



PRESENTS



NATIONAL
RESEARCH
CONFERENCE
2018

On

Digital Innovation: Meeting the Business Challenges

23rd & 24th Feb 2018, SIBM, Hyderabad

POWERED BY



SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

REPORT

SUPPORTED BY



OFFICIAL PUBLISHING PARTNERS



Acknowledgements

This report is based on a Conference – “ Digital Innovation: Meeting the Business Challenges” that was organized by Symbiosis Institute of Business Management, Hyderabad and FMA digital at the lush green campus of Symbiosis Institute of Business Management, Hyderabad powered by Symbiosis International (Deemed University) and FMA Digital under its flagship project Adoption of Social Media in Academics (ASMA). Supported by Higher Education Forum, Quick Heal Academy, in association with Association of Indian Management Schools (AIMS).

We thank our chief mentors Dr. S.B. Mujumdar, Founder President & Chancellor, Symbiosis International (Deemed University), Dr. Vidya Yeravdekar, Pro-Chancellor, Symbiosis International (Deemed University), Dr. Rajani Gupte, Vice-Chancellor, Symbiosis International (Deemed University) for motivating us in this endeavor.

Our special thanks to Dr. Ravi Kumar Jain, Director, SIBM, Hyderabad, and Mr. Rahul Jain, Director, FMA Digital who have always been with us, and inspired us in this journey.

The conference was co-chaired by Dr. Satyaprasad (Academic Head, SIBM Hyderabad) and Dr. Tanmoy De (Assistant Professor, SIBM Hyderabad).

We express our deep gratitude to all the advisory board members of the conference viz, Prof. Bhimaraya Metri, Director, IIM Trichy; Prof. Mahadeo Jaiswal, Director, IIM Sambalpur; Dr. Kamlesh Mehta, Lead Faculty, Director, MBA Program, School of Business and Management Finance and Economics, National University, USA; Dr. A.K. Sengupta, Founder, Higher Education Forum, Director & Mentor, SIESCOMS; Dr. Arun K. Rath, IAS, Former Secretary, MHRD; Dr. H. Chaturvedi, Alternate President Education Promotion Society for India, Director BIMTECH; Dr. K.P. Venugopala Rao, Deputy Director, SIBM, Hyderabad; Dr. Bidyanand Jha, Project Head, ASMA & Associate Professor KIAMS and Mr. Swapnil Jain, Director, FMA Digital, Bengaluru for their valuable insights and deliberations related to the theme of Digital Innovation. Hearty thanks to our partners, Association of Indian Management Schools (AIMS), Quick Heal Academy, mUni

and Excel India Publishers for their unstinted support and patronage. We do acknowledge the valuable contribution made by the FMA Digital Team with a special mention to Ms. Preeti Makde, Mr. Prince Kumar Singh, Mr. Akshay Patil and Mr. Amit Singh. We also acknowledge the contributions made by Team DIGECON, students of MBA Class 2017–19, Ms. Rashika Bagri, Ms. Laboni Biswas and Mr. Dhaval Bhatt, for their secretarial and timely support in bringing out this book. To all the people and our family members who have directly and indirectly supported us in making it possible.

This report was prepared by a team consisting of: Dr. Satya Prasad, Dr Tanmoy De, Mr. Dhaval Bhatt, Ms. Rashika Bagri, Ms. Laboni Biswas for their written contributions. We also thank Mr. Vaibhav Choudhary for several of his photos that appear in this report. Further updates, as well a videos and powerpoint presentations, may be found on the website: www.sibmhyd.edu.in



R. Ashish

Table of Contents

Introduction	4
Inauguration Session	6
Book Release	8
Plenary Session 1: Understanding Values	9
Panel Discussion: Changing Business Dynamics in the Digital world	10
Workshop on Cyber Security	11
Plenary Session 2: Excellence in Case Method	12
Plenary Session 3: Consumer Experience in Digital Era	13
Workshop on Cyber Security Capacity Building	14
Panel Discussion: Quo Social Media and Digital Economy	15
Conference Schedule	18
Expenses	20
Technical Paper Presentation 1	21
Technical Paper Presentation 2	22



R. N. S. R. S.
24/2/18

Introduction

Innovation is a critical component in improving individual and institutional performance. Real innovation is not easy to come by, as they are more radical and transformational than an improvement. Innovation is merely driven by content oriented whereas the improvement is process oriented. Every now and then, organizations confront situations that warrant radical changes, which call out for out of the box thinking, it is only through innovations that we can bring about such Avant grade transformation and leap India into the area of \$ 5 Trillion Economy.

