



**MAHATMA GANDHI KASHI VIDYAPITH,
VARANASI**
(A U.P. State University)

**Two Day
National Seminar
on
“Digitalisation: A Path Towards
Economic Growth & Job Creation -
Opportunities, Issues & Challenges”**

February 16th -17th, 2018



Organised by
Faculty of Commerce & Management Studies
Mahatma Gandhi Kashi Vidyapith,
Varanasi

Sponsored by
Department of Higher Education
Government of Uttar Pradesh, Lucknow

ABOUT SEMINAR

The seminar will expose the participants to the concept of “Digitalisation” and let them critically analyse the concept and also examine it’s impact on economic growth and job creation. The seminar intends to churn out different perspectives, views, suggestions, recommendation on the themes discussed which will cater towards making India a digitally smart nation.

SUB THEMES OF SEMINAR

16th February, 2018

TS-1: Digitalisation: Concepts, Vision and Understanding

- Digitalisation-An Overview
- Digitalisation- A Vision 2022
- Digital India Tomorrow
- Socio Economic Dimensions of Digitalisation
- Integration of Digital Technology in Day to Day Life

TS-2: Opportunities for Economic Growth & Job Creation

- Workforce Management through Digitalisation
- Economic Growth Vs Job Creation in the Era of Digitalization
- E-Commerce, E- Retailing, Digital Marketing
- HRM: e-HRM, HRIS
- Role of Digital/Social Media
- M-Governance as new avenue of Digitalisation
- Future Prospects of Digitalisation in India
- Digital Marketing Innovation
- Expanding Financial Market through Digitalisation
- Curbing Corruption through Digitalisation
- Digital Library
- Social Sector Reforms in the era of Digitalisation

17th February, 2018

TS-3: Emerging Issues of Digitalisation in Economic Development of India

- E-Governance-Reforming Growth through Technology
- Safety & Security issues in Digital World
- Smart Digital Governance
- Digital Inequalities in India
- Digitalisation & Financial Inclusion
- MOOC (Massive Open Online Courses)
- Contemporary issues in Digitalisation

TS-4: Roadblocks & Challenges to the Success of Digitalisation

- Digital Infrastructure in India- Present Scenario
- Problem of Public Awareness & Acceptance of Digital Literacy
- Business Sustainability to digitalisation
- Urban and Rural Level Integration through Digitalisation

- PPP Models to build Digital India
- Developing Digital Applications

IMPORTANT DATES

Last date of abstract Submission: January 25, 2018
Last date of full Paper Submission: January 31, 2018

CALL FOR PAPERS

Conceptual, theoretical and empirical papers from the field of management, commerce, social sciences are invited for presentation in the seminar. A book of Conference Proceedings with ISBN Number will be released shortly after conclusion of the seminar.

The following is the suggested format for paper submission:

- Length : 3500-5000 words
- Paper Title should be brief.
- All authors’ Title (e. g. Dr, Mr, Mrs, etc.) & Name, Affiliation, Email etc.
- Abstract (not more than 250 words) and Keywords
- Introduction/ Background/ Objective
- Literature Review
- Methodology, Findings, Analysis & Discussion
- Conclusion and Recommendations
- References- APA Style is required.
- Tables, figures, etc. In their appropriate location in the paper (if applicable)
- Margins: 1 inch or 2.5 cm. Font: Times New Roman, 12 points
- Spacing: 1.5 between lines and 2 between paragraphs

Note: The soft copy of the papers may be sent through E-mail to digitalisationseminar2018@gmail.com

REGISTRATION DETAILS

- For Academicians/ Corporate Professionals/ Research Scholars- **Rs. 1000**
- For students of M. G. Kashi Vidyapith, Varanasi (Commerce & Management only) **Rs. 900**
- Participants can pay the registration fees either through Cash/DD/Cheque drawn in favour of “**Finance Officer, M.G. Kashi Vidyapith, Varanasi**” payable at Varanasi.

ACCOMMODATION

The participants will be provided accommodation in the University Guest House/Hotels only on availability basis. Accommodation arrangements may be made available as per the request made by the participants. However, the participants will have to bear the accommodation expenses.

Chief Patron

Dr. Prithvish Nag

Hon'ble Vice Chancellor
Mahatma Gandhi Kashi Vidyapith
Varanasi, (U.P.)

Seminar Director

Prof. Kripa Shanker Jaiswal

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ABOUT VARANASI

The holy city of Varanasi needs no introduction. A holy land for Hindus, Varanasi is said to be situated on the trident of Lord Shiva. The mesmerizing beauty of the pristine ghats of Varanasi has attracted tourists and pilgrims down the ages. Varanasi is known only a city of temples, but has also been an abode to many eminent scholars such as Ustad Bismillah Khan, Smt. Girija Devi, Munshi Premchand, Tulsidas, Lal Bahadur Shastri, Bhagwan Das etc. This is the land where Lord Buddha gave his first sermon of 'Enlightenment' at Sarnath. The temperature remains pleasant and little cold during the month of February. Therefore, participants are requested to also bring proper warm clothes with them.

ABOUT UNIVERSITY

A place of pilgrimage of Indian Socialist Movement, Mahatma Gandhi Kashi Vidyapith was founded by "Rashtra Ratna" Babu Shiva Prasad Gupt, "Father of the Nation" Mahatma Gandhi, and "Bharat Ratna" Dr. Bhagwan Das. It was inaugurated by Mahatma Gandhi during the Non-Cooperation movement of the freedom struggle on the auspicious occasion of Basant Panchami on February 10, 1921. It is a Uttar Pradesh State University.

ABOUT FACULTY

The Faculty of Commerce & Management Studies was established in 1983 with commerce as the only functionary department. In the year 1995 the Institute of Management Studies (IMS) started to function under the aegis of Faculty of Commerce & Management Studies, M. G. Kashi Vidyapith. Department of Commerce and Institute of Management Studies has been providing nurturing environment to develop future leaders by equipping them with rights skills, attitude and professionalism to make them succeed in the corporate world with flying colours.

VENUE OF THE SEMINAR

Prabandh Bhawan, Faculty of Commerce and Management Studies, Mahatma Gandhi Kashi Vidyapith, Varanasi, U.P.



REGISTRATION FORM

TWO- DAY NATIONAL SEMINAR
ON

**“Digitalisation: A Path Towards Economic Growth
& Job Creation- Opportunities, Issues
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(February 16th -17th, 2018)**

Name:.....

Student/Research

Scholar/Academician/Corporate:.....

Institution/Organization:.....

Title of the Paper:.....

Correspondence Address:.....

Mobile:.....

E-Mail:.....

Whether accommodation needed: Yes/No

(If yes, Please confirm your accommodation on payment basis)

Date of Arrival:.....

Date of Departure:.....

Amount of Registration Fee:

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(Signature with date)