

**5<sup>th</sup> International Conference**  
**“Digital Economy: Challenges & Opportunities (ICDECO’18)”**  
**16<sup>th</sup> & 17<sup>th</sup> January 2018**

**Department of Management Science**

**Dr. Babasaheb Ambedkar Marathwada University, Aurangabad M.S.**

**Reaccredited with "A" Grade**



### **About the Conference**

The 5<sup>th</sup> International Conference, “*Digital Economy: Challenges and Opportunities*” (<http://icdeco2018.udms.in>) will be hosted by Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad MH, India on **16<sup>th</sup> & 17<sup>th</sup> of Jan 2018**.

The ICDECO conference is an opportunity to bring together researchers and experts in emerging technologies from both public and private sectors to discuss issues related to the development, implementation, use and management of emerging technologies and the move to digital economy. The conference is an occasion to link technology developers, who are mainly IT Professionals, with users, who are Industry People along with Academia. It is an opportunity to explore ideas, exchange thoughts and initiate research projects between these two main actors of the digital economy.

As we know that India has taken a major leap towards becoming a cashless and digital society, the government has taken major and revolutionary steps like demonetization, implementation of GST, and linking of all the benefit schemes with AADHAAR (Unique Identification Number) So that the benefit of development reaches to the bottom of the pyramid.

There have been and will be many number of challenges in this age of digital transformation, similarly if implemented successfully, this presents a range of opportunities for the various sectors like IT, Industry, Academia, and Society at large,

This Conference aims to bring all the challenges and opportunities in a spotlight.

## About Dr. Babasaheb Ambedkar Marathwada University:

Dr. Babasaheb Ambedkar Marathwada University (BAMU) formerly Marathwada University, is located in Aurangabad, Maharashtra, India. It is named after Bharat Ratna Dr. Babasaheb Ambedkar, an Indian Jurist, Political Leader, Academician and the Chief Architect of the Indian Constitution. This University was established primarily on the initiative of Babasaheb Ambedkar so as to fill the huge lacuna of higher education facilities in Western Vidarbha, Marathwada and North Maharashtra Region. The university was established on August 23, 1958. It is one of the oldest Premier university established by Government of Maharashtra after Mumbai and Pune University. This university has contributed to the progress of adjoining regions and people in innumerable ways. Since its inception, the university has around 425 colleges affiliated to it, which comes under four districts (Aurangabad, Jalna, Beed and Osmanabad) of the Maharashtra State. The student population exceeds 3.75 lakhs.

### Aurangabad at a Glance:

Aurangabad is the Divisional headquarter of Marathwada Region. This is the place having history right from the ancient times. The world famous Ajanta and Ellora caves are pride of the district. Aurangabad is also well known for Aurangabad Caves, Bibi-Ka-Makbara and Panchakki. The ancient city Pratisthan (Paithan) and Nath Sagar project falls in the boundaries of Aurangabad.

The city was a major silk and cotton textile production centre. Major Industrial areas of Aurangabad are Chikhalthana MIDC, Shendra MIDC and Waluj MIDC, Bhargaon, Chitegaon, and Railway station M.I.D.C. A new industrial belt namely Shendra - Bidkin Industrial Park is being developed under DMIC. The Maharashtra Centre for Entrepreneurship Development's (M.C.E.D) head office is in Aurangabad. Many renowned Indian and MNCs have established themselves in the Industrial Estates of Aurangabad:

Recently Aurangabad has become the third city in the Maharashtra state to host an Auto Cluster namely Marathwada Auto Cluster (MAC). Electrical goods major Siemens has set up a plant for manufacturing of superior quality bogies for locomotives, electric multiple units and metro coaches at Shendra MIDC Aurangabad.

Modern Retail Industry has made its presence felt in the forms of Malls. Prozone Mall spread over 1 million square feet is the biggest in the region. This industry has a big employment generator. Malls in Aurangabad has created direct employment opportunities.