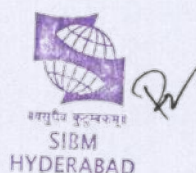
Innovations in the digital landscape are one of the keys which led to success in this digital economy. Organizations big or small are adopting digital tools and platforms for not just their day to day transactions but also for framing, executing and successfully implementing business strategy. The vision of the Digital Innovation Conference was to focus the conversation specifically of the new developments occurring in shaping of the Business Models. Where, Digital Innovations are driving the Businesses to adopt a transformation route from conventional to digital.

Digital transformation is not just about embracing new technology, it is about a change in thought and organization culture. There is a need for organizations to address the change in business scenarios, dynamic business demands and innovate ways to quickly cater to these changing needs. Leaders and management teams in any enterprise should work hand in hand to meet the business requirements, drive innovation and march towards continuous improvement. This is what Digital transformation is all about — accelerate business activities, lower cost, improve time to market, bring about a positive change in processes, people, and competency and Business models.

The nature of Technology beast is that it continues to evolve at a rapid pace, so compiling such humongous innovations in a conference becomes a tough job, but hopefully the dynamic and vibrant approach adopted by us helps us in gathering all the trends of it. Despite the toughness of the task we believe this year's

conference successfully brought forward more than 75 papers and 20+ eminent dignitaries on a common forum, with each having its unique beads.

This Report, therefore, is designed to be the beginning of a conversation (and debate) on the future of how the digital innovation would be disrupting the Business Models and Challenges involved in it from a global perspective. The research to date—as summarized in the panels that follow—is thin. Many claims about Digital Innovations abound, but the field is so liquid that much is conjecture. There can be little doubt, however, that we will know a great deal more in the coming years, and that the field of Digital Innovations and its major impact on the Businesses.



Inauguration Session

Conference was inaugurated by Conference Co-Chair Dr. Satyaprasad, who preceded Dr. Arun Kumar Rath, Dr Geoffrey Clements, Dr G S Rao, Dr Ravi Kumar Jain, Mr Rahul Jain, Dr Tanmoy De towards lighting of the Lamp.

Dr Satyaprasad began the plenary by referencing the transformation of Symbiosis Institute of Business Management Hyderabad, and how the institute has paved it's way since its inception in 2014, by starting with a batch of 48 Students and now

Catering strength of 120 Students.

Forwarding his discussion into how the digital transformation which has occurred throughout the earliest reform of Digital Innovation they came across in the world.

Dr Ravi Kumar Jain, *Director SIBM Hyderabad*, addressed the plenary by inhibiting what was the vision of Dr. S.B. Mujumdar, *Founder President & Chancellor, Symbiosis International (Deemed University)* while laying the stone of Symbiosis Institute of Business Management Hyderabad, delivering that this institute would lay the foundation of Intellectual Cadre of people in the industry and academia. Sir progressed by announcing the plans of Setting up World Best Analytics Lab at the campus, and the importance of Digital Innovations that drive the human life and the academia and the Industry.

Dr Arun Kumar Rath, *IAS and former secretary at MHRD*, preceded the plenary by delivering the value additions which the Digital Innovations are providing to the Consumers and Human being. How the Indian economy has evolved throughout



Dr. Arun Kumar Rath Igniting the Lamp

the ages on various bases starting with Democracy, starting of the Industrialization followed by impacts of it on the Economy, than the event of 1979-1980 which led to innovations in the policy framework, the economic change aggregated by Dr. Manmohan Singh in 1991 to the policy, driving towards the birth of Digital word and into the full-fledged digital system.

Dr Geoffrey Clements, *Chairmen at Commonwealth Infrastructure Partners*,



addressed the audience by inhibiting how he being working in India and U.S. controls and operates it's multiple business and connections. Also sir shared a light on how the industry is changing its facet of work life balance.

Dr. G S Rao, *Director at BIFT*, an alma-mater of Osmania University, sir enlightened the dignitaries and the young buds by starting with a simple story of how innovation word got carved. Sir inducted the

importance of Guru in the field of Academia.

*"You don't need Digital Strategy,
You need Digital Business strategy
In this age to survive the competition"*
- Dr. G S Rao

The way strategies are carved in today's business world are on the lines of the Digital disruption occurring in the world, be it any sort of business or outlook, the digital disruption provides a base to carve the Business Strategy.

