



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001:2015 CERTIFIED

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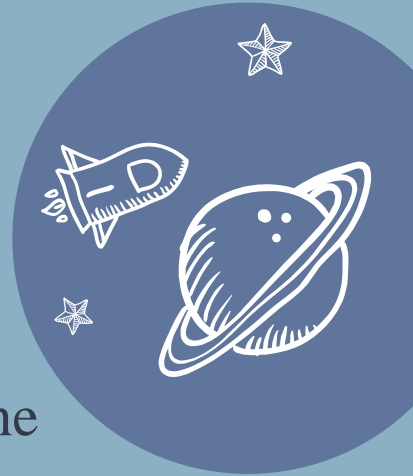
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www.dalmialionscollege.ac.in

We are glad to announce a conference for student researchers on **‘Digitalization- Today's Buzzword - Be ready, Be Adaptable’** on **15th March, 2021** organized by the B.A.(M.M.C) Bachelors of Arts in Multimedia and Mass Communication and B.B.I. (Bachelor of Banking & Insurance, in association with IQAC.

About the college:

Prahladrai Dalmia Lions College Of Commerce & Economics was started in **1972** with 450 students and today it's become one of the premier institutes in the Western suburbs. The College endeavors for academic excellence and promotion of co-curricular and extracurricular activities that promote resilience, creativity and leadership qualities among the students. The college lays great emphasis on inculcating in its students the importance of ethics, hard work and commitment to excellence. The college endeavors to groom its students as icons of tomorrow, potentially contributing to Commerce trade, industry and management.



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The Theme of the conference:

**‘Digitalization - Today's Buzzword
Be ready, Be Adaptable’**

Need of the conference:

In the times of Pandemic all of us have transformed from offline to 24/7 online mode. This transformation has given us access to unlimited power to enhance our productivity. But as its rightly said “With Great Power Comes Great Responsibility”. Hence we felt the need for this conference to create awareness amidst the “Generation Z” regarding various aspects of Digitalization.



Objective of the Conference:

- Enhancing awareness regarding Digitalization in various facets of life.
- Highlighting the dual edged sword nature of Digitalization.
- Ensuring ethical usage of Digitalization in all walks of economy.
- Encouraging responsible behaviour among youth while using technology
- Advocating Digitalization as future of all sectors.

Sub – Themes

Digitalization in Media

- Integrated Marketing Communication
- Digital and Social Media Marketing
- Big Data and Marketing Analytics
- Digital Marketing in the Era of Technological Disruption
- Digital Marketing and Artificial Intelligence
- Internet of Things & Enterprise Information System
- Co- creation of the Value Using Power of Internet and Mobile Technology
- Guerrilla Marketing
- Mobile Marketing and Retargeting
- Viral Marketing

Digitalization in Banking and Finance

- India in 2025 – 5 trillion economy
- Cryptocurrency
- Core banking Solution
- Net banking – Pros and Cons
- Frauds in online transactions
- Bitcoin market
- Digital India – result of demonetization
- Digital revolution in insurance sector
- Digitization of Capital market



Digitalization in Organizational Behaviour

- Challenges in leadership in era of digitalization
- Bridging the Gap of Interest and Action for Organizational Success
- Leveraging Digitalization for Organizational Success
- Work from home culture.
- Organization culture and climate
- Comparison of employees' behaviour in virtual meetings
- Clients' trust in online business
- Administrative issues/ease in virtual environment.

Digitalization in Human Resource Management

- New concepts in training and development
- Latest development in performance appraisal
- Opportunities made available for the employees for self- growth
- Opportunities in employees' training and development
- Human resource management in companies during the pandemic (virtual interview, assessments, assignments, etc)



Digitalization in Entrepreneurship Management

- Impact of digitalization on offline traders
- IT Policy and Challenges
- Digitalization of Customer Relationship Management
- Emerging online payment app/forms
- E-Commerce
- Virtual business environments
- Boom in education technology sector
- Start-up culture
- Make in India – Digital era



Digitalization and Business Ethics

- Cyber crime
- Digital management – boon or bane
- Effects of digitalization on Ethics in management
- Digital management and code of conduct in business
- Online start ups and Ethical marketing
- Is Digital Marketing ethical?

Call for papers:-

Students are hereby invited to contribute

- Original Research papers for the Intercollegiate Conference relevant to the topic.
- Research papers should be submitted as per the following guidelines:
- The title of the paper should be followed by the personal and institutional details of the author.

Submission Information Format of Research:

1. Abstract – 100 to 150 words.
 2. The paper should be of 1000 to 2000 words inclusive of introduction and conclusion.
1. Research Methodology expected to be followed:
 - Identification of research problem
 - Literature review
 - Research Methodology
 - Objective
 - Hypothesis
 - Limitations
 - Scope of study
 - Data collection – primary and secondary data
 - Data analysis and interpretation
 - Findings
 - Report
 - Conclusion
 - Bibliography
 - Annexure



Format of the paper:

1. Font Type: Times New Roman.
2. Font size: 14 for Heading and 12 for the paper.
3. Use double spacing.
4. 1-inch margin on all sides.
5. Bibliography should be in APA Style -
<https://youtu.be/yI5PppKloZw>



Important Details:

- The soft copy of the paper and a PowerPoint presentation (to be presented on the day of the conference) of your sub topic should be emailed to pdlcsfc.conference@gmail.com on or before 5th March, 2021.
- Entries per college: UNLIMITED
- No. of participant: 1-2
- No. of slots available: 20
- No Entry fees• Paper presenters will be given 5 minutes for presentation.
- All the presenters will be awarded with a certificate.
- Open For All Students.
- Brochure and registration forms are also available on the college website.



Patrons: **Chairman :** Dr.Lion Sharad S. Ruia
 Hon. Secretary : Lion Kanahaiyalal G. Saraf

Organising Committee

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VICE PRINCIPAL Prof. Madhavi
(Degree) Nighoskar

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