



Maharshi Karve Stree Shikshan Samstha's
**SMT. HIRABEN NANAVATI INSTITUTE OF
 MANAGEMENT AND RESEARCH FOR WOMEN**
 Cummins College Campus, Karvenagar, Pune 411052.



**National Conference
 on
 Paradigm Shift:
 Digital Economy - An Indian Perspective**

in association with
BCUD, Savitribai Phule Pune University
 (Under Quality Improvement Programme)



Academic Year 2016-2017

Date: 3rd and 4th February 2017

Preamble:

The Internet is fascinating, and increasingly affecting our lives. The changes induced by the Internet and the pervasiveness of ICT offer endless opportunities and equally pose challenges for the individual and organisations as well as for society as a whole.

In the emerging global economy, e-commerce and e-business have increasingly become a necessary component of business strategy and a strong catalyst for economic development. The integration of information and communications technology (ICT) in business has revolutionized relationships within organizations and individuals. The use of ICT in business has enhanced productivity, encouraged greater Customer participation, and enabled mass customization, besides reducing costs. Developments in Internet resulted in strategic positioning; determining emerging opportunities and utilizing intellectual resources to make the most of these opportunities through an e-business strategy that is simple, workable and practicable within the context of a global information milieu and new economic environment. Internet commerce coupled with the appropriate strategy and policy approach, enables small and medium scale enterprises to compete with large and capital-rich businesses. On another plane, developing countries like India are given increased access to the global marketplace, where they compete with the more developed economies.

Objective of the National Conference

The purpose of this conference is to provide a basis for a continuous exchange of ideas relevant for current and future policy making in response to the challenges posed by the emerging Internet economy. It will address emerging trends and underlying values and the possible role of governments in dealing with the unfolding Internet economy.

The primary objective is to identify underlying issues and dilemmas that users will face as the Internet economy develops.

Following trends are identified:

1. Globalisation trends: Universal connectivity and access, and the cost and benefits of diversity;
2. People trends: Being led by our kids and the empowerment of the individual;
3. Technology trends: A new era of pervasive computing, creating intelligent environments;
4. Relevant Security trends: Accepting risks, increasing transparency and taking precautions just like in the physical world;
5. Relevant economic trends: Balancing collaboration and competition, stability and innovation;

6. Governance trends: accepting the global, multi-faceted nature of the Internet and dealing with failing jurisdictions and poor enforcement.

The objective of this conference is pertaining to all economic activities using electronic networks as a medium for commerce. The conference is expected to draw wide participation from the academic circle and includes opportunities to network with delegates as well.

Main Theme:

E-Commerce in today's changing business

Sub-themes:

General:

- Start-ups and internet economy
- An open internet economy
- Impact of e-commerce on small and medium-sized enterprises.
- Regulatory framework and policies of facilitating e-commerce.
- Higher Education and internet economy

Marketing:

- Customer relationship management (CRM) and internet economy
- Consumer empowerment and protection
- Internet economy in Services sector

Agri-Business:

- Agricultural sector and internet economy
- Internet, e-commerce modernising agriculture sector in India

IT:

- Women empowerment through web based business
- Cybersecurity and privacy
- E Commerce business through Google/own web portals or any other medium

International Business:

- Internet economy in shipping industry
- Global participation for development



Operations-S

- Inventory optimization through integration
- Lean Management System

Finance:

- Internet economy in BFSI sector
- Role of venture capital in internet economy

HR:

- Social empowerment and internet economy
- Transformation of HR in internet economy

Other areas related to the main theme

Scope of the National Conference

The purpose of this conference is to provide a basis for a continuous exchange of ideas relevant for current and future policy making in response to the challenges posed by the emerging Internet economy. It will address emerging trends and underlying values and the possible role of governments/businesses and all other stake holders in dealing with the unfolding Internet economy.

The conference is expected to draw wide participation from the academic circle and includes opportunities to network with delegates as well.

Important Dates -

Last date of Submission of Abstract – 1st January 2017

Notification of Acceptance – 10th January 2017

Last date of submission of paper – 17th January 2017

Notification of Acceptance – 25th January 2017

Delegation Fees only for Participation - includes tea, breakfast, lunch and Seminar Kit)

For Indian Delegates

Corporate Rs. 1500/-

Academicians and Research Scholars Rs. 1000/-

(for academicians Rs.1000/- fees for paper presentation also)

Students Rs. 500/-

(inclusive of service tax)

Research papers would be published in Publication of National Conference Proceedings/Jig-nyasa with ISBN number.

For Accomodation – (Extra charges) The delegates have to pay as per lodging boarding charges.

Guidelines for Abstract

- Abstract must focus on a topic related to the theme or sub-theme of the Conference
- Volume of Abstract – Maximum 200 words.
- An abstract must include five key words

An abstract must have following details

a. Title related to theme and sub-theme of the conference

b. Name(s) of the author(s)

c. Complete address, email id, Mobile number

d. Name of the Company / Institute / Workplace

Guidelines for submission of Research paper

- Last date for submission of full paper is 17th January 2017
- The authors have to send the soft copy of their papers through email seminar@h-nimr.edu.in The soft copy of PPT presentation should be sent to the same email id by 1st February 2017.
- The hard copy of PPT presentation should be submitted at the time of registration.
- The paper should be accompanied by a declaration by the author that the contribution is his/her own work and not published or presented elsewhere. It is presumed that the author has not violated any copyrights. HNIMR is not responsible for any copy right violation.
- Selected research (Full) paper(s) would be published in the blind reviewed journal ISSN-0973-7936

Specifications for Papers

- Volume – 8 to 10 pages / 3000 to 4000 words.
- Language – English Style of reference – Harvard style
- Spacing – Single Font – Times New Roman, Font size – 12



Guidelines for registration

The registration form and registration fees should be sent by post or courier DD should be drawn in favour of 'Smt. Hiraben Nanavati Institute of Management and Research for Women', payable at Pune.

Organizing Committee

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