



# KMM INSTITUTE OF TECHNOLOGY & SCIENCE

(Approved by AICTE, Affiliated to JNTUA, Ananthapuram)  
Ramireddipalli, Tirupati-517102. Ph: 0877-2289108



## NATIONAL SEMINAR ON DIGITALIZATION IN BUSINESS MANAGEMENT : IMPACT & CHALLENGES

14<sup>th</sup> March, 2018

### 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

### Chief Patron

**Sri S. Srinivasulu IRS (Rtd)**  
Chairman KMM Group of Institutions

### Patron

**Sri S. Arun Kumar**  
Secretary



### Digital Marketing (E-retailing)

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

### Digitalization in Social Sector

- Aadhaar Card—Pros and Cons

### President

**Dr. A. Siva Sankar**  
Principal

### Seminar Director

**Dr. J. Babu Rao**  
Department of Management Studies

### Important dates

Last date for submission of abstract : 12-02-2018

Communication of acceptance : 19-02-2018

Last date for submission of full paper : 26-02-2018

Seminar Co-Ordinator  
**Dr.B.M. RAJASEKHAR**



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### Registration fees

Academicians/Industrialists : ₹ 300

Scholars : ₹ 200

Students : ₹ 100