Mr. Rahul Jain, Director at FMA Digital Pune, sir gave an insight about how ASMA was formed. He emphasized on the requirement of the digital and social media platform provides a connect in establishing base to reach out to its customers.

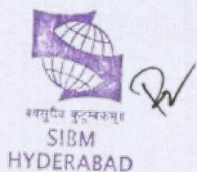
Dr M P Jaiswal, *Director IIM Sambalpur*, the way of doing business has changed, in order to create a big business, you don't need source, you need an IDEA, **that is Business Disruption**, GE took 60 Years to reach the level which ola took only 6 Years. Each Taxi driver are Entrepreneurs, they take feedback, route selection, customer satisfaction, that is how the Digital is helping on the ground and varying the medium, whereby, changing there business models as per need.

In next 10 Years, there would be complete disruption in the banking system, nobody would visit banks, and all this is Digital Innovation where by Digital Transformation would occur.

Dr E Sankara Rao, *Chairmen & CEO IFCI and also chairmen board of Governors, MDI*, there is an indeed need of the hour to create backdrop to create the future for eg, the 1994 National Telecom policy laid the foundation for the business entrance, so to make the economy to grow further in the future, this is the time to make disruptions in the Future. Sir flown from the topic to measuring the rise of Economy, at presently GDP per capita is used to measure the economy, whereas in the future side it would be measured on GDP per digital footbase.

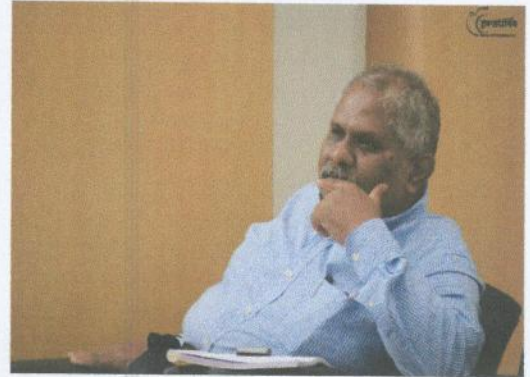
Dr B Metri, *Director at IIM Trichy*, disruption is the only language eminent all throughout the world. Niti Aayog is already working on that. 110 Year old General Motor never thought that it would be replaced from the markets biggest giant by Google and Facebook.

Majorly we should focus on the risk management system, to enable the fruitfulness of the system.



Dr. Nandgopal , Regional VP at AIMS, and Director at PSG

He appreciated the organizers of the conference, for making the conference a grand success. He also stated that AIMS is always at the forefront for promoting the cause of Management Education by sponsoring such initiatives.



Sir appreciated the presence of excellent number of papers presented at the conference and the manner in which the conference was conducted.



Conference Schedule

Symbiosis Institute of Business Management - Hyderabad SIBM-ASMA National Research Conference Schedule

23 rd February, 2018 < Day-1 >		
9:15AM - 10.00AM	On-Spot Registration- Outside Convention Hall	VENUE
10:00 - 11:00 AM	Inauguration of National Research Conference Dr Arun Kumar Rath Dr G S Rao Dr Geoffrey Clements Dr Ravi Kumar Jain Mr Rahul Jain Dr V K Satyaprasad Dr Tanmoy De	Convention Hall
11.05 - 11.25AM	Conference Address by- Prof. Md. Nadeem, National University, USA "Understanding Digital Value"	Convention Hall
11.30 - 11.45 Noon	Tea Break	
11:45 - 1.00PM	Panel Discussion- "Changing Business Dynamics in Digital World" <u>Panelists:</u> Dr Geoffrey Clements Dr Raghavendra Hunasgi Mr Sajal Jain Dr Krishna Kumar Narayanan Dr Bidyanand Jha -Moderator	Convention Hall
1:00 - 1.45PM	Lunch	Multipurpose Hall
1:45 - 2.55PM	Workshop & Demo – Ethical Hacking by Mr Mukesh Choudhury	Convention Hall
3.00 - 3.15PM	Tea Break	
3:15 - 4.30PM	Parallel Technical Sessions	Classrooms -001,002,003,004
4.40 - 5.45PM	Special Session by Prof Md. Nadeem – "Excellence in Case Method"	Convention Hall

Digital Innovation: Meeting the Business Challenges

R.N.M.M.
24/2/18

18

6.45 – 7.30PM	Cultural Program	
7.30P.M. Onwards	Conference Dinner	Multipurpose Hall

