

# Institute of Technology & Science I.T.S School of Management

Mohan Nagar, Ghaziabad

## INTERNATIONAL CONFERENCE

On **3Ds (Data Analytics,  
Digitalization & Disruption)**  
in **Business and Society**

21<sup>st</sup> – 22<sup>nd</sup> April, 2022



# International Conference

## 3Ds (Data Analytics, Digitalization & Disruption) in Business and Society

### Conference Overview

The global environment is changing at a rapid pace. The society and contemporary businesses are consistently being impacted by digital technologies which have brought in myriad of changes. The management ideas and theories, popular and applicable at one point in time become obsolete, and new ideas and approaches to management take their place. Since the industrial revolution, management as a discipline has undergone numerous transformations. While trying to understand the changes in business and management, we find disruption at the core of those changes. It's been referred to by Economist as "the most influential business idea of recent years", but what does it actually mean? And how can a business use it to drive real change in the company or industry? Secondly, are all innovations disruptive?

The constantly changing business environment makes organizational change imperative. Disruptive thinking (or disruptive innovation) has become an important component of a successful business planning. Disruptive thinking has led to path-breaking innovations and has generated creative ideas in management thinking and leadership. Japanese-Management and Indian-Management have established themselves as alternatives to American-Management.

Digital Transformation, Data Science and Sustainability are continuously changing the functioning of organizations globally. Impact of business is one such idea that has impacted the disruptive thinking of the organizations in terms of principles, policies, philosophies, process, programs, procedures, people (7Ps).

Organizations, once seen as profit making entities, have moved to 'Triple Bottom Line' and Sustainable Development Goals (SDGs). Digitalization, Technology and Data Science has made business 'Local-Global-Local'. As a result, these have provided impetus to disruptive thinking in an organizational context. At times, they have become the reason for the changes that have subsequently transformed organizational structures, business processes, people management, product & service designs, supply chain management, advertising and marketing, and accessibility to the consumers.

In future, the idea of complete transformation of the production systems and process is going to pose a challenge not only to management thinking, but also to the inter-relationships of organizations, people and society. Hence, it is important to understand the inter-linkage of disruptive thinking, technological innovations and management of business organization and extensive use of Data Analysis in management and leadership.

### Objectives

The primary objective of the conference is to provide an opportunity for academicians, industry experts, practitioners, professionals, researchers and policy makers from different fields to engage in discussion based on the constantly changing business environment. The influence of digital transformation, data science and disruptive thinking in business today and in future needs critical analysis. It will also provide a platform to get acquainted with the latest innovations and trends in the business environment coupled with their implications for the organisations. The forum will facilitate interaction among members inside and outside their own respective disciplines to enjoy the fellowship of other professionals and scholars in the field.

### Focus Areas

- To facilitate discussion on business environment w.r.t digital transformation, data science & disruptive thinking
- To bridge the gap between academic wisdom and practical knowledge.
- To develop a series of focused research topics that will benefit the academic world. To facilitate discussion on business model transformation.

### Key Areas of Discussion

- The Disruption Framework
- Challenges for Business Leaders in Dealing with Uncertainty Due to Technology Evolutions
- Business Model Transformation
- Data and Analytics Architecture
- AI, Data Science and Machine Learning: The future is now
- Research Paper Presentation



## About India

India, the seventh largest country by area, the fast-growing economy in South Asia is home to the ancient Indus Valley Civilization and a region of historic trade routes and vast empires. A pluralistic, multilingual and multi-ethnic society, the country is also home to a diversity of wildlife in a variety of protected habitats. It is bounded by the Indian Ocean on the south, the Arabian Sea on the south-west, and the Bay of Bengal on the south-east. Following market-based reforms since 1991, India is one of the fastest growing major economies in the world.

## About I.T.S- The Education Group

I.T.S- The Education Group is a 26 years old leading educational group in the country. This ISO 9001:2015 certified group offers 20 courses to its 8000 students in its 8 institutes spread over 4 campuses, endowed with state-of-the-art infrastructure, all modern facilities and more than 700 distinguished faculty members. Various courses of the group are NBA Accredited. I.T.S - The Education Group is a renowned and established educational group offering programme in Management, IT, Dental, Engineering, Pharmacy, Biotechnology and Physiotherapy.

