

SYMBIOSIS INTERNATIONAL (Deemed University)
Symbiosis Institute of Business Management, Hyderabad

| NAAC 5.1.3 - Following Capacity development and skills enhancement initiatives are taken by the institution | | |
|--|---|-------------|
| 1. Soft skills | | |
| 2. Language and communication skills | | |
| 3. Life skills (Yoga, physical fitness, health and hygiene) | | |
| 4. Awareness of trends in technology | | |
| File Name: 5.1.3_SIBMH_17_18_Awaretech | | |
| Sr. No | Details of Documents | Page Number |
| 1. | National Research Conference on Digital Innovation – Meeting Business Challenges : Report | 2-18 |
| 2 | Research Conference Event Flow | 19-20 |
| 3 | National Research Conference on Digital Innovation – Meeting Business Challenges : Brochure | 21-21 |
| 4 | Speaker Profiles | 22-23 |





PRESENTS



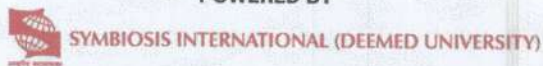
NATIONAL RESEARCH CONFERENCE 2018

On

Digital Innovation: Meeting the Business Challenges

23rd & 24th Feb 2018, SIBM, Hyderabad

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REPORT

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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.

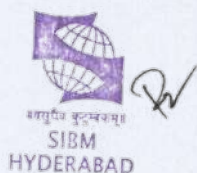
This report was prepared by a team consisting of: Dr. Satya Prasad, Dr Tanmoy De, Mr. Dhaval Bhatt, Ms. Rashika Bagri, Ms. Laboni Biswas for their written contributions. We also thank Mr. Vaibhav Choudhary for several of his photos that appear in this report. Further updates, as well a videos and powerpoint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



R. Ashish

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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.

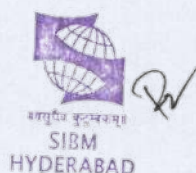
Innovations in the digital landscape are one of the keys which led to success in this digital economy. Organizations big or small are adopting digital tools and platforms for not just their day to day transactions but also for framing, executing and successfully implementing business strategy. The vision 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.

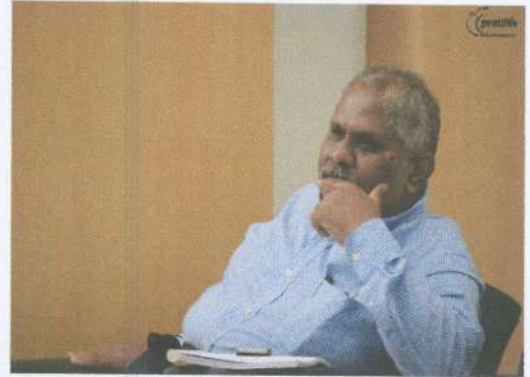
Dr B Metri, *Director at IIM Trichy*, disruption is the only language eminent all throughout the world. Niti Aayog is already working on that. 110 Year old General Motor never thought that it would be replaced from the markets biggest giant by Google and Facebook.

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 |

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| | | |
|------------------|-------------------|-------------------|
| 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 |



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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 | |
| 1.4 | Sanidh Patil Liza Pathak | Big Data: Data Never Sleeps-The Changing Shape of Marketing |
| 1.4 | Neha Agarwal Pooja Agarwal | The Negative Search: A Simple Way to Capture New Avenues in Sales |
| 1.5 | M.V. Benjamin Rohit Mathur Philip Abraham | YASH RAJ FILMS -From Print to Digital Platform |
| | | 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) | |
| 2.3 | Samir Yerpude Tarun Kumar Singhal | Innovation In The Medium Of Product Communication |
| 2.4 | Nilesh Anute Devyani Ingale | Achieving Customer Excellence Through Iot Enabled Customer Service – An Empirical Validation Of Connected Customer Concept |
| 2.5 | Venkata Vara Prasad Janjanam V.V.S. Subbalakshmi A | A Study On Customers Perception About Digital Marketing Practices In Bollywood Movies |
| | | 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 |



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| 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 Sirolkar | 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 Dikkatwar | 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 |



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PRESENTS



NATIONAL RESEARCH CONFERENCE 2018

On

Digital Innovation : Meeting the Business Challenges

23rd & 24th Feb 2018 @ SIBM Hyderabad



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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



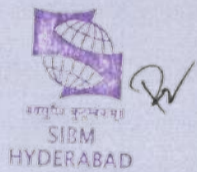
Dr. A K Rath
IAS, Former Secretary, MHRD