24 th February, 2018 < Day-2 >		
9:15 - 9.35AM	On-Spot Registration-	Convention Hall
9:35 -10.45AM	Knowledge Session by Oracle India "Consumer experience in digital era" by Mr Ratnesh Mehra	Convention Hall
10.45 -11.00 AM	Tea Break	
11.00 - 12.15PM	Parallel Technical Sessions	Classrooms -001,002,003,004
12.20 - 1.15PM	Workshop by Quick Heal "Cyber Security-Capacity Building" By Mr Vishal Kumar	Convention Hall
1:15 - 2.00PM	Lunch	Multipurpose Hall
2:00 - 3.30PM	Panel Discussion- "Quo Vadis Social Media & Digital Economy" <u>Panelists:</u> Dr B Metri Dr M P Jaiswal Dr E Sankara Rao Mr Sathish Krishnan Mr Ratnesh Mehra – Moderator	Convention Hall
3.30 - 3.45PM	Tea Break	
3.45 - 4.30PM	Valedictory Dr R Nandgopal Dr B Metri Dr E Sankara Rao Dr Ravi Kumar Jain Mr Rahul Jain Dr Tanmoy De Dr V K Satyaprasad	Convention Hall
Vote of Thanks		



R. Nandgopal
24/2/18

Expenses

To carry out the Conference, SIBM Hyderabad made the following expenditure:

Sr. No	Particular	Pcs	Amount in Rs
1	Air Transport	15	49921
2	Publication	100	37800
3	Momentos	30	12390
	Total as of now		100111

*This are partial Expenses incurred.

Bills are attached

▲ Air Transport Bill

Sr No	Air Transport Expense For Guest	Amount	Amount	Amount	Total
1	Dr. M. P Jaiswal	3484			3484
2	Dr. R Nandgopal	3920	4123		8043
3	Dr B Metri	5124	3337	4258	12719
4	Mr Mukesh Choudhary	4434			4434
5	Dr E Sankara Rao	3459	5107		8566
6	Dr A K Rath	3161	4787		7948
7	Mr Sathish Krishnan	2187	2540		4727
	Total				49921



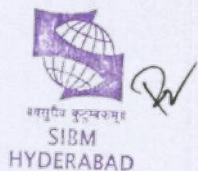
R. N. N. N.
24/2/18

Technical Presentation Day 1

Date: 23/02/2018 Venue: CR 001 Time : 3.15-4.30 PM		
Track Chair: Mr. Mukesh Chaudhary		
Sr. no.	Author Name	Paper Name
1.1	Shristi Agarwal	Social Media: An Innovative Marketing Tool
1.2	Akshita Chauhan Pritom Routh	Big Data: Data Never Sleeps-The Changing Shape of Marketing
1.4	Sanidh Patil Liza Pathak	The Negative Search: A Simple Way to Capture New Avenues in Sales
1.4	Neha Agarwal Pooja Agarwal	YASH RAJ FILMS -From Print to Digital Platform
1.5	M.V. Benjamin Rohit Mathur Philip Abraham	Artificial Intelligence and consumer durable goods

Date: 23/02/2018 Venue: CR 002 Time : 3.15-4.30 PM		
Track Chairs- Dr. Raghavendra Hunasgi & Dr. Ramakrishna Dikkatwar		
Sr. no.	Author Name	Paper Name
2.1	A. Jaikumar B.V. Sandhya Bala	Role of Content Marketing in Transforming A Lead To Sale
2.2	Swati Oberoi Dham Adarsh Somani Pratika Mishra(in Absentia)	Innovation In The Medium Of Product Communication
2.3	Samir Yerpude Tarun Kumar Singhal	Achieving Customer Excellence Through Iot Enabled Customer Service – An Empirical Validation Of Connected Customer Concept
2.4	Nilesh Anute Devyani Ingale	A Study On Customers Perception About Digital Marketing Practices In Bollywood Movies
2.5	Venkata Vara Prasad Janjanam V.V.S. Subbalakshmi A	Impact Of E-Commerce On Msmes In India

Date: 23/02/2018 Venue: CR 003 Time : 3.15-4.30 PM		
Track Chairs- Dr. Bidyanand Jha & Dr. Shyam Chitta		
Sr. no.	Author Name	Paper Name
3.1	J M Reddy Ridhi Rani	Digitalization And Collaborative Learning: Some Reflections
3.2	Preeti Sharma Promita Shakya	Application Of Sentiment Analysis And Text Visualization To Explore Customer Feedback
3.3	Yogita Abichandani	An insight into blended learning adoption in Institutes of Higher Education in India
3.4	Munmun Goswami(in Absentia)	E-Learning: Organizational Issues
3.5	P Annakili	Why we implement participative decision making in all the organizations