## About the University Department of Management Science (UDMS)

The **MBA** program of Dr. Babasaheb Ambedkar Marathwada University commenced in 1972, proliferated today in response of the demand of graduates, who decide to enhance their career potential. The **MCA** program started in the year 2008. The both are rigorous programs, offered as regular curricula. The program is in sync with the professional capabilities of the industry. The University, MBA is held in high regard by the corporate world on par with premier National institute.

The demand for MBA and MCA curriculum on part of MNC's, Indian industrial commercial and financial institution, entities has constantly outpaced the no. of graduates available. Besides quality the Department's course well in the quantity scale too-each year around 200 odd students graduate from the Department of Management Science. The department, very deservingly boasts of being one of the preferred academic destinations for foreign nationals. There has been a steady upswing of female students in intending to graduate in business Administration and Computer Application Courses from the Department.

## Themes and Tracks of the Conference

Scholars, developers, managers and users of emerging technologies and digital economy are invited to submit their papers to one of the following tracks.

No	Track	Topics
1	<p><b>Digital transformation processes in the private and public sectors</b>  <b><u>Aim &amp; scope</u></b>            Papers submitted to this track should discuss issues related to this digital transformation and provide recommendations on how to handle it efficiently.</p>	Managerial challenges of digital transformation in the public and private sectors (HR ; Financial ; Logistics; Cultural; etc); Processes of digital transformation (Digital project management); Comparative analysis of digital transformation in public Vs. private
2	<p><b>E-marketing and e-commerce</b>  <b><u>Aim &amp; Scope</u></b>            The aim is to appreciate the impact of digital technology on consumer purchase behavior, discover various frameworks involved in creating digital marketing strategy, utilize different social media based on unique benefits they offer to users, and adopt use of key practices applied in e-commerce.</p>	E-advertising; Pros & Cons; Pros & Cons of social media marketing; Web design in e-commerce; Cross-cultural issues in e-commerce; online consumer behavior; online consumer data
3	<p><b>E-finance</b>  <b><u>Aim &amp; Scope</u></b>            The aim of this track is to discuss about this new emergent ecosystem, revitalized by the efforts of the innovators and the entrepreneurs, in its potential of radical transformation of the banking and financial industry. The analysis should contribute to the understanding of the new business models and the digitization processes of the service offering in this industry.</p>	Digital financial intermediation; Digital Currencies ; Alternative Finance ; Online auctions; Cloud accounting
4	<p><b>E-learning and e-pedagogy</b> <b><u>Aim &amp; Scope</u></b>            The use of technology in teaching and learning is becoming more and more frequent. Digital leaning has the merit of connecting geographically dispersed people and ensuring the dissemination of knowledge across borders at a lower cost and shorter time. The aim of this track is to discuss about issues related to e-knowledge transfer, e-pedagogy, digitalization of learning and teaching, etc</p>	E-Knowledge transfer; Processes of digitalization of teaching materials; New technologies in e-learning; E-pedagogy Vs. conventional pedagogy
5	<p><b>Digital Economy Boosting Growth</b> <b><u>Aim &amp; Scope</u></b>            Emerging technologies play today an important role in creating new economic opportunities while killing other economic sectors. The aim of this track is to discuss the role emerging technologies play in boosting economic growth and creating new economic opportunities; the design and implementation of digital economic policies and the impact digital economy has on national and international investment and value creation.</p>	Openness, Regional Integration and Economic Growth; Productivity and Economic Growth; Financing the development; Financial risks and capital flows; Looking ahead: New prospects for innovation from a regional perspective; Innovation, Growth and Social Prosperity; Access to financing and the contribution to inclusive social and economic development.