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 | 3 rd 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

SIBM- ASMA National Research Conference 2018 - Hyderabad
Day 1 – 23rd February 2018

| Time | Duration | Event | Speakers |
|----------------------------|----------------|--|--------------------------------|
| 10:00 AM- 10:02 AM | 2 Mins | Welcome, Introduction, and Inviting Guests onto the dais: 1) Dr. Arun Kumar Rath 2) Dr. Geoffrey Clements 3) Dr. G S Rao 4) Dr. Ravi Kumar Jain 5) Mr. Rahul Jain 6) Dr. Satya Prasad V.K. 7) Dr. Tanmoy De | MC |
| 10:02 AM – 10:04AM | 2 Mins | Lighting the Lamp | Background Score |
| 10:04 AM – 10:08 AM | 4 Mins | Welcoming and Felicitations of Guests: 1) Dr Ravi Kumar Jain → Dr. Arun Kumar Rath 2) Dr. Satya Prasad → Dr G S Rao 3) Mr. Rahul Jain → Dr. Geoffrey Clements 4) Dr. Tanmoy De → Mr. Rahul Jain | MC |
| 10:08 AM - 10:11 AM | 3 Mins | Welcome Address by the Co-Chair | Dr. Satya Prasad V.K. |
| 10:08 AM - 10:14 AM | 6 Mins | Speech by the Director | Dr. Ravi Kumar Jain |
| 10:15 AM – 10:30 AM | 10 Mins | Speech by the Guest of Honor | Dr. Arun Kumar Rath |
| 10:31 AM – 10:46 AM | 10 Mins | Speech by the Guest of Honor | Dr. Geoffrey Clements |
| 10:46 AM – 10:47 AM | 1 0Min | Speech by the Guest of Honor | Dr. G S Rao |
| 10:47 AM – 10:53 AM | 6 Mins | Speech by Mr. Rahul Jain | Mr. Rahul Jain |
| 10:53AM – 10:57 AM | 4 Mins | Book Release | MC |
| 10:57 AM – 11:00 AM | 3 Mins | Vote of Thanks for Inaugural Function – Co-Chair | Dr. Tanmoy De |
| 11:00 AM – 11 :23 AM | 23 Mins | Understanding Digital Value | Prof. Md. Nadeem |
| 11:23 AM – 11 :30 AM | 7 Mins | Q&A | MC |
| 11:30 AM – 11:45 AM | 15 Mins | Tea Break | |
| 11:45 AM – 11:50 AM | 5 Mins | Welcoming and Introducing the panelists and the moderator onto the dais 1) Dr. Geoffrey Clements 2) Dr. Raghavendra Hunasgi 3) Mr. Sajal Jain 4) Dr. Krishna Kumar Narayan 5) Dr. Bidyanand Jha – Moderator | MC |
| 11:50 AM – 12:45 AM | 55 Mins | Panel Discussion – Changing Business Dynamics in the Digital World. | Dr. Bidyanand Jha |
| 12:45 AM – 1:00 PM | 15 Mins | Q&A | Dr. Bidyanand Jha |
| 1:00 PM – 1:05 PM | 5 Mins | Felicitations: Dr Ravi Kumar Jain → Dr. Geoffrey Clements Dr. Ravi Kumar Jain → Mr. Sajal Jain Mr. Swapnil Jain → Dr. Raghavendra Hunasgi Mr. Swapnil Jain → Dr. Krishna Kumar Narayan Dr. Venugopala Rao → Dr. Bidyanand Jha | MC |
| 1:05 PM – 1:45 PM | 40 Mins | Lunch Break | Multipurpose Hall |
| 1:45 PM – 2:45 PM | 60 Mins | Workshop on ethical hacking and security | Mr. Mukesh Choudary |
| 2:45 PM – 2:50 PM | 5 Mins | Q&A | MC |
| 2:51 PM – 2:53 PM | 2 Mins | Felicitations Dr. Ravi Kumar Jain → Mr. Mukesh Choudary | MC |
| 2:53 PM – 3:10 PM | 17 Mins | Tea Break and proceeding for the paper presentations | |
| 3:10 PM – 4:25 PM | 75 Mins | Paper Presentations | Classrooms: 001, 002, 003, 004 |
| 4:25 PM – 4:35 PM | 10 Mins | Assemble at the Convention Centre | |
| 4:35 PM – 5:30 PM | 55 Mins | Excellence in Case Method | Prof. Nadeem |
| 5:35 PM – 5:42 PM | 7 Mins | Q&A | MC |
| 5:42 PM – 5:45 PM | 3 Mins | Felicitations of Prof. Nadeem by Dr. Ravi Kumar Jain | MC |
| 5:45 PM – 6:30 PM | 45 Mins | Break/Campus Tour for Guests | |
| 6:30 PM – 7:30 PM | 60 Mins | Cultural Programme | Cultural Committee |

