



**AICTE Sponsored 2nd International E- Conference
On
“Digital Learning Methodologies: Transformation of
Business, Management and Education Practices”**

23rd October, 2021



Organized By -
Parul Institute of Management & Research - MBA
Faculty of Management Studies
Parul University

Publishing Partner



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About Parul University

Parul University is an amalgamation of 28 Institutes offering 100+ programs in Engineering & Technology, Pharmacy, Physiotherapy, Homoeopathy, Ayurveda, Architecture, Management, Business Administration, Computer Application, Fine Arts, Social Work and Vocational Education at Diploma, Under Graduate, Post Graduate & Doctoral Level in a 150+ acre fully equipped campus housing 25000+ students, 300+ International Students from 26 Different Countries, 2000+ faculty members & providing in-campus residential facility to 7000+ students making it India's Premier Multidisciplinary University. Nevertheless the fact is that it is the only institution in Gujarat to have 109 faculty members from reputed organizations such as IITs & NITs. Parul University has various support cells which facilitate 360 degree learning and career building opportunity during the learning period as well as after the completion. Research & Development Cell, Entrepreneurship Development Cell, Career Development Cell, Training & Placement Cell, International Relations Cell, International Students' Affair Cell, Department of Events & Media Relations, Students' Council and Alumni Association to name a few.

About Organizing Institute

Faculty of Management Studies: The Faculty of Management Studies- Under its umbrella we have two MBA programs and one Bachelor in Business Administration program.

The Faculty adopts a practical learning approach- pedagogy combine's fieldwork, case studies and instrumented feedback with a strong emphasis on concepts and theory. The intent is to encourage intellectual curiosity and holistic perspective to the adventure of ideas.

About Conference

In the era of digitalization, the world has shrunk and has succeeded in bringing people closer than expected. It has provided a social platform which enables people to interact with an individual group of users anywhere in irrespective of time. It has assisted in various academic, non-academics as well as social activities which has made lives more various. Various researches have been conducted that explored the versatile use of the internet by the language communities and there has been growing research with various strands based on the possibilities of new technologies for the revitalization as well as for the documentation and preservation of cultures. Digitalization could indeed be the best possible methodology to revive the Business, Education and Management practices all over the world would be useful to demonstrate innovative technologies and achievements in the field.

Digitalization already played a major role in public Education, Business, Finance, Marketing and Healthcare in wake of COVID 19 Pandemic. The scale, scope and power of digital transformation as evidenced by phenomena such as connectivity, platforms, algorithmic power, and big data is vigorous. The strong interconnectedness and interdependence between technologies and markets are key features of this transformation. In only a few months, the pandemic upended the daily lives of people around the world. Business, Marketing, Production, Education was among the sectors most affected as pedagogy went digital. Meaningful links between the digitalization of education and the economy, business leadership and national security was been observed.

Managers, Teachers, Leaders, Doctors, Entrepreneurs as well as the other specialists in different industries and spheres, admit that in the future, digital technologies will become increasingly important. That's why it's quite logical to presume that these processes will be more technology and capital intensive worldwide over time.

Today, more and more executives of companies and entrepreneurs have realized the need for changes in their business. It is useless to struggle with the concept of universal digitalization - it needs to be accepted and companies should understand how it can be built in. This is one of the most important directions that will help to make a new technological breakthrough in the world economy, while significantly reducing costs and optimizing production processes to preserve the environment, save human, money and time resources, and also improve the standard of living in general. Companies that do not start the digital transformation of their business today will be ineffective and will simply disappear under the pressure of new market realities and more pragmatic "digital" competitors of tomorrow. After a major global economic breakdown in 2020 due to pandemic, it was the digitalization in businesses that has helped us handling the difficult times. Therefore with the growing need of becoming Digitalized, Faculty of Management Studies, Parul University Vadodara Gujarat, feels proud in announcing an Online International Conference on the topic **"Digital Learning Methodologies: Transformation of Business, Management and Education Practices"**

In this conference we will discuss, how technology has evolved and helped us in easing up business, management, and educational practices and bringing us out of the situation with ease.

