

VISTAS  
SCHOOL OF MANAGEMENT STUDIES  
National conference  
on  
Contemporary Management Practices in Digital India  
26<sup>th</sup> & 27<sup>th</sup> April, 2018  
REGISTRATION FORM

Name of the Participant: \_\_\_\_\_

Designation: \_\_\_\_\_

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I agree to the conditions and wish to participate in the National Conference.

Signature of the applicant with Date

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### Conference Coordinators

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Dr. S. Gayatri, Associate Professor  
Dr. D. Jaichitra, Assistant Professor

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For Further Details Contact

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## SCHOOL OF MANAGEMENT STUDIES

ORGANISES  
NATIONAL CONFERENCE  
ON

## CONTEMPORARY MANAGEMENT PRACTICES IN DIGITAL INDIA

26<sup>th</sup> & 27<sup>th</sup> APRIL, 2018



## ABOUT VISTAS

Vels Institute of Science, Technology & Advanced Studies (VISTAS) was established under Section 3 of the University Grants Commission Act 1956, Government of India, and New Delhi.

Under the dynamic leadership of Dr. Ishari K. Ganesh, the Vels Group is running 16 educational institutions at four locations in and around Chennai. The Pallavaram campus houses VISTAS and Vels Vidyashram (CBSE). At the Thalambar Campus, School of Maritime Studies, School of Physiotherapy, Sri Venkateswara Dental College & Hospital, Venkateswara Nursing College and Vels School and Vels Bilabong High International School and Vels International School are located at Neelankarai and Injambakkam respectively. Mahavir Institute of Medical Sciences is located at Vikarabad, Rang Reddy District and Meghna Institute of Dental Sciences is at Nizamabad, both in Telangana State.

VISTAS has made a mark in management education with its high standards. A National Conference has been organized to deliberate on the recent management practices. It is an incomparable forum for students, faculty, researchers, practitioners, organization and NGOs. It serves as a gateway to access some of the finest thought leaders of the country.

## About School of Management Studies

School of Management Studies started in 1998 with 30 students, currently constitutes more than 450 management students spread across different disciplines. This AICTE approved Management education institution is intended to enhance the overall personality of students, and to mould them into successful entrepreneurs and future leaders in leading the organization and our country to great heights. School of Management Studies has state of the art class rooms, with WIFI connectivity, modern teaching equipment and well stocked library with 1,00,000 volumes of books, journals, e-journals, encyclopedia, almanac and magazines. The Department offers premium specializations in Marketing, Finance, Human Resource Management, Systems, Production, Logistics, Shipping, Supply chain and Business Analytics.

## About the Conference

### DIGITAL INDIA PROGRAM AND VISION OF DIGITAL INDIA

Digital India is proving to be a transformative technology spreading its impact to all sectors. Digitalization has become the norm of today. The business sectors are embracing this technology very fast. As always, there are new challenges and implementation constraints in this nascent stage. This conference aims to address all these issues and a plethora of innovative outcomes are expected.

The impact of digital India Initiative is felt across different sectors varying from health, education, banking and telecommunication. Like any other innovation, the digital initiative has different challenges. Some of the worth mentioning challenges are cybersecurity, less access to internet and low digital literacy. Building the needed digital infrastructure within the given time is a humungous task. This visionary initiative is a commendable project which would take India to great heights. Contribution of innovative ideas from various fronts would enable the process and make digital India more successful.

### Sub - Themes

- Cyberbullying
- Digital access
- Digital and information literacy
- Digital commerce
- Digital currencies
- Digital empowerment
- Digital etiquette
- Digital financial inclusion
- Digital health and wellness
- Social media
- Cyber Security and Cyber Wellness
- ICT for development
- Pervasive media
- Women Entrepreneurs and ICTs
- E-Human Resource Management
- Business Analytics
- Demonetization
- Digital rights and responsibilities

And other Related Topics.....

## SUBMISSION PROCEDURE:

1. Papers submitted should be of original contribution.
2. Papers should contain the abstract, keywords, purpose, methodology, major results, implications and references.
3. The papers may be submitted either by single author or jointly with co-authors subject to a maximum of three including the main author.
4. The authors are requested to submit full paper in Times New Roman - 12, 1.5 line spacing, soft copy of the full paper must be sent by mail.
5. In absentia authors are also permitted to submit the paper.
6. All papers would undergo a double blind review system and selected papers will be published in Scopus indexed journals.
7. Registration fees details:

Registration fees in INR			
Corporate	Faculty and Research Scholars	PG and UG Students	Co - Authors
1000	1000	500	700

8. All payment should be made through DD in favour of The Registrar, Vels Institute of Science, Technology & Advanced Studies (VISTAS), Chennai-600117. (or) NEFT transaction can be made to the following account number:

Account Name	Vels Institute of Science, Technology & Advanced Studies (VISTAS)
Bank	Axis Bank
Branch	Madipakkam, Chennai
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MICR	600211007
Address	No 2, Medavakkam High Road, Madipakkam, Chennai - 91

9. Duly filled in registration forms should be emailed to [cmpdi2k18vels@gmail.com](mailto:cmpdi2k18vels@gmail.com)
10. All the accepted original researched papers is to be published in peer reviewed Vels Management Journal ISSN (2250 - 1223)

Important dates to remember	
Abstract Submission	30.03.2018
Full paper Submission	10.04.2018
Last date for registration with fees	15.04.2018
Date of Conference	26.04.2018 & 27.04.2018