SIBM- ASMA National Research Conference 2018 - Hyderabad
Day 2 – 24th February 2018

| Time | Duration | Event | Speakers |
|--------------------------|-----------------|---|-----------------------------------|
| 9:30 AM – 10:15 AM | 45 Mins | Plenary Session - "Consumer Experience in Digital Era" | Ratnesh Mehra |
| 10:15 AM – 10:20 AM | 5 Mins | Q&A | MC |
| 10:20 AM- 10:22 AM | 2 Mins | Felicitation Dr. Ravi Kumar Jain → Mr. Ratnesh Mehra | |
| 10:22 AM – 10:40 AM | 18 Mins | Tea Break | Tea -Auditorium Gallery |
| 10:40 AM – 10:45 AM | 5 Mins | Proceed to Classrooms for Paper Presentations | |
| 10:45 AM – 12:00 Noon | 75 Mins | Technical Sessions | Classrooms: 001, 002, 003, 004 |
| 12:00 Noon – 12:05 PM | 5 Mins | Assemble in the Convention Centre | |
| 12:05 PM – 1:00 PM | 55 Mins | Workshop on Cyber Security Capacity Building | Mr. Vishal Kumar |
| 1:00 PM – 1:05 PM | 5 Mins | Q&A | MC |
| 1:05 PM – 1:07 PM | 2 Mins | Felicitation Dr. Ravi Kumar Jain → Mr. Vishal Kumar | MC |
| 1:07 PM- 2:00 PM | 53 Mins | Lunch Break | Multipurpose Hall |
| 2:00 PM – 2 :02 PM | 2 Mins | Introducing and Welcoming the Panelists onto the dais 1) Dr. M.P. Jaiswal 2) Dr. E. Shankara Rao 3) Mr. Satish Krishnan 4) Dr. Bhimraya Metri 5) Mr. Ratnesh Mehra (Moderator) | MC |
| 2:02 PM – 2:45 PM | 43 Mins | Panel Discussion – Quo Social Media and Digital Economy | Mr. Rahul Jain |
| 2:45 PM – 2:50 PM | 5 Mins | Q&A | Mr. Rahul Jain |
| 2:50 PM – 2:55 PM | 5 Mins | Felicitation: Dr. Ravi Kumar Jain → Dr. M.P. Jaiswal Mr. Rahul Jain → Dr. E. Shankara Rao Dr. Ravi Kumar Jain → Dr. Bhimraya Metri Mr. Rahul Jain → Mr. Satish Krishnan Mr. Rahul Jain → Mr. Ratnesh mehra | |
| 2:55 PM – 3:05 PM | 10 Mins | Tea Break | Auditorium Gallery |
| 3:05 PM – 3:07 PM | 2 Mins | Valedictory - Welcoming the Guests onto the Dais: 1) Dr. Nand Gopal 2) Dr. E. Shankara Rao 3) Dr. Bhimaraya Metri 4) Dr. Abhijeet Gangopadhyay 5) Dr. Ravi Kumar Jain 6) Mr. Rahul Jain 7) Dr. Satya Prasad V.K. 8) Dr. Tanmoy De | MC |
| 3:07 PM – 3:13 PM | 6 Mins | Valedictory Speech | Dr. Ravi Kumar Jain |
| 3:13 PM – 3:29 PM | 16 Mins | Speech by Guest of Honor | Dr. Nand Gopal |
| 3:29 PM – 3:45 PM | 16 Mins | Speech by the Guest of Honor | Dr. Abhijeet Gangopadhyay |
| 3:45 PM – 4:05 PM | 20 Mins | Certificate Distribution (only best paper) | MC |
| 4:05 PM – 4:10 PM | 5 Mins | Closing remarks | Mr. Rahul Jain |
| 4:10 PM – 4:12 PM | 2 Mins | Felicitation Dr. Ravi Kumar Jain → Dr. Nand Gopal Mr. Rahul Jain → Dr. Abhijeet Gangopadhyay | MC |
| 4:12 PM – 4:17 PM | 5 Mins | Rapporteur's Report | Dr. Tanmoy De |
| 4:17 PM – 4:22 PM | 5 Mins | Vote of Thanks | Dr. Satya Prasad V.K. |

