



GHAZIABAD
(Estd. 1995)

NAAC Accredited 'A' Grade Institute
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Institute of Technology & Science

Mohan Nagar, Ghaziabad

Organizes

INTERNATIONAL CONFERENCE

"Convergence of Social Innovations & Digital Transformation in Business"

(ICCSIDTB-2020) Part - II

13th & 14th March, 2020

Sponsored By



All India Council
for Technical Education
Ministry of HRD, Govt. of India



International Conference on "Convergence of Social Innovations and Digital Transformation in Business" (ICCSIDTB-2020) Part - II

Corporate involvement in societal issues is not new. Companies have deployed a portfolio of tools to exercise their citizenships in society, including corporate governance, corporate philanthropy and corporate social responsibility. Social innovation is distinct from these traditional approaches in pursuit of societal challenges and in ways that leverages company core competencies such as human capital, supply chain management, technology, sales & distribution system and create tangible sustainable business benefits by aligning company's innovations & business strategies with social issues and problems and to find out a meaningful long term solutions.

In recent years, the non-profit organizations (NPOs) and social entrepreneurs create social innovation through information and communication technique approach to social innovation. The regular use of low-priced, high-performance devices, such as smartphones, personal computers and services (e.g., cloud services) have become more prevalent in social innovation. The prevalent use of ICT to create social innovation suggests that it is necessary to focus on the change in the business process through the introduction of ICT as well as the relationship between human value-creation networks and entrepreneurship.

It is realistic about challenges facing India at the threshold of a huge socio-economic transformation- rapid urbanization, digital revolution, a huge youth population, strained infrastructure, low per capita income and unbalanced urban/rural growth. This requires optimistic discussions for innovative, practical, sustainable market based approaches thereby accepting power and realities of information technology, digitalization and operation system to benefit society in general and low income or underserved population in particular. This will take a particular shape when academicians, business executives, political leaders, policymakers, and technological innovators gathers at a common platform to address such issues in more strategic, more ambitious and more collaborative manner in order to access and provide opportunity for billions of low-income people to participate in the global economy.



TRACKS:

1. Social Innovations and Management:

- Marketing Management
- Human Resource Management
- Financial Management
- Production Operation Management
- Supply Chain Management

2. Social Innovations and Information Technology

- Internet of Things (IOT)
- Digital revolution and Transformation
- Cloud Computing
- Big Data
- Artificial Intelligence
- Information Communication Technology (ICT)

3. Social Innovations and Policy formulations

- Role of Government and Ministries
- Non Profit Organizations
- Business Profit Organizations
- Social Entrepreneurship
- Civil Societies
- Infrastructure
- Urbanization

4. Social Innovations and Sustainable Development

- Value Based Education System and Reforms
- Health and Hygiene
- Carbon Emission and Global Warming
- Best Practices for Environmental Control
- Socio Economic Development

Advisory Board Members (ICCSIDTB-2020)

- Dr. Debi Singh Saini Professor Emeritus, IIM Ranchi
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- Dr. Biswajeet Pattanayak, President, ASBM Bhubaneswar, Professor- IIM Indore, Lucknow
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- Prof. Justin Paul, Professor, University of PR, USA & Distinguished Scholar, IIM (K)
- Mr. Kamal Singh, Executive Director and CEO, UN Global Compact Network
- Prof. Jagdish Prakash, Ex Vice Chancellor, University of Allahabad



Most Preferred UG/PG Institute of the Year Award Conferred by Shri Pranab Mukherjee



Lord Baden Powell National Award 2019 by Scouts/Guides Organization



Best College Placement Award (North) - 2019



EW India Higher Education Rankings 2018-19

The benefit of attending this conference shall be to researchers, academicians, management consultants, corporate professionals, Information Technology Professionals and experts, corporate trainers, government officials, strategic thinkers, authorities and representatives from foreign embassies, social service organizations/NGOs, Master and Doctoral students.

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 DELHI-NCR

Delhi, the capital of India, is situated in northern India and stands on the west bank of Yamuna River bounded by Uttar Pradesh and on the north, west and south by Haryana. New Delhi is famous for its culture, tradition and effervescent history. The culture of Delhi reflects the rich heritage of the past coupled with the influence of modern life-style. The National Capital Region (NCR) in India is a metropolitan area which encompasses the entire National Capital Territory of Delhi, which includes New Delhi, as well as urban areas surrounding it in neighbouring states of Haryana, Uttar Pradesh and Rajasthan.

SIGHT SEEING/DELHI DARSHAN

The political capital of India, New Delhi is identified as the golden triangle covering Delhi-Agra-Jaipur in the country's north encompassing the history, grandeur and glory. The India Gate, Red Fort, Chandni Chowk, Qutub Minar, Jantar Mantar, Akshardham Temple, Bahai Temple are some of the important landmarks besides some excellent shopping places.

ACCOMMODATION

Accommodation can be arranged on a self-payment basis in any of the following hotels :

LEMON TREE

CLARK INN

COUNTRY INN

REGISTRATION FEES

Registration Fees for Participating Delegate		Research Scholar & Student	Academician	Industry Participant
INDIA	Authors Participating Delegates	Early Bird Registration Before __ 15th January' 2020		
		INR 1,000	INR 1500	INR 2500
		Registration After __ 15th January' 2020		
		INR 1500	INR 2000	INR 3000
Other Foreign Countries	Authors Participating Delegates	Early Bird Registration Before 15th January' 2020 US\$ 200.00	Registration after __ 15th January' 2020 US\$ 250.00	

IMPORTANT DATES

Abstract Submission: **30th January'2020**, Notification to Authors: **15th Feb'2020**, Full Paper Submission: **29th Feb'2020**

Abstract and paper submission guidelines:

The official conference language for all papers and presentation is English. Abstract must include a clear indication of the purpose of paper, major results, implications and key references. They should adhere to following while typing in MS-Word. Length: 300-400 words excluding title/cover page

Once the abstract is accepted, a soft copy in Microsoft word of the final paper will have to be submitted to the convenor.

***Selected papers based on review committee report will be published in ABDC, Scopus, UGC listed High Impact Factor Indexed International Journals.

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