



RSET's  
**Durgadevi Saraf**  
**institute of management studies**  
WE CREATE LEADERS

# 6<sup>th</sup> REMSONS

International Research Conference on  
***Digital Transformation of Business***  
- The Way Forward

16<sup>th</sup> March 2019

Award winning papers will be published in our Journal "The Management Quest" ISSN (online) 2581-6632  
Selected other papers will be published in our conference proceedings under ISBN 978-93-5196-952-5

## BACKGROUND

Digital innovations are creating new opportunities day by day. Businesses in every industry need to develop and apply technological advances to, not only stay competitive but to survive and grow in a highly dynamic business environment. Changes in technology are integrated into the business landscape, the old systems and processes are replaced due to technological disruptions. The companies have no option but to use technological platforms for reaching to the customers, reducing response time, improving process efficiency and ultimately to reduce cost and increase profitability to reach the road to digital transformation.

Creating strategies for digital transformation can help the companies to benefit from the use of advanced technology and overcome these challenges. Digital transformation is the deep transformation of business and organizational activities, processes, competencies, and models. Its objective is to fully leverage the changes and opportunities with a mix of digital technologies and their accelerating impact across a various segment of society in a strategic and prioritized way, to meet present and future needs.

Digital transformation is not a buzzword but a fundamental change that is taking place in companies around the

business environment which have disrupted all the traditional ways of doing business. It has impacted all the sectors by enabling various economic activities through its offering like - mobile apps for shopping or banking; to business functions like supply chain innovating with blockchain to prevent contaminated food entering your kitchen, or building maintenance managers using the Internet of Things (IoT) data to track a heating problem within minutes rather than days. There has been increased use of Fintech in financial services and use of analytics and elements of artificial intelligence in every segment of the business.

Digital technologies have altered how people and businesses interact. Today, we have smartphones which can handle various business applications and social needs across the locations.

These digital technologies that we talk about - Mobile, cloud, Artificial Intelligence, IoT, Blockchain and more are creating unprecedented levels of the paradigm shift and fundamentally changing business strategies. To succeed in this disruptive digital transformation environment, organizations need to offer compelling new experiences, establish new focus, build new expertise and put smart to work, remain relevant and competitive.



## SUB THEMES

### Finance and Economics

- Artificial Intelligence and its Impact in the Financial Sector
- Fintech - Transformation in the Financial Sector
- Role of Regulatory Authorities with reference to Digitized Financial Products
- Digital Transformation in Banking
- Digital Transformation and Trade
- Economics of Digital Transformation



### Marketing

- Digitisation and Digital Transformation
- Impact of Digital Transformation in Retail Sector
- Digital Transformation and Customer Experience
- Digital Transformation and Strategy
- Impact of Digital Transformation on Service Enterprises
- Digital Transformation and Rural Marketing
- Impact of Digital Transformation on E-Commerce



### Human Resources

- Role of HR in Digital Transformation
- Digital Transformation Silos, Responsibility And Skills
- Digital Transformation and Change Management
- Impact of Digital Transformation on Organisational Structure
- Digital transformation Myths and Realities
- Key Competencies to Handle Digital Transformation



### Operations

- Additive Manufacturing and Re-shoring in the Developed World
- Integrated Supply Chains through Robotics, Automation and Factory Intelligence
- Sophisticated Mass Customization through Automated Design
- Transforming Manufacturing through Connected Machinery, Artificial Intelligence, and Machine Data
- The future of Vendor Management in the Digital Factory



These sub-themes are just indicative and good papers in all the area will be considered for the conference.

### Important dates

|                           |                      |
|---------------------------|----------------------|
| Abstract Submission       | : 31st January 2019  |
| Abstract Acceptance       | : 4th February 2019  |
| Full Paper Submission     | : 25th February 2019 |
| Acceptance of Paper       | : 28th February 2019 |
| Deadline for Registration | : 5th March 2019     |



### Prizes-Best Paper

|           |                |
|-----------|----------------|
| 1st Prize | : Rs. 15,000/- |
| 2nd Prize | : Rs. 10,000/- |
| 3rd Prize | : Rs. 5,000/-  |



The abstract/paper should be submitted to [international.conference@dsims.org.in](mailto:international.conference@dsims.org.in)

## REGISTRATION

### Registration fees

All the presenters and participants are required to register for the conference. Please fill the "Delegate registration form" with the Registration fees.

