



TUMKUR UNIVERSITY

DEPARTMENT OF STUDIES AND RESEARCH IN COMMERCE

Organizing Two-day National Conference on the occasion of

Azadi ka Amrit Mahotsav

"Digitalization as a Vehicle for Organizational Effectiveness"



18th and 19th March-2022

Venue :

Sir M. Visveswaraya Auditorium

Tumkur University, Tumakuru

Chief Patron

Prof. Y.S. Siddegowda

Hon'ble Vice-Chancellor, Tumkur University

Patrons

Prof. K. Shivachithappa

Registrar, Tumkur University

Prof. G Sudarsana Reddy

Dean, Faculty of Commerce and Management
Tumkur University

Conference Chair

Dr. P Paramashivaiah

Professor & Chairman

Prof. Niramal Raju

Registrar (Evaluation), Tumkur University

Prof. Narasimha Murthy

Finance Officer, Tumkur University

Conference Director

Dr. B Shekhar

Professor, DOSR in Commerce

Organizing Secretary

Dr. Devarajappa S

Assistant Professor

Coordinator -M. Com (IS), Tumkur University

Organising Committee

Dr.B.K.Suresh, Asst. Professor

Dr. Salma Banu, Asst. Professor

Dr. Madhu S, Invited Lecturer

Dr.Shoba C., Asst. Professor

Dr. E. Vanajakashi, Asst. Professor

Smt. Archana, Guest Faculty

Dr.Srinivasamurthy M.D., Asst. Professor

Sri. Chandramouli, Asst. Professor

Mr.Vijay N., Guest Faculty

Dr. R.C.Nagaraju, Asst. Professor

Dr. Nagaraj S., Asst. Professor

Kum. Bavyashree K.L, Guest Faculty

About Tumkur University

Tumkur University, established in the year 2004, has gained significance as one of the young universities in the country and has been recognized as an institution of higher learning on par with high profile national institutions. It is a State University, established to cater to the educational needs of Tumakuru district where the majority of students hail from the rural background. Since its inception, the University has been witnessing tremendous growth in the development of its academic profile and infrastructural facilities. Recently, the University has been rated as a 'Three Star' institution under the Karnataka State Universities Rating Framework (KSURF) released by the Karnataka State Higher Education Council, Bengaluru. The evaluation was based on the criteria of Knowledge Production, Knowledge Transmission and Social Inclusiveness, besides taking into consideration the performance of the university in the domain of research, innovation, teaching, generating employment opportunities, providing basic amenities, inclusiveness and making social impact. In addition, the University has had significant academic collaborations with several organizations and institutions of national importance including the Institute for Social and Economic Change, Bangalore; Tata Institute of Social Sciences, Mumbai; Intel, India; University of Rouen, France, National Law School of India University, Bangalore; and Mangalore University.

About the Department of Commerce

The Department of Commerce was established as a Bangalore University PG Centre, Tumkur in 1995. The department offering M.Com with a dual-specialization in Accounting and Finance; Accounting and Taxation; Banking and Insurance; and Doctoral Programme in the Faculty of Commerce to cater to the needs of young aspirants. The Department has started new Programme M. Com (Information Systems) from the academic year 2019-20. The department is equipped with intellectual and physical infrastructure which is necessary for teaching and research in business education. Commerce department seeks to maintain excellence in teaching, learning, research and service to the community. The Department attracts large number of students and they are equipped with employable skills to meet globalized business environment. The Department has produced a good number of graduates who have been placed in better positions in various industries and academics.

About the Conference:

In the past, organisations have always had to deal with changes in stakeholders' demands. In the recent years new technologies have brought about important changes for individual, organisations and society in general. But, amid the COVID-19 pandemic crisis, the way that modern society functioned has changed – and the changes will likely be last far beyond the COVID-19 wave. While some aspects of our lives (like strict lockdowns) may end with a vaccine becoming available, other aspects such as our usage of digital technologies will endure. The need of the hour is to re-develop an organization's digital landscape. Companies will have to reinvent their operations through the entire lifecycle, starting from customer acquisition and operations, to post-sales service and customer service. In the current scenario, if an organization does not transform itself digitally to meet the demands of the business landscape, its survival could be at stake. Adapting rapidly to the current situation is also necessary for the successful delivery of products and services to customers, keeping in mind the safety concerns during the pandemic. The Indian Government also launched the *Digital India* campaign to make government services available to citizens electronically by online infrastructure improvement and also by enhancing internet connectivity. It also aims to empower the country digitally in the domain of technology. Prime Minister Narendra Modi launched the campaign on 1st July 2015. In this back drop, this national conference '**Digitalisation as a Vehicle for Organisational Effectiveness**', will be organising to discuss the role of technology on organisational performance or effectiveness.

Azadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate and commemorate 75 years of progressive India and the glorious history of it's people, culture and achievements.

This Mahotsav is dedicated to the people of India who have not only been instrumental in bringing India thus far in it's evolutionary journey but also hold within them the power and potential to enable Honourable Prime Minister Shri. Narendra Modi Ji's vision of activating India 2.0, fuelled by the spirit of Atmanirbhar Bharat

Call for Papers and Suggested Themes

The Conference invites full length original research contributions from Industry, Academicians, Research Scholars and Student community across the Nation.

Atmanirbhar Bharat
Azadi Ka Digital Mahotsav
India @ 75
Entrepreneurial Ecosystem
Digital Government Innovations
Digital Business Innovations
Digital Entrepreneurship
Case Studies on Innovation Hubs
Sustainable Energy Innovations
The Big Data and Analytics
Innovations in STEM Disciplines
Innovation Policies & Instruments
Innovations in Data Sciences
Innovations in Information Engineering
Innovations in Health Informatics
Innovations in Project Management
Innovation Ecosystems
Innovations in Information Sciences
Innovations in E-Learning & E-Health
Internet of Things (IOT)
Crypto Currency and Block Chain
Digital Banking Practices, Paytm and E-Wallet
Accounting Challenges

Creative Accounting and Earnings Management
Internet Banking and Emerging Markets
Cloud Computing for electronic storage and its usefulness for Businesses
New Directions in online businesses
Cyber-War, Cyber-Terrorism and Automated Weapons
Internet and digital accessibility
Security and Legal aspects in the digital age
IT in public grievance redressal
Product development vs Cyber Risks
Going Web or mobile: A dilemma for businesses
E-education
Digital marketing optimization
B2B digital strategy
Integrated digital marketing into traditional marketing
Brand building in digital world
Future of Digital Business
Social CRM
Social Media Analytics
Financial Implication of Digital Business
Digital Consumers in Emerging Markets
Digital Economy - Creative Economics
Children @ 75
Women @ 75
Technology @ 75

Guidelines for Paper Submission

Authors are required to prepare papers as per the following guidelines:

- Papers must not have been published/accepted for publication elsewhere/ currently under review.
- Page 1: Title of the paper, name/s of author/s, affiliating institute, address, contact number, and mail.
- Page 2: Abstract of the paper: Title, name/s of the author/s, abstract in 250-300 words. At the end of the abstract 5 keywords.
- Page 3: Text of the Paper starts from this page with title of paper on the top followed by text of the paper.
- Contents of Paper shall be in the order: Introduction, review of literature, research issues, objectives, hypothesis, research methodology – types of research, sample design, sources of data, operational definitions if any, tools of data analysis, limitations, analysis and interpretation, findings, conclusion and suggestions, references, acknowledgements if any.
- Table: All the tables should be given in the text at the suitable place. Figures drawn based on tables need not be given.
- Composing paper: A4 size paper, MS-Word, Times New Roman, 12 font size, 1.5 line spacing (not for table), and one inch margin on all four sides. The length of the paper shall be between 10-15 pages or maximum 5000 words.
- Abbreviations used, if any, should be given first time in full followed by the abbreviations.
- References : Numbered consecutively in the text and given at the end of the paper in APA reference writing style.
- Declaration : Last page of the paper author/s must declare the originality of the work, and if there is any problem with plagiarism/copyright violation the sole responsibility will be on the authors (you can download from Tumkur University Website)
- Soft Copy of the paper shall be sent along with registration form and payment details on or before **10th March 2022** to the mail : nationalconference.tut.dosrc22@gmail.com

Publication

The papers received on or before the due date will be considered for the blind review. Authors are required to modify/correct their paper as per the reviewers' feedback and send the modified paper immediately. Only the selected papers will be published in edited book with ISBN with an additional cost ₹ 500 per book

Registration Fee

- Industry delegates - ₹ 1000
- Academicians /Research Scholars - ₹ 800
- Student delegates- ₹ 200

Bank details for remitting Registration Fee

Name : Finance officer, Tumkur University	➤ Registration fee includes Coffee/Tea, Lunch and Conference kit
Bank Name : State Bank of India	➤ Screen shot of the payment should be enclosed to the registration form
A/c No: 64081416021	➤ Author and Co-authors must have to register separately for issuing certificate, review and consideration for publication in edited book.
IFSC : SBIN0040850	

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