Objectives of the Conference

- Examine the impact of digitalization on Diverse Areas of Business, Education, Healthcare,
- Provide greater insight into the channels through which digitalization affected the diverse areas of business and economy as a whole
- Evaluate the innovative Digital Learning Practices adopted by different industries
- Assess current and future policy challenges posed by digitalization

The participant should categorize the research work in any one of the following categories:

- Digitalization and sustainable business practices
- Digitalization and financial performance
- Digitalization and consumer behavior, consumer perception
- Digitalization and capital markets
- Digitalization and banking, firm valuation, investment strategies
- Ethics, Governance and Digitalization
- Digitalization and Big Data, Data Protection, Data Privacy, Cyber security
- Digitalization and investment strategies, expectations, motives of investors
- Revolution in Hospitality and Tourism Management
- Revolution in Teaching Content, Teaching formats, policies and pedagogy
- Change in Communication and promotion strategies, consumers animosity, nation branding
- Digitalization and Human Resources: Productivity, Incentives, engagement, leadership, teamwork, careers and jobs,
- Human resource information system
- Digitalization and Pharma Manufacturing, Pharmaceutical R& D, Pharma Manufacturing
- Digitalization and the Food & Agricultural Industry

Benefit for the Students & Academicians

Students can gain experience in how to work with data science, graph, and social media analytics, students can have hands-on practice with different tools and software. This Conference will focus on the important aspects related to literature survey for framing research objectives, collection of data, analyzing the data, and finally framing it into a research paper. This Conference will help students and Faculties towards honing research skills that are needed at every stage of their research.

Call for Papers

Theoretical, Conceptual and Empirical papers and case studies which are original and not published elsewhere are invited from academics, researchers and professionals on various sub themes or any other issue related with the main theme of the conference.

The best paper will be awarded.

Key Dates of Conference

Last Date of Abstract submission (not more than 500 words, with min 5 to 6 Key words)	30 th August, 2021
Final Paper Submission	30 th September, 2021
Last Date of Registration	5 th October, 2021

Registration Fees

Each Author is required to register on individual basis

Research Scholar	Rs. 500/-
Academicians/Professionals	Rs.700/-
Students Paper Presentation	Rs.300/-
Foreign Research Scholars Paper Presentation	\$ 15
Foreign Student Paper Presentation	\$10

Only Conference Participants

Student Participant	Rs.100/-
Foreign Research Scholars	\$ 10
Foreign Student	\$05

Payment Mode: The payment can be made through NEFT to account no: 3610053957 (Name: INC, IFSC: CBIN0284063, Branch: PIET Limda, Waghodia, Vadodara)

Submission Process: The author needs to submit the paper **abstract** online on the link given below by the due date. If the abstract gets accepted an intimation regarding the same would be sent to the author following which they need to submit their **full paper** online on the same link as given below:

Link for 'Abstract' and 'Full Paper' Submission is given below: <https://www.journalpressindia.com/website/2nd-international-e-conference-parul-university-2021>

Online Registration: The participants need to register at the link given below

<https://www.journalpressindia.com/website/2nd-international-e-conference-parul-university-2021>

Online Publication:

All papers presented in the conference will be included in the online proceedings to be published by 'Journal Press India'.

Publishing Partner: Journal Press India

Journal Press India (JPI), is a publishing house devoted to the publication of high-quality research journals in the areas of Commerce & Management, International Business, Indian Economy, Finance & Accounting and Indian Taxation. All papers presented in the conference will be published in the **online Conference Proceedings** with an ISBN No. The selected papers may also get a publication opportunity in any of the following journals published by 'Journal Press India' after double blind peer-review process.

- MANTHAN: Journal of Commerce and Management
- FOCUS: Journal of International Business
- MUDRA: Journal of Finance and Accounting
- PRAGATI: Journal of Indian Economy
- VISION: Journal of Indian Taxation

*All aforesaid journals are **Peer-reviewed/ Refereed** and **Indexed** with Index Copernicus International (ICI), CrossRef, Research Gate, Google scholar, Summon (ProQuest), EBSCO, Indian Citation Index, Ulrich's Web, Scilit, J-Gate and i-Scholar.*

Opportunity to Publish in UGC Care Listed Journals as per further instruction

Paper Submission Guidelines

- Paper must be in WORD format and must satisfy following requirements:
- The length of the Abstract should not exceed 500 words, with minimum 5 to 6 key words.
- Paper should be written in English. All manuscripts must be free from grammatical, spelling, and/or punctuation errors and it is the responsibility of authors to ensure that the paper has been thoroughly edited and proofread before submission.
- The authors should include their names, affiliations, postal addresses, and email addresses in the manuscript.
- Paper Size: A4
- Paper Length: Up to 6 pages, including figures, tables & references. Paper Formatting: double column, single spaced, 10pt Times New Roman font.
- Margins: Left, Right, and Bottom: 0.75" (19mm). The top margin must be 0.75" (19 mm), except for the title page where it must be 1" (25 mm).
- Referencing Style : APA

Note: Only original research will be considered for publication. Articles that have been published elsewhere or which are being currently considered for publication elsewhere must not be submitted.

Convener of the Conference

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