



DELHI INSTITUTE OF ADVANCED STUDIES

RE-ACCREDITED WITH 'A' GRADE BY NAAC
APPROVED BY AICTE AND AFFILIATED WITH GGSIP UNIVERSITY FOR BBA, BCOM.(H), MBA&MBA(FM)PROGRAM
(AN ISO 9001:2015 CERTIFIED INSTITUTION)

DIAS IQAC
(INTERNAL QUALITY ASSURANCE CELL)
IS ORGANISING A

NATIONAL CONFERENCE

ON

“THE FUTURE OF MANAGEMENT IN A
DIGITALIZED WORLD: THE PATH AHEAD.”



Saturday, 06 April
2024



DIAS CONFERENCE
HALL

ABOUT THE CONFERENCE

"In the digital age, management is about creating an environment where people can thrive."

- Peter Drucker

Digitalization is transforming the way we live, work, and manage. In the past, management was largely about optimizing processes and resources. But in the digital age, management is increasingly about managing data, algorithms, and networks. This shift has profound implications for the future of management. On the one hand, digitalisation offers new opportunities for managers to improve efficiency, productivity, and decision-making. On the other hand, it also poses new challenges, such as the need to manage a more complex and volatile environment. This means that managers need to have a deep understanding of digital technologies and how they can be used to improve the performance of their organizations. Managers also need to be able to lead and inspire their employees in the digital age. They are expected to create a culture of innovation and collaboration to empower employees to solve problems. Alongside technical skills, emotional intelligence, encompassing self-awareness, empathy, emotional management, is essential for leadership in a digital age. The future of management is uncertain, but one thing is for sure: it will be shaped by digital technologies. Managers who are able to embrace these changes will be well-positioned to succeed in the future. However, those who fail to adapt will be left behind. The changes of the digital era affect all the sectors. New skills and mindsets are needed to be competitive and to match the emerging new roles when traditional leadership and management roles are disappearing. Academia and industry leaders need to work together to debate and exploit the potential of digital technologies today and shape the future of work and business education to foster digital and leadership skills in preparing for future challenges. The future of management in a digitalized world is an exciting yet challenging journey. It demands people who can adapt, learn, and harness the power of digital tools and technologies to drive success. Ethical considerations are paramount in the digital era, encompassing issues of privacy, diversity, equity, and inclusion. Lifelong learning is crucial in a fast-evolving digital landscape. Staying updated on the latest digital trends and tools is essential for long-term success. Digitalization connects businesses globally, requiring managers to be sensitive to cross-cultural issues and challenges in international markets. This conference aims to provide a platform for thought leaders, academicians and practitioners to exchange insights and strategies for thriving in this evolving landscape. The National Conference provides platform for sharing ideas, experiences, and expertise. By addressing the outlined themes and objectives, participants will contribute to shaping the path ahead for management practices, ensuring that they remain relevant, efficient, and ethically responsible in an increasingly digital and interconnected world. The conference serves as a bridge between academia and industry, facilitating a holistic understanding of management's future in this digital age.

CONFERENCE OBJECTIVES

- To share ideas and best practices on how to manage in the digital age.
- To identify the skills and competencies of managers needed to succeed in the digital age.
- To strategize a roadmap and build a community of thought leaders for the future of management.
- To explore potential future scenarios for management in a digitalized world and encourage forward- thinking strategies.

CONFERENCE SUB-THEMES

ACCOUNTING AND FINANCE IN THE DIGITAL AGE

- Sustainable Finance
- Finfluencers
- Forensic Accounting
- Derivative Market
- Big Data and AI in Financial Management

MARKETING IN THE DIGITAL AGE

- Data Analytics
- Artificial Consumerism
- Dark Patterns in Marketing
- Marketing Analytics and Robotics
- Advertisement and Brand Management

HUMAN RESOURCE IN THE DIGITAL AGE

- E-Recruitment
- HR Analytics
- Employer Branding in Digital Era
- Use of Gamification in HR processes
- Social Media in HR

INFORMATION TECHNOLOGY IN THE DIGITAL AGE

- Cloud Computing and IT infrastructure
- Big Data Mining and Analytics
- Business Intelligence and Web Analytics
- Digital Sustainability
- Cybersecurity

GENERAL MANAGEMENT IN THE DIGITAL AGE:

- Management Culture and Diversity
- Innovation and Sustainability
- Leadership and Communication
- Digital Culture
- Digital Transformation on Business Strategy

GUIDELINES FOR PAPER SUBMISSION

Each submitted paper should contain an abstract not exceeding 300 words and should be sent in MS Word format to the Conference Email ID: nc2024@dias.ac.in.