R.M.M. 24/2/18

Date: 23/02/2018 Venue: CR 004 Time : 3.15-4.30 PM		
Track Chairs- Dr. Nadeem & Dr. Venugopala Rao		
Sr. no.	Author Name	Paper Name
4.1	Debaditya Mohanty	Examining The Pricing Efficiency Using Black-Scholes Model: Evidence From Indian Index Options Market
4.2	Robin Thomas	A Case Study On Npa Management And Loan Recovery Strategy of Axis Bank, Post The Demonetisation: An Application Of The Mckinsey 7s Model
4.3	Madhurima Basu (in Absentia)	Emergence Of E-Catering Services Revolutionizing The Indian Railways: A Study On The IRCTC and E-Catering Services (East Zone)
	Kumkum Mukherjee	
4.4	Chandrasekhara Rao Kilari	A Bird's Eye View On Internet Of Things
4.5	Krishna Kumar Narayanan	Opportunity In The Era Of Paradigmatic Shifts In Industry, Education And Demography
4.6	Preeti Sharma Indira Jagripu	Harnessing Power Of Digital And Analytics For Agriculture Sector In Indian Markets

Technical Presentation Day 2

Date: 24/02/2018 Venue: CR 001 Time: 11-12.15 PM		
Track Chair- Dr. Bidyanand Jha		
Sr. no.	Author Name	Paper Name
1.1	Sudhin Haridas Pavitra Sirolikar	Competitive Advantage For Business Organizations Using Cloud Business Intelligence – A Case Of Retail Industry In India
1.2	Bhagyashree Borbora Dr. Suruchi Pandey	Impact Of Animation & Gamification As A Combined Learning Tool Vs Traditional Learning Tools On Retention & Recalling
1.3	Shubham Sovasaria Shahnavaaz Kaliwala Gaurav Chawla	How Business Constituencies Evolved With An Interdependent Relation Of Digital Advancement: Innovation And Transformation
1.4	Arun Kanade Saurabh Dharkar	Use Of Gamification To Achieve Real-World Business Goals
1.5	Damini Mota Anshul Dwivedi	Alibaba : Realizing Vision
1.6	KVSS Ravindranath Karthik Amarcharla Tadepalli Lavanya Dr. Harileela Achutha	Effect On Business If Machines Have Emotions, Feelings, Common Intelligence

Date: 24/02/2018 Venue: CR 002 Time: 11-12.15 PM		
Track Chairs- Mr. Sathish Krishnan & Dr. Satya Prasad		
Sr. no.	Author Name	Paper Name
2.1	Dr. Kasturi Padmaja Dr. Patrick Anthony	A Case Study Of Reliance: Brand Building And E. Marketing
2.2	Umakanta Panda Ramchandra Aryasri	Impact Of Digitalisation On Transmission And Distribution In Power Sector: An Insight
2.3	Ramakrishna Dikkatwa	Digitization of financial services distribution in India - An exploratory study
2.4	Himanshee Singh	Study On Techniques To E-Branding
2.5	Dipali Kale	The Impact Of Utilitarian And Hedonic Value On Online Shopping Behaviour
2.6	Saradhi Gonela Rajkumar Pillay Archit Maheshwari	A Study on the Factors Effecting Showrooming and Reverse Showrooming in the Electronics Retail Industry in India

