



XVIIth International Conference on
Global Digital Transformation
Navigating Critical Technological, Socio-economic
and Cultural Shifts to Build Future Ready Organisations

(11 and 12 February, 2022)



Jagannath International Management School

MOR, Pocket 105, Kalkaji, New Delhi - 110 019

Ph.: +91 11 4061 9200 (100 lines) Fax: +91 11 2622 0998

E-mail: jimskj@jagannath.org

XVIIth International Conference

Jagannath International Management School(JIMS), Kalkaji, New Delhi is organizing its XVIIth International Conference in collaboration with the PHD Chamber of Commerce and Industry(PHDCCI) and the Konrad-Adenauer-Stiftung (KAS), Germany on 11th and 12th Feb, 2022. Keeping in mind Govt restrictions due to spike in Covid cases the Conference will be held in virtual mode.

Overview

As far as business is concerned, every era has its own buzzword. In the late 1990s, it was the internet. At the beginning of the first decade of this century, it was social media. Now, it's digital transformation. The gigantic importance that it has achieved can be gauged when John Chambers, former Executive Chairman of Cisco System, stated, "At least 40% of all businesses will die in the next 10 years if they don't figure out how to change their entire company to accommodate new technologies."

Digital transformation is not just about embracing technology alone. It is about using technology to transform business processes, models and organizational culture. It is also about using the insights brought by technology to envision new business models, markets and more efficient ways of attracting, engaging and delivering value to customers. This is why organisations that focus on putting talented people in key positions at the start of their digital transformation projects are more likely to see success. Further according to the latest Harvard Business Review study, digital transformation is not just a matter of capital investment, but of developing strategies, executing these and addressing the challenges and opportunities associated with it..

The UN's Framework for Immediate Socio-Economic Response warns that Covid 19 is affecting societies and economies at the core. It is resulting in increase of poverty and inequality at global scale and making achievement of SDGs even more urgent. The WBCSD report emphasizes the need for business to address the world's sustainability challenges including poverty, social unrest, climate change and environmental degradation. Having the technologies, innovation capacity, resources and skills business has a key role to play in providing the radical solutions the world desperately needs.

We live in a digital, global and hyper-connected world, characterised by a change at the technological, social and economic levels where the continuous emergence of new players in the markets, off-site mobility and continuous connectivity pose a big influence. Today digital transformation is not an option. Business as usual is also not an option for a future-proofed economy in which 9 billion people live well within the limits of the planet by mid-century. This requires redefining of success and business leaders need to be galvanised to change the rules of the game.

Conference Objectives

The Conference aims to achieve the following key objectives:

- Provide a common platform for internationally renowned experts to share their knowledge, perspectives and experiences on the role of digital transformation in developing overall capability and future readiness of business organisations.
- Enhance knowledge of new technologies such as AI, ML, IOT, Block Chain, Robotics etc and how these can be effectively applied to transform organisational domains of People, Process, and Culture.
- Create an inter-disciplinary forum for academicians, scientists, and scholars to present their research findings and suggest sustainable solutions to address key issues and challenges associated with implementation of digital technologies.

Conference Sub-Themes

- Digital Technologies and their Applications
- Impact of Digital Technology on Society
- Green Manufacturing
- Supply Chain Management
- Digital Marketing and Analytics
- E-education, E-learning and E-pedagogy
- Digitization of Banking and Insurance Industry
- Digital Innovations, Start-ups and MSMEs
- Employee Retention in Dynamic Environment
- Cross-cultural Collaborations in the Digital Age
- Leadership in the Digital Age
- HR Analytics for Leadership and Talent Development

Target Participants

The Seminar is intended for Academicians and Industry Managers at all levels as well as Research Scholars seeking to enhance their knowledge and understanding of the role and impact of Digital Transformation on Global businesses, societies and economies.

Organising Committee

Patrons

Mr. Anil Agarwal
President, Cosmos Group

Shri Pradeep Multani
President, PHDCCI
Chairman, Multani
Pharmaceuticals Limited

Chairman

Dr. Amit Gupta
Chairman, JIMS

Conference Chair

Dr. Satish Seth
Advisor to Chairman, JIMS

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Senior Fellow, Portulans Institute
& Ex MD Country Digital
Acceleration, APJC, CISCO

Prof. Alina Pop
Vice-rector, Dimitrie Cantemir
Christian University,
Bucharest, Romania

Research Paper Presentation Competition

The Research Paper Presentation Competition would be held in the afternoon session of the Conference. All submitted research papers will be blind peer reviewed. Proceedings of the Conference will be published in the form of an edited book through a leading publisher for wider dissemination of the deliberations. The selected papers will be published in institute's 8M Journal/Web of Science/Scopus indexed journals.