|  |            |
|--|------------|
| <i>International Delegates</i>           | US \$50    |
| <i>Delegates from India</i>              |            |
| 1. Academicians & Industry Professionals | INR 1000/- |
| 2. Students, Alumni & Researchers        | INR 500/-  |
| 3. Accompanying guests/ Co-authors       | INR 500/-  |

- The registration fee covers conference kit and lunch, snacks etc.
- Registration fee is non-refundable. However, change in nomination is permitted.
- Assistance for accommodation to outstation candidates may be provided.
- Kindly book before 25th February 2019.
- \*Co-authors attending the conference need to register separately.

### Payment of Fees:

Registration fee can be paid through Demand Draft favoring "RS- DSIMS" payable at Mumbai. Fees can also be paid through online payment through NEFT (For Indian participants)

A/c's Name : RS-DSIMS

Bank name : Bank of Baroda

Branch : Sunder Nagar, Malad (West)

A/c's Type : Savings

A/c's No. : 35020100005207

IFSC Code : BARBOSUNGOR (fifth character is zero)

### Call for papers/submission guidelines

- We invite research papers, case studies and perspectives from academicians, industry professionals, researchers, students and alumni on the mentioned themes and sub-themes.
- Only original and unpublished research work is sought. Any research submitted i.e. identical and substantially similar to work already published, under review for another conference or publication will not be considered.
- The contributors should certify that manuscript has neither been published, anywhere nor is being considered presently for publication anywhere.
- Abstract (not exceeding 250 words) with keywords should reach us latest by deadline in soft copy.
- Submission should include a separate title page which clearly indicates the name(s) of the author(s), affiliation(s), complete mailing address, contact number and email address of author(s) with the title of the paper.

## Instructions

- All papers must be written in Times New Roman font style, font size 12, 1.15 line spacing, margin all around 1.0 and A4 paper size setting.
- All headings must be capital and bold. All subheadings must be bold and italicized.
- All tables and figures, sequentially numbered must be within the main text of the paper.
- All table and figures must be in an editable format.
- The authors should follow APA style of citation. Please check url:<https://www.library.cornell.edu/research/citation/apa>.
- Acceptance of papers and suggested modifications will be provided within 10 days of the receipt of the paper.
- The complete paper in approximately 5000-6000 words (Max. 10 pages) must reach us latest by 9th February 2019 in soft copy. Electronic submission of final paper must be in MS Word format only. International papers can be accepted in absentia.
- At least one author needs to pre-register for the conference and present the paper to be eligible for the paper to be published.
- The editorial committee of the conference is authorized to edit the paper if required.
- A maximum of two papers can be submitted by one author.

## Publication Opportunity

The outstanding papers (award-winning papers) will be considered for publication in our research journal "The Management Quest" ISSN (online) 2581-6632 and the selected papers will be published in the form of conference proceedings under ISBN 978-93-5196-952-5.

## CONFERENCE ORGANIZERS

### CHIEF CONVENOR

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## ABOUT RAJASTHANI SAMMELAN EDUCATION TRUST

Rajasthani Sammelan Education Trust, a registered public charitable trust was established in the year 1948 at Malad, Mumbai. With an aim to promote various educational, charitable and social activities, the trust has pioneered in providing educational opportunities to various sections of society. During the last six decades, the trust has played a vital role in promoting and providing better education from KG to PG in the fields of Commerce, Management and Information Technology. Apart from its other educational pursuits, Rajasthani Sammelan Education Trust, also caters to the social and humanitarian needs of the community.

## ABOUT DSIMS

DSIMS is promoted by the esteemed members of the distinguished Rajasthani Sammelan Education Trust, renowned for its contribution in the field of education in India. We aim to follow a consultative style of management which encourages participation in the development of the institute. The Board of Governors is committed to developing an institution of quality and integrity. To this end, it has established an independent Management Council comprising of eminent educationists, administrators and achievers from all walks of life. The Management Council brings to the school, its expertise in administration, technology-aided learning and education management.

### *Vision*

To be one of the preferred B-schools in India by developing socially sensitive business professionals with a global mindset.

### *Mission*

To create a culture for academic excellence with an emphasis on social sensitivity.