Date: 24/02/2018 Venue: CR 003 Time: 11-12.15 PM		
Track Chairs- Dr. Sandeep Pachpande & Dr. Jagan Mohan Reddy		
Sr. no.	Author Name	Paper Name
3.1	Naval Lawande Rashmita Mohile Sagarika Datta	Gamification And Employee Engagement: A Review On The Role Of Hr
3.2	Kandukuri Veena D P Sharma	Hr Transformation Through Artificial Intelligence
3.3	Sweta Anand Utsav Kar	Data Analytics And Its Role In Human Resource Management
3.4	Dr. K. Bhavana Raj Dr. Srinivas Kolachina	Security In Social Media- Risk And Human Rights
3.5	Dr. Srinivas Kolachina Dr. K. Bhavana Raj	E-Learning-Virtual Learning Environment And Learning Style Preferences In India
Date: 24/02/2018 Venue: CR 004 Time: 11-12.15 PM		
Track Chairs: Dr. Tanmoy De & Mr. Swapnil Jain		
Sr. no.	Author Name	Paper Name
4.1	Anu Chakraborty (In Absent) Dr. Kamal Gulati	Big Data: Survey, Technologies, Opportunities, And Challenges
4.2	Nilpa Agarkar (in Absent)	Bitcoin: An Innovative Alternative Digital Currency- An Exploratory Study
4.3	Syed Hassan Abdullah Sitamma Mikkilineni	A Study on Perceptions of Gen Z towards E-Leadership
4.4	Sunil B Sourav Samal	Gentle pogrom of the art of film-making, a prima facie
4.5	Saradhi Gonela Ashok Pacha	Automation of Direct Benefit Transfer Scheme Procedure: A Study on "ePASS" - Scholarship Scheme in Andhra Pradesh
4.6	Dr. Venugopala Rao Hariprasad Soni	Critical Appraisal of Digitisation in Indian Financial Sector Post Demonetisation - With special reference to Indian Banking Industry



R. N. M. 24/2/18

PRESENTS



NATIONAL RESEARCH CONFERENCE 2018

On

Digital Innovation : Meeting the Business Challenges

23rd & 24th Feb 2018 @ SIBM Hyderabad



SUPPORTED BY



CONFERENCE THEMES

TECHNOLOGY AND TRENDS

INTELLIGENT SYSTEMS

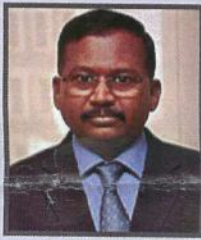
E-BUSINESS

WEB ANALYTICS

SOCIAL MEDIA

E-LEARNING

KEY SPEAKERS / EXPERT PANELISTS



Dr. E Sankara Rao
MD & CEO, IFCI



Dr. Geoffrey Clements
Director, Commonwealth Infrastructure Partners



Dr. M P Jaiswal
Director, IIM Sambalpur



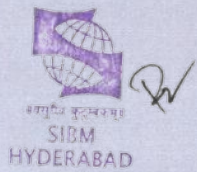
Dr. A K Rath
IAS, Former Secretary, MHRD



Dr R Nandgopal
Regional Vice President, AIMS



Mr. Mukesh Choudhary
Founder & CEO, Cyberops Infosec



Dr. Raghavendra Hunasgi
Social Media Evangelist, Harvard Alumni



Mr. Rama Iyer
Senior Vice President; Head Innovation & Strategic Alliance, T-Hub



Mr. Vishal Kumar
Director, Cyber Education & Services, Quick Heal



Dr. Abhijit Gangopadhyay
Founder Dean, IIM Indore



Mr. Bhupesh Daheria
Founder, mUni

Workshop conducted by Quick Heal on "Cyber Security – Capacity Building"
Panel Discussion on – "Quo Vadis Social Media"

OPPORTUNITIES FOR PUBLICATION

1. New Zealand Journal of Applied Business Research (ABDC Listed - C Category)
2. South Asian Journal of Business and Management Cases (SCOPUS Listed, ICI)
3. International Journal of Decision Making in Management (UGC Journal)
4. Edited book (ISBN)
5. India Trend Study 2018 (ASMA Annual Report)
6. Conference Proceedings

*BEST PAPER AWARD

IMPORTANT DATES

Submission of Full paper	29 th Jan 2018	Last date of Registration	5 th FEB 2018
--------------------------	---------------------------	---------------------------	--------------------------

REGISTRATION FEES

Industry Professionals	₹ 4500 /-	Academicians	₹ 2500 /-
Research Scholars	₹ 1500 /-	Students	₹ 750 /-
Paper In Absentia	₹ 3500 /-	Foreign Delegates	USD 100

For Abstract / Full Paper Submission
Sign up / Log in: www.easychair.org (DIGECON-2018)

CONTACTS

Dr. Tanmoy De
Conference Co-Convener SIBM Hyderabad
E-mail: tanmoy.de@sibmhyd.edu.in
Mob.: +91 79783 23564

Dr. V. K. Satya Prasad
Conference Co-Convener SIBM Hyderabad
E-mail: vk.satyaprasad@sibmhyd.edu.in
Mob.: +91 99495 92209

Ms. Preeti Makde
Conference Coordinator ASMA
E-mail: events@asmaindia.in
Mob.: +919158067979

For Further Details Visit: www.sibmhyd.edu.in/national-research-conference-2018