## Call For Paper

Institute of Technology & Science and I.T.S School of Management invite management practitioner, academicians, and research scholars/students to submit and present their research papers at International Conference on 3Ds in Business and Society (3DIBS) scheduled during 21-22 April, 2022.

## Sub Themes

**The following indicative topics, but not limited to, are welcome to be submitted for the conference:**

- Business Transformation through Technological Innovations
- Business Growth through Digital Transformation
- Catalysing Innovation in Organisations Environmental
- Business Strategy and Transformation through Disruptive Thinking
- Changing Business Environment: Digital Transformation, Data Science & Disruptive Thinking
- Analytics Everywhere: Drive Persuasive Outcomes
- Data and Analytics Architecture: The Foundation of Digital Innovation
- AI, Data Science and Machine Learning: The Future of Business Growth
- Emerging Technologies and Trends: Compose the Future
- Business Process Transformation
- Business Model Transformation
- Culture / Organizational Transformation
- Data-Driven Decision Making
- Various Transformation in Business & Society
- Data & Analytics Leaders
- Disruptive Innovations & New Market Creation
- Leadership and Skills: Be the Change Maker
- Business Strategy and Outcomes: Accelerate the Value
- Trust, Governance and Privacy: An Urgent Imperative
- Rural Marketing in modern era
- Gratification marketing Marketing in new normal
- A.I. in marketing and distribution.
- The emergence of "new markets" under the changed global scenario.
- Technology and Innovations in HR
- Impact of AI in HRM
- Change Management and Managing human capital
- Indian Financial System in New Business Scenario
- Financial Markets in new normal
- COVID 19 Impact on Business Activities
- Digital Innovations in Business and Economy
- Cryptocurrency and Blockchain Technology
- Entrepreneurship in India and abroad
- Innovations In Operations Management
- Big Data Analytics
- Crisis Leadership and Organizational Resiliency
- Green Projects and Green Technology

## Advisory Board Members

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## Guidelines for the Contributors

The contributors should follow the standard norm for paper contribution. Original manuscript not exceeding length of 5000 words (including tables/figures/images) and abstract should be of maximum 250 words. Manuscript must be formatted in Times New Roman font style in 12-point font size with single line spacing on MSWord. Full name(s), designation, affiliation of the author(s), Contact No. & E-mail IDs must be provided. APA style of citation and referencing must be followed. In the covering letter accompanying the manuscript, the contributors should certify that the manuscript has neither been published anywhere nor is it at present being considered anywhere for publication. The submissions may be sent to [ic3d2022@its.edu.in](mailto:ic3d2022@its.edu.in) along with payment receipt of registration fee.

*\*Registration fee once paid will not be refunded under any circumstances.*

## Paper Publication

Selected research papers duly approved by the editorial team will be published in high impact peer reviewed conference special international journal. On demand of the authors research papers will also be published in UGC- Care, Scopus and ABDC listed Journals depending upon quality norms of research papers, based on applicable publication fee.

## Registration

Category of Delegate/ Author(s)	Early Bird Registration Fee (till Mar. 31, 2022)	Registration Fee
For Indian Nationals (INR)		
Academician	1000	1500
Industry Professional	2000	2500
Research Scholar	750	1000
Student	500	750
Listener (Accompanying)	500	
For Foreign Nationals (US\$)		
Academician	75	100
Industry Professional	100	150
Research Scholar	50	75
Student	50	75
Listener (Accompanying)	50	

### BANK DETAILS

Name of Bank	Name of Account	Address of Bank	Bank Account Number	IFSC Code
Canara Bank	Institute of Technology and Science	Navyug Market, Ghaziabad	85563060000023	CNRB0018556

## Important Dates

Submission for Abstract	February 25, 2022
Submission for Full Paper	March 31, 2022
Acceptance Notification	April 10, 2022
Conference Dates	April 21 - 22, 2022

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