## REMSONS CENTRE FOR MANAGEMENT RESEARCH

Durgadevi Saraf Institute of Management Studies (DSIMS) attaches high priority to Management Research. It conducts conferences and seminars to bring together the researchers from academia and industry to share their perspectives. It has therefore set up the Remsons Centre for Management Research which is an advanced center of excellence focusing on developing contemporary and usable research in various areas of Management. It is set up by Late Shri Vishvapakashji Harlalka in the memory of his mother Smt. Radhadevi Harlalka to bring academic relevance to industry practices with the help of the magnanimous donation from Remsons Group of Companies. This Centre is headed by Dr. Sharad Kumar, who is the Remsons Chair Professor for Management Research.



## ABOUT MUMBAI

Mumbai, formerly called Bombay, is a sprawling, densely populated city on India's west coast. On the Mumbai Harbour waterfront stands the iconic Gateway of India stone arch, built by the British Raj in 1924. Offshore, nearby Elephanta Island holds ancient cave temples dedicated to Shiva.

The city is also famous as the heart of the Hindi-language Bollywood film industry.

The seven islands that came to constitute Mumbai were home to communities of fishing colonies. For centuries, the islands were under the control of successive indigenous empires before being ceded to the Portuguese and subsequently to the British East India Company when in 1661 King Charles II married the Portuguese Catherine of Braganza, and as part of her dowry, Charles received the ports of Tangier and seven islands of Bombay. During the mid-18th century, Bombay was reshaped by the Hornby Vellard project, which undertook reclamation of the area between the seven islands from the sea. Along with the construction of major roads and railways, the reclamation project, completed in 1845, transformed Bombay into a major seaport on the Arabian Sea. Bombay in the 19th century was characterized by economic and educational development.

During the early 20th century it became a strong base for the Indian independence movement. Upon India's independence in 1947 the city was incorporated into Bombay State. In 1960, following the Samyukta Maharashtra movement, a new state of Maharashtra was created with Bombay as the capital. The city was renamed as Mumbai in 1996.



## Institutions



Kudilal Govindram Seksaria  
**sarvodaya school**  
INSPIRE, INVENT, INITIATE



Kudilal Govindram Seksaria  
**english school**  
INSPIRE, INVENT, INITIATE



Ramniwas Bajaj  
**english high school**  
UNLEASH YOUR POTENTIAL



Mainadevi Bajaj  
**international school**  
GIVING WINGS TO YOUR DREAMS



Durgadevi Saraf  
**junior college**  
IN PURSUIT OF EXCELLENCE



Ghanshyamdas Saraf  
**college of arts & commerce**  
EDUCATION EMPOWERS



Kirandevi Saraf  
**institute of complete learning**  
WIDENING HORIZONS



Durgadevi Saraf  
**institute of management studies**  
WE CREATE LEADERS



Deviprasad Goenka  
**management college of media studies**  
INDIA'S PREMIER MEDIA SCHOOL



Ladhidevi Ramdhar Maheshwari  
**night college of commerce**  
ENLIGHTENING FUTURE



Ramdhar Maheshwari  
**career counseling centre**  
STEERING TO SUCCESS



Kunjbihari S. Goyal  
**online academy**  
LEARNING BEYOND BOUNDARIES



Draupadidevi Sanwormal  
**women's hostel**  
HEAVENLY DOMICILE



Pravinchandra D. Shah  
**sports academy**  
FITNESS REGIME



RS CA  
**study centre**  
INTELLECTION HUB



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**international playschool**  
YOUNG EVOLVING MINDS



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**boys hostel**  
A WISE HIVE



Rajasthani Sammelan  
**skill development centre**  
SCULPTING SKILLS



Rajasthani Sammelan  
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BUILDING FOUNDATIONS



Rajasthani Sammelan  
**finishing school**  
A NEW BEGINNING

## Endowment Funds & Research Chair



Remsons Group  
**management research centre**  
MANAGEMENT RESEARCH



IRB  
**scholarship endowment fund**  
HONOURING EXCELLENCE



BKT  
**endowment freeship fund**  
FOSTERING KNOWLEDGE



Jankidevi Bilasrai Bubna  
**endowment freeship fund**  
EMBOLDENING STRENGTHS

## Facilities



Dharmal Bajaj  
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COMMUNITY PARADISE



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**hall**  
TREASURING MEMORIES



Trivenidevi Deora  
**chikitsa sahayata kosh**  
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**health centre**  
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