Indian Council of Social Science Research

KG REDDY College of Engineering & Technology
UGC AUTONOMOUS

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TELANGANA STATE COUNCIL OF HIGHER EDUCATION

A Two Day National Seminar on

# MANAGEMENT IN DIGITAL WORLD - OPPORTUNITIES AND CHALLENGES (MIDWOC)

## In association with TSCHE

25th & 26th February 2022

Department of Management Studies
www.kgr.ac.in

## ABOUT THE COLLEGE

The college has been established by Aristotle Educational Society, which was started in 2000 by young, highly qualified and motivated group of individuals with an intention to provide high quality technical education to students from rural and low socio-economic communities. Since its inception, the society has established multiple and diverse institutions in the higher education space with a goal to graduate professionals who are trained and prepared to become leaders in their respective fields.

Established in 2008, KG Reddy College of Engineering and Technology's (KGRCET) sole purpose is to create the next generation of engineers who are primed to succeed in the time of constant flux. By offering globally lauded teaching and learning methodologies, supported by state-of-the-art infrastructure and facilities, KGRCET has been consistently giving rise to a new wave of trailblazers of over a decade. All the stakeholders at KGRCET collectively work towards achieving the vision and mission of the institution.

## ABOUT DEPARTMENT OF MANAGEMENT STUDIES

Department of Management Studies has been started in 2009 and is one of the departments in KGRCET that offers a two-year full time post-graduate (MBA) programme with an intake of 60 students designed for graduates who wish to pursue their careers in Management.

This programme aims to build managerial competence with a blend of theoretical foundation in Management and practical cases that enhance students to perform as effective managers and enable them to shoulder greater responsibilities as they move up the hierarchy.

## THEME OF THE SEMINAR

The business environment is changing with an accelerated pace due to the technological changes that are changing the rules of running a successful organization. Managing in the digital era is a challenging task in the global environment. Managing changes in digital world is the greatest task and at the same time the greatest of all opportunities in the world. The phenomenal trends in the digital era such as data analytics, digital labor, and IOT are creating a wide variety of challenges and opportunities for the organizations to sustain in this era to think and act digitally and rapidly tune to the evolving forces and customer expectations in the competitive world. The changing landscape should not be seen as an obstacle but should be appreciated as an intellectual way to transform the organizations and to gain competitive advantage.

Digitalization has enabled the organizations, to explore new ways to create value either in terms of customers, experiences, markets or business models .Digitalization is very much specific in its impact to every industry and is facilitating a 360 degree enterprise wide transformation in the way people do business.

## OBJECTIVES OF THE SEMINAR

- To discuss the impact of digitalization, opportunities and challenges across various disciplines.
- To address the future of learning & doing business using digital technologies.
- To analyse the effect of digitalization for analysis, design and execution of business processes.
- To open new avenues and space for research and business.

## OUTCOME OF THE SEMINAR

- The programme is intended to know the opportunities and challenges for sustaining in a digital world.
- Organizations need to adopt the new technologies and re-skill the employees for future roles and responsibilities.
- Analyze the impact of digital transformation on operations of the business.
- Develop the strategies to handle the digital work place.

# SUB - THEMES

| | | |
|---|---|---|
| Marketing | ➢ E-Markets and marketplaces<br>➢ E-Marketing strategies<br>➢ E-Commerce and Mobile commerce<br>➢ E-Negotiation, trading platforms<br>➢ E-Procurement | ➢ E-Payments and m-Payments<br>➢ Marketing campaigns on social media<br>➢ Pricing in digital markets<br>➢ Social commerce<br>➢ Future of Social Media |
| Finance | ➢ E-banking<br>➢ E-risk management<br>➢ E-investment<br>➢ Accounting Information System | ➢ Good governance, transparency, and Accountability<br>➢ Pay tm, E-Wallets, Google pay<br>➢ Mobile banking<br>➢ Managing Online Transactions |
| Human Resource Management | ➢ Workforce analytics<br>➢ Knowledge Management<br>➢ Talent Acquisition<br>➢ Digital Addiction & Stress management | ➢ Crisis management<br>➢ Innovations in Digital HRM<br>➢ Legal and Ethical Aspects of e-HRM<br>➢ HR audit and bench marking |
| General Management | ➢ Smart economy and entrepreneurship<br>➢ Social transformation using ICTs<br>➢ Socio-economic inclusion in the Digital Era | ➢ Economic and Social effects of Social Media<br>➢ Ethics and CSR issues related to digital transformation<br>➢ Socio-Economic Transformation in the Digital Era |
| Information Technology | ➢ Multimedia and Applications<br>➢ Information & Knowledge management<br>➢ Decision Support Systems<br>➢ Data Mining | ➢ Digital Technology in Management<br>➢ IOT<br>➢ ICT<br>➢ Business Analytics |

**CALL FOR PAPERS:** Research Papers or Case Studies on any of the above mentioned themes are invited from academicians, research scholors students and Industry Officials. The paper must be typed in Times New Roman, Font Size 12, and Line Spacing 1.5.

**ABSTRACT:** Abstract should be 300-500 Words. Listing of Keywords and details of the Authors with Email address and contact number are mandatory. Abstracts and Full papers should be mailed on kgr.seminar@gmail.com. Shortlisted papers will be published in ISBN book.

IMPORTANT DATES:

Last date of Abstract Submission 07-02-2022

Confirmation of Paper acceptance 11-02-2022

Last date of Full Paper Submission 18-02-2022

| Registration | Fee Amount (Rs) |
|---|---|
| Industry | 1200 |
| Academicians | 800 |
| Research Scholars | 600 |
| Students | 300 |

Note: If there are multiple authors, each must pay registration fees separately.

**Registration Link:** https://forms.gle/zMLybQ4afSCK698dA

MODE OF PAYMENT

Bank Details:

Name: KG Reddy College of Engineering & Technology,
A/c No: 62081291129,
IFSC: SBIN0020637
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BHIM

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