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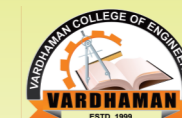


1st International Conference on Digital Transformation & Sustainability of Business (ICDTSB)

23-24 February 2024



DUAL VENUE CONFERENCE



VARDHAMAN COLLEGE OF ENGINEERING

(AUTONOMOUS)

Affiliated to JNTUH, Approved by AICTE, Accredited by NAAC with A++ Grade, ISO 9001:2015 Certified
Kacharam, Shamshabad, Hyderabad - 501218, Telangana, India



RK UNIVERSITY

Accredited by NAAC-UGC
RK University, Bhavnagar Highway, Kasturbadham, Rajkot, Gujarat, India 360020

About Vardhaman

Vardhaman College of Engineering (VCE) was established in the year 1999 by Vardhaman Educational Society, Hyderabad. It is a UGC Autonomous college, approved by AICTE, and is permanently affiliated to Jawaharlal Nehru Technological University (JNTU), Hyderabad. We offer undergraduate B.Tech programmes in CSE, CSE (AI&ML), AI&ML, AI&DS, IT, ECE, EEE, ME and CE; postgraduate M.Tech programmes with specialisation in DECS, PEED, CSE, SE, and ED; MBA programme; and doctoral programmes in CSE, ECE and ME.

The college is accredited by NAAC at A++ grade with a CGPA of 3.58 on a scale of 4. Six of its UG engineering programmes – B. Tech ECE, EEE, CSE, ME, CE, and IT are accredited by the National Board of Accreditation (NBA), New Delhi under the Tier-1 category.

VCE is the most sought-after institute to make the dreams fulfilled for many aspiring engineers. Our major strength lies in imparting quality education to the global standards and envisages to address various societal needs.

About the Department of Management Studies

The Department of Management Studies commenced in 2006 with an intake of 60 students, approved by AICTE, affiliated to JNTUH and accredited by NBA under Tier-1. The department started with a vision to impart value-based management education and promote research.

The two-year Master of Business Administration programme aims to equip students with industry oriented managerial skills.

The programme is designed to keep the learning relevant to the industry and society at large. The pedagogy consists of regular classroom teaching, rigorous

curriculum where case studies, assignments, live projects, interaction with industry experts are incorporated.

The programme's learning is augmented by a mandatory summer internship, main project wherein students get the opportunity to work and contribute in real-life business scenarios that occur in the corporate world which helps in experiential learning. Students are encouraged to participate in all extra and co-curricular activities for their holistic development. The paradigm shift in the global scenario has resulted in constant upgradation of syllabus to be coherent with global standards. The specialisations under this programme include Marketing, Finance, Human Resource & Entrepreneurship.

About the Conference

Digital transformation and Sustainability are two mega trends and critical aspects of modern business strategy. When digital transformation and sustainability are integrated effectively, business can experience a competitive advantage which leads to an improved business performance like increased operational efficiency, enhanced customer satisfaction and long-term resilience. The strategies are unique to each organization. It has become inevitable to align these strategies with the core values of the business and consistently measure the progress. Digital transformation brings innumerable opportunities to accelerate the advancement in business processes which helps in improving the sustainability of the business.

Theme of the Conference:

Digital transformation significantly changed our daily lives and impacted the wide areas of organisation. These strategies result in agile organizations, restructuring & optimizing of processes

that reinforces standardization and automation. The opportunities include building a sustainable business model that will see them through the new era of business.

The conference is intended to launch an exchange of ideas, discussion in the areas of marketing, finance, HR, Operations, IT, Strategy & Entrepreneurship, Education & Economy regarding digital transformation & sustainability. The conference will appeal to researchers, academicians, students and industry experts as well as to the individuals who integrate digital solutions into real-world business practices. The present conference aims to enlighten and unleash the current potential and future possibilities in today's dynamic markets and also to add to the existing literature.

Objectives :

- To analyse the impact of digital transformation on the business performance
- To assess the association of digital transformation on the sustainability of business.
- To explain the improved business processes by integrating digital technologies.
- To evaluate the influence of digital transformation on sustainable business models

Outcomes:

- Measure the enhanced business performance through Digital transformation
- Deduce the association among Digital technologies on the sustainability of business
- Relate the enhanced business processes through digital technologies

- Review the sustainable business models.

Sub-Themes

Marketing

- Sustainable Brand Resonance
- Sustainable Influencer Partnerships
- Eco-Innovations
- Rethinking Consumer Behaviour
- Digital Storytelling
- Green Marketing
- Neuro Marketing
- E Mail Marketing
- AI driven Marketing
- Data-Driven CSR
- Ethical Consumer Engagement

Human Resource Management

- Sustainable Employee Engagement
- Sustainable Employee Productivity
- Leveraging Digital Platforms
- HR Analytics
- Digital Work life Integration
- Virtual team Dynamics
- Digital Employee Development
- Gender Equality

Finance & Accounting

- FinTech initiatives
- Block chain for Financial Integrity
- Financial Econometrics
- Green Finance
- Digital Identity & Financial Inclusion
- Financial Analytics
- Neuro Finance
- Financial Value Creation
- AI in Finance
- Financial Transparency in Digital Economies
- Responsible Investment in digital Revolution

Operations & Supply Chain Management

- Smart Manufacturing
- Circular Supply Chains

- Predictive Logistics
- Block chain for Ethical Sourcing

- IoT driven Sustainability
- Agile Manufacturing
- Sustainable Procurement
- Block chain in Traceability

- AI-Optimized Operations
- Responsible Production and Consumption

Strategy & Entrepreneurship

- Innovative Business Models
- Strategic Resilience
- Eco-Entrepreneurship
- Digital disruption Strategies
- Sustainable Scaling
- Industry, Innovation & Infrastructure

Information Technology

- Green IT solutions
- Cyber security for sustainable business
- Cloud Innovation for IT
- Responsible AI Deployment
- Eco-Friendly Data Centers
- AI Governance to sustainable Innovations
- Edge Computing: Applications & challenges
- Digital Security

Education & Economy

- Digital Learning
- Ed Tech solutions for Growth
- Skills for Sustainable Economies
- Digital Literacy
- Ed Tech Ventures
- Green Economy Education
- Quality Education
- Sustainable cities & Communities
- Decent Work & Economic growth
- Academic Credit bank

Call for Papers

The scope of this conference has been kept wide and papers related to the above themes can be published.

Original Unpublished papers are solicited at the 1st International Conference on Digital Transformation & Sustainability of Business (ICDTSB - 2024). Papers are not allowed to be submitted in parallel to any other conference or to any other Journal.

For more details visit www.icdtsb.com

The Proceedings of the ICDTSB – 2024 will be published by CRC press, Taylor & Francis indexed in Scopus & Google Scholar.

IMPORTANT DATES

Submission of full manuscript:

10th January, 2024

Notification of Acceptance:

20th January, 2024

Author Registration:

25th January, 2024

Submission of Camera Ready Paper
28th January, 2024

DUAL VENUE CONFERENCE

Authors can present their research work either at Vardhaman College of Engineering, Hyderabad or RK University, Gujarat depending upon their accessibility.