The Best Paper will be awarded cash prize of Rs.10,000/- and the Second Best Paper Rs. 5000/-.

Research Paper Tracks

The Research Papers will be presented simultaneously in different tracks. We invite high quality papers on the Conference main and sub-themes from academicians, research scholars and industry practitioners. Original papers, theoretical, applied or empirical, are most welcome.

Past International Conferences

The institute has organized fifteen International Conferences in the past, with participation from industry and academia in India and abroad: The past nine conferences were held in partnership with the PHD Chamber of Commerce and Industry (PHDCCI), New Delhi. Details of last five Conferences are as follows:

Conf.	Date	Theme
XII	Feb 4, 2017	"Leveraging Big Data Analytics For Global Business Excellence" .
XIII	Feb 10, 2018	"Business 2025: Driving Growth through Strategic Innovation, Entrepreneurship and Digitisation".
XIV	Feb 23, 2019	"Business Sustainability in the 21st Century: Managing People, Planet and Profit" .
XV	Feb 15, 2020	"Revisiting HR in the Digital Era: Impact of Critical Shifts in Technology, Operations and Culture"
XVI	23rd and 24th April 2021	"Business Sustainability in the Post- Pandemic Era: Resetting Strategies in Domains of People, Technology, and Environment"

About JIMS

Jagannath International Management School (JIMS) Kalkaji, New Delhi, functions under the aegis of Jagannath Gupta Memorial Educational Society, a non-profit registered organization, has been imparting high-quality professional education since 1993. Our campus at Kalkaji has over time developed into a reputed centre of excellence for the conduct of research and consultancy services for private and public sector organizations. Our sustained focus on improving the quality of our academic deliverables has resulted in the accreditation of our institute by the National Assessment and Accreditation Council (NAAC) and the National Board of Accreditation (NBA). Our Post Graduate Diploma in Management (PGDM) and Post Graduate Diploma in Management - International Business (PGDM- IB) Programmes have been granted equivalence to Master of Business Administration (MBA) degree of an Indian University by the Association of Indian Universities (AIU). The institute has also been awarded the ISO 9001-2015 quality certification and ranked by NIRF among the top 100 institutions.

JIMS, Kalkaji has been honoured with the following coveted rankings/awards:

- B-School Excellence award from ASSOCHAM for "Best Institute – Industry Interface".
- Ranked 24th Best B School in India by TOI.
- Ranked A+++ by Business India
- Ranked Top B School of Super Excellence in India by CSR-GHRDC
- 12th Best B School in India by The Week

About PHDCCI

PHD Chamber of Commerce and Industry, established in 1905, is a proactive and dynamic multi-State apex organization working at the grass-root level and with strong national and international linkages. PHD Chamber acts as a catalyst in the promotion of industry, trade and entrepreneurship. PHD Chamber, through its research based policy advocacy role, positively impacts the economic growth and development of the nation. PHD Chamber is more than an organisation of the business community, as it lives by the chosen motto "Skilling India for Global Competitiveness" and contributes significantly to socioeconomic development and capacity building in several fields.

About KAS

The Konrad-Adenauer-Stiftung (KAS) is a political foundation. In Germany, 16 regional offices offer a wide variety of civic education conferences and events. Our offices abroad are in charge of over 200 projects in more than 120 countries. The foundation's headquarters are situated in Sankt Augustin near Bonn, and also in Berlin. There, an additional conference center, named "The Academy", was opened in 1998.

Communication and Contact

Communication may be addressed to Conference Chairperson Dr. (Cdr.) Satish Seth, Advisor to Chairman & Fmr Director General, JIMS at advisor@jagannath.org, Conference Director Dr. Ashok Sharma, Director at director.kj@jagannath.org.

Registration Link: <https://forms.gle/H3K2X4GHdq9e6kWa7>

Registration Fees

Category	Indian Residents	Foreign Nationals (USD)
Research Scholars	INR 1000/-	\$ 100
Academician	INR 1500/-	\$ 110
Corporate Nominee	INR 2000/-	\$ 120
Delegates	INR 1500/-	