PRESENTS

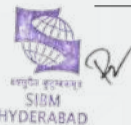


**NATIONAL
RESEARCH
CONFERENCE
2018**

On

**Digital Innovation :
Meeting the Business Challenges**

23rd & 24th Feb 2018



CONFERENCE THEMES AND SUB-THEMES

TECHNOLOGY AND TRENDS

- Internet of Things (IoT)
- Cloud Computing
- Big Data
- Mobile Applications
- Social Media Computing
- Social Computing

WEB ANALYTICS

- Advances in Web Analytics
- Legal Issues in Web Analytics
- Customization of Web Analytics
- Cyber Intelligence
- Risk Assessment and Management

INTELLIGENT SYSTEMS

- Artificial Intelligence
- Fuzzy Logic
- Sentiment Analysis
- Data Mining
- Agents and Multi-agents system
- Ambient Intelligence

SOCIAL MEDIA

- Advances in Social Media
- Security in Social Media
- Social Media and Big Data Analysis
- Branding and e-marketing
- Social Network analysis
- Digital Contents
- Social and Digital Inclusion
- Digital Trust and Reputation
- Measurement of Social Media outcomes

E-BUSINESS

- e-Business Ontologies and Models
- e-Commerce Application Fields
- e-Commerce Economics
- e-Commerce Services
- Digital Marketing
- Enterprise Resource Planning
- Data Analytics
- Virtual Organizations
- Business Intelligence
- Web Analytics

E-LEARNING

- E-learning tools
- Mobile Learning
- E-learning organizational issues
- Gamification
- Collaborative Learning
- Education System Design
- Virtual Learning Environment
- Web-based Learning
- Delivery Systems and Environment
- Curriculum Content Design

CONFERENCE HIGHLIGHTS

Selected Papers will be published in various National & International Journals | Selected researchers will get opportunity to present the papers in the conference | Selected researchers work will be published in ASMA Annual Trend Study 2018 | Best Paper in each category | Various workshop will be arranged during the event

IMPORTANT DATES

| | | | |
|---------------------------|-------------|--------------------------|-------------|
| Submission of Abstracts | 18 Dec 2017 | Submission of Full Paper | 20 Jan 2018 |
| Last Date of Registration | 31 Jan 2018 | Acceptance of Abstract | 23 Dec 2017 |
| Acceptance of Full Paper | 27 Jan 2018 | | |

REGISTRATION & FEES

| | | | |
|------------------------|-----------|--------------|-----------|
| Industry Professionals | ₹ 4500 /- | Academicians | ₹ 2500 /- |
| Research Scholars | ₹ 1500 /- | Students | ₹ 750 /- |
| Paper In Absentia | ₹ 3500 /- | | |

For Registration: Log into 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
www.sibmhyd.edu.in

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

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





Brief Profile

Dr. Bhimaraya Metri

Director

Indian Institute of Management, Tiruchirappalli-620 015

Email: director@iimtrichy.ac.in ; metriba@gmail.com

Phone: +91-431-2505049; Mobile: +91-9871118665

Website: www.iimtrichy.ac.in

Dr. Bhimaraya Metri is Director at IIM Tiruchirappalli. Prior to this, he was Dean at L&T Institute of Project Management at Vadodara. He also served as a Professor & Dean at MDI Gurgaon, IMI, New Delhi and an In-charge, Ph.D. Programmes at BITS Pilani. Dr. Metri has rich academic administrative experience. An authority in the field of quality, project management and SCM, Dr. Metri has published over 100 research articles. He is also co-authored six books. He is on the editorial advisory boards of national and international journals. Dr. Metri has more than 25 years of experience in teaching, training, research and consulting.

Dr. Metri served as a member of various National and International Committees. He served as Member, UKIERI (UK-India Education Research Initiative) Panel, Chairman COSA 2012, Member ABMC Accreditation Panel (Osaka, Japan) and Eurasia-Pacific Uninet (EPU) plenary meeting (Shanghai, China). Metri worked as a member of the Committees of AICTE, NBA, AIU (Association of Indian Universities) , IGNOU (Indira Gandhi National Open University) , Trade Committee, Ministry of Labour (Govt. of India), Team Member of Principal Technical Agency (PTA) for PMGSY Projects, and State Electricity Advisory Committee member of Uttarakhand Electricity Regulatory Commission (UERC), Uttarakhand.