6	<p><b>Data Science and Uncertainty <u>Aim &amp; Scope</u></b>  Given the growth and availability of data collected from different resources, extracting knowledge and relevant information from these data has become an important challenge. Data Science techniques and methods allow the extraction of such Knowledge or insights from data in various forms, either structured or unstructured. The complexity of data and the complexity of simulating complex phenomena make the process of extracting knowledge usually uncertain. Therefore, uncertainty quantification becomes a necessary requirement when designing numerical, mathematical and computer based methods. Authors are invited to submit original work in all areas of Data Science and <b>Uncertainty</b> fields.</p>	<p>Uncertainty theories (probability, possibility; Machine learning; Information fusion; Big Data; Database management</p>
7	<p><b>Online Users and their Stakeholders' Behavior (OUSB) <u>Aim &amp; Scope</u></b>  The aim of this session is to bring together academicians from different disciplines to present and debate their studies about the users and their stakeholders' behavior, its pattern, its facilitators and inhibitors online.</p>	<p>E-administration services adoption; e- users' consumption experiences; Online information processing and buyer behavior; Culture impact on online exchanges; Online trustworthiness and trust development and maintaining; Information efficacy; Connectedness and user behavior</p>
8	<p><b>Multimedia Security in Digital Economy (MSDE) <u>Aim and Scope</u></b>  The amount of multimedia services has grown exponentially due to the great development of the Internet, multimedia-enabled devices and wireless Internet access. Many companies are communicating with customers through a wider use of audios, images, and videos. Those multimedia services as news broadcasting, VoD, music downloading, movie channels, on- line gambling are obtained in exchange of a payment.</p>	<p>E-payment systems and protocols; e- banking security; Authentication Protocols; Web Application Security; Partial and Scalable encryption of Multimedia content; Cryptanalysis; Digital Watermarking; Multimedia integrity; Steganography and information hiding; Digital forensics</p>

**NOTE:**

- **Every Co-Author Registration Fees is Additional.**
- The Paper Presentation is mandatory.
- Selected Papers will be published.
- No conference kit for Spot Registrations.

**SUBMISSION AND REVIEWING PROCESS**

**The author must submit the paper to one the tracks above-mentioned. The number of the track chosen must be communicated during the submission process.**

Selection of papers is based on their originality, relevance to the conference topics and technical soundness, following a peer-reviewing process. One of the authors of an accepted submission has to attend the conference to present the work. Papers should be submitted in **Word** format through the online system. **[Format for Paper Writing should be in accordance with the Guidelines available on the Conference Website. Adherence to the same compulsory.]**

- **Papers received for the said Conference will undergo Plagiarism Scrutiny.**

For more information about submission of Paper, please follow the Conference Website (<http://icdeco2018.udms.in>)

## **IMPORTANT DATES**

### **Conference Dates**

**16-17 January 2018**

### **Deadline of paper submission**

December 15<sup>th</sup>, 2017

### **Notification of review**

December 26<sup>th</sup>, 2017

### **Deadline of revised paper submission**

January 1<sup>st</sup>, 2018

## **Conference Registration Fees**

<b>Profile</b>	<b>Fees</b>
Foreign Delegates	US \$ 150
Industry Delegates (India)	₹ 5000 INR
Academician/Teacher	₹ 4000 INR
Research Scholars	₹ 2500 INR
Student	₹ 2500 INR
SPOT Registration	₹ 6000 INR

### **Payment**

- RTGS can also be done in **A/C No 20060573153**, IFSC: MAHB 0000152, Bank of Maharashtra, University Branch, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.

### **Accommodation**

Recommended Hotels at your own cost. (Click on following links)

- [https://www.tripadvisor.in/Hotels-g297649-Aurangabad\\_Aurangabad\\_District\\_Maharashtra-Hotels.html](https://www.tripadvisor.in/Hotels-g297649-Aurangabad_Aurangabad_District_Maharashtra-Hotels.html)
- <https://www.tripadvisor.in/HotelsList-Aurangabad-Budget-Hotels-zfp6265.html>

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CFART Auditorium, Deen Dayal Upadhyay Kaushal Kendra, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad MS.

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