The contributors are requested to send their abstracts & full papers in 12-point font size, Times New Roman Font in MS Word with 1.5 line spacing. The first page of the manuscript should include the title of the paper, name of the author(s), organization affiliation, complete mailing address, phone number and e-mail address.

Tables, illustrations, charts, figure etc. should be serially numbered and duly acknowledged. Sources of the data need to be mentioned below each table.

Only those references that are utilized should be included in the Reference List and the same should be alphabetically arranged in APA format.

An Expert Committee will screen the abstract on the parameters of research content, originality, and concept clarity. Without Pre registration, papers will not be considered for publication.

After the abstract is accepted, the authors must submit a hard copy of the full-length papers (max. 5,000 words) along with a soft copy.

ABOUT DIAS

Delhi Institute of Advanced Studies, an ISO 9001:2015 certified Institution, affiliated to Guru Gobind Singh Indraprastha University, established by Shri Laxman Dass Sachdeva Memorial Educational Society in the year 1999. The Institute offers MBA, MBA (FM), BBA & B. Com(H) programmes and is providing dynamic learning and growth-oriented environment that is changing in response to the changing needs of society. The Institute has been re-accredited with NAAC 'A' Grade in 2022.

The Institute seeks professional excellence through ethics, passion, and perseverance. The guiding philosophy behind all academic activities of the Institute is to inculcate professionalism and enhance an organization's effectiveness. The credibility of education at the Institute is increasingly being realized and recognized by foreign universities as well as the corporate world. We, at Delhi Institute of Advanced Studies, are committed to make this institution a hallmark in professional education by imparting holistic education. The Institute organizes Industrial Visits, Workshops, Value added Courses, Guest Lectures on a continuous basis. Students are encouraged to undertake Live / Research Projects, Online Courses and Certifications, give presentations, develop case studies to improve the practical exposure and add value to their knowledge. The Institution also organizes National and International Seminars and Conferences, Workshops, Symposiums and Faculty Development Programmes on an annual basis.

OUR VISION

"We strive to provide a dynamic learning environment for imparting holistic education, that inculcates professional excellence, induces competitive spirit, instils leadership quality to carve a niche in the changing global scenario."

OUR MISSION

DIAS believes in "learning to excel and excelling to grow". The aim of the Institute is to develop a unique culture that seeks to scale heights of glory through ethics, passion and perseverance.

WHO SHOULD ATTEND?

Academicians, Entrepreneurs, Managers, Research Scholars and Students

PUBLICATION

- The Papers will be published in the Conference e-proceedings with ISBN Number.
- Selected papers will be published in the associated SCOPUS INDEXED Journal/UGC Care Listed Group I Journal. Fees charged (if any) by the respective Journal are to be borne by the Author/Authors.

BEST PAPER AWARD

One paper from each technical session will be shortlisted for the Best Paper Award.

IMPORTANT DATES

Abstract Submission	20 th March 2024
Abstract Acceptance	22 nd March 2024
Full paper Submission	28 th March 2024
Registration for Conference	31 st March 2024

REGISTRATION LINK

<https://forms.gle/Wh5YTg13srKZSrzk6>

REGISTRATION QR CODE



REGISTRATION FEES (INR)

DELEGATE CATEGORY	PRESENTATION	ABSENTIA
BUSINESS EXECUTIVES	2500	2000
ACADEMICIAN & RESEARCH SCHOLARS	2000	1500
ALUMNI	1500	1250
STUDENTS	750	500

*The Conference Fee covers Conference Kit inclusive of Conference e-Proceedings, High Tea and Lunch.

*Co-authorship is permissible with separate registration

NEFT DETAILS FOR PAYMENT

Beneficiary: Delhi Institute of Advanced Studies

Bank Name & Branch: IDBI, Kohat Enclave, Pitampura A/C No: 037104000208932

IFSC Code: IBKL0000037

CONFERENCE SCHEDULE

SESSION	Timings
REGISTRATION	09:30 AM-10:00 AM
INAUGURAL SESSION	10:00 AM-11:30 AM
TEA BREAK	11:30 AM-12:00 NOON
TECHNICAL SESSION I	12:00 NOON-02:00 PM
LUNCH AND NETWORKING	02:00 PM-02:45 PM
TECHNICAL SESSION II	02:45 PM-04:30 PM
VALEDICTORY SESSION	04:30 PM-05:00PM

CONFERENCE DIRECTORATE

CHIEF PATRON

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