Sub-Themes

Digital Marketing (E-retailing)

- ◆ *Sale of Products/ services*
- ◆ *Advertising such products*
- ◆ *Virtual Stores*
- ◆ *Payments*
- ◆ *Returns/ Replacements/ Complaints*
- ◆ *Related issues*

Digital Finance

- ◆ *Mobilization of Funds*
- ◆ *Financial Inclusion*
- ◆ *MIS in Receivables/ payables*
- ◆ *Related issues*

Digital HR

- ◆ *E-Recruitment*
- ◆ *E-Selection*
- ◆ *E-HRM*
- ◆ *E-Corporate Governance*
- ◆ *Related issues*

Digitalization in Social Sector

- ◆ *Aadhaar Card—Pros and Cons*