Currently, Dr. Metri is the Chairman of Resource Management Sectional Committee (MSD12) of Bureau of Indian Standards (BIS) New Delhi. Also, Dr. Metri is Convener, panel on Project, Programme and Portfolio Management, Bureau of Indian Standards (BIS), New Delhi for coordinating with ISO/TC 258, Member, ISO/TC258WG2. He is the Principal member of MSD 4 Committee and Convener, panel on Project Management IS:14580, BIS, New Delhi. He is also member, Board of Studies Indian Institute of Materials Management and also expert Committee member of Indian Institute of infrastructure and Construction (IIIC), Govt of Kerala.

Dr. Metri has trained more than 600 Directors, Deans, Principals and HODs of leading Engineering Institutes including NITs under Technical Education Quality Improvement Programme (TEQIP- World Bank assisted Project) of National Project Implementation Unit (NPIU) - a unit of MHRD to improve the quality of technical education in the country. Dr. Metri is deeply involved with executive education including international training with a wide range of organizations including leading organizations of government, public sector (Maharatna & Navaratna companies) and private sector. He has trained senior executives of several leading organizations including ONGC, PSEB, BEL, Sona Koyo, BHEL, NRPC (Northern State Electricity Transmission Companies) Chief Engineers & IAS Officers, NTPC, RBI, Fortis, Jindal Stainless Steel Ltd, PGCIL, NHPC, HCL, PNB, CIDC, ABB, L&T, Nestle, DCM Shriram, Cairn Energy, DOAE (Department of Atomic Energy) Officers, Army Officers, ITEC Officers (Ministry of External Affairs) from 30 plus countries, Afghanistan Government Officers, New Holland Fiat, Ministry of health & family welfare.

Dr. Metri provided consulting to various organizations including NTPC, Railway Land Development Authority (Indian Railway) Army Ordinance Corps (AOC), Ministry of Defence, Delhi Transport Corporation (DTC) etc.

Dr. Metri has visited more than 25 countries and large number of overseas Business Schools/Universities such as Fudan University, Shanghai (China); Antwerp University, Antwerp (Belgium); ESCP-Europe, Paris (France), Berlin(Germany), Madrid (Spain) and London(UK) campuses; Northwest A & F University Yangling (China), Frankfurt School of Finance & Management, Frankfurt (Germany); Vienna University Economics and Business, Vienna(Austria); Energy Delta Institute Groningen(Netherlands); University of Strathclyde, Glasgow (UK); Delft University of Technology (Netherlands); Nyenrode Business University-Business school in Breukelen (Netherlands) and CUHK Business School, Chinese University of Hong Kong etc. Dr. Metri taught Supply Chain Management course at for Mauritius Business Leaders as a Visiting faculty of ESSEC B. School Paris. Dr. Metri has vast experience of National Accreditation-NBA & International Accreditations-SAQS, AMBA and EQUIS. Dr. Metri was invited as keynote Speaker for the Pan African PMC held Cameroon during May 2017..

Dr. Metri led a successful national and international Accreditation & Re-accreditation, led a Curriculum Review Committee that undertook a major overhaul of the PGDM programmes, enhanced the physical and knowledge infrastructure and increased the strength of PGDM programmes.

Dr. Metri received his Ph.D from IIT Powai, Mumbai. Dr. Metri is the member of Decision Sciences Institute (DSI) USA and Institute of Supply Management (ISM) USA. Dr. Metri was on the Board of Directors of DSI and is the first Indian elected as the Vice President (Asia Pacific Division), Decision Sciences Institute (DSI), Houston, Texas, USA.

Mr. Ratnesh Mehra

Ratnesh Mehra is the Customer Experience, Strategy & Transformation Leader for Oracle India .

With over 19 years of experience in the IT Industry and with an expertise in Customer Experience, Customer Relationship Management consulting and delivery, Mr. Ratnesh comes with an invaluable Customer Experience knowledge of the market and has helped leading organizations in India as well as abroad to strategize, design and build world class Customer experience platforms.

He has well rounded experience in Business Consulting, Program Management, Business Analysis and Pre Sales Consulting, Technical consulting including Design Development and Solution Architecting of software applications in area of Customer Experience, Digital Marketing, Social CRM, Voice of Customer, Customer Analytics and B2B interactions.

He has worked previously as head of Customer Experience competency for KPMG and IBM among others.

