

The Fifth International Conference on Digital Economy: Challenges and Opportunities (ICDECO'18)

Department of Management Science, 5-6 January 2018



About the Conference

The fifth International Conference on Digital Economy: Challenges and Opportunities (<http://icde2018.udms.in/>) will be hosted by Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad MH, India from 5-6 of Jan 2018.

The ICDEc 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 pyramids.

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 a spot light on all the challenges and opportunities.

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.

Number	Track	Topics
1	<p>Digital transformation processes in the private and public sectors <u>Aim & scope</u> The reliance on digital technologies is gaining importance in both public and private sectors. This digital transformation has come along with different managerial challenges as how to design, conduct and implement the digital transformation processes in public and private organizations. 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>E-marketing and e-commerce <u>Aim & Scope</u> Companies are relying more than any time before on emerging technologies to study and monitor consumer behavior, design marketing offers, collect and analyze consumer data and sell products and services via online platforms. However, with the rapid evolution in digital technologies and online consumer behavior, companies are in need however to know how to make efficient use of emerging technologies to market and sell products and services in a rapidly evolving e-environment. 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>E-finance <u>Aim & Scope</u> The alliance between finance and digital technology has led to the emergence of new actors in the field of financial intermediation. These new entrants seek to provide solutions tailored to needs that are little or badly served by traditional actors while reinventing new distribution patterns, new customer behaviors and new business models. 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>E-learning and e-pedagogy <u>Aim & Scope</u></p> <p>The use of technology in teaching and learning is becoming more and more frequent. Digital learning has the merit of connecting geographically dispersed people and ensuring the dissemination of knowledge across borders at a lower cost and shorter time. Nonetheless, a total transformation of conventional learning into e-learning seems to be unpredictable. Top tiers academic institution like MIT have abandoned their projects of having 100% e-learning delivery. It appears that e-learning and conventional learning are complementary and not substitutable. They require different pedagogical techniques and teaching materials and approaches. The aim of this track is to discuss about issues related to e-knowledge transfer, e-pedagogy, digitalization of learning and teaching, etc</p>	<p>E-Knowledge transfer; Processes of digitalization of teaching materials; New technologies in e-learning; E-pedagogy Vs. conventional pedagogy</p>
5	<p>Digital Economy Boosting Growth <u>Aim & Scope</u></p> <p>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>	<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.</p>
6	<p>Data Science and Uncertainty <u>Aim & Scope</u></p> <p>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 Uncertainty fields.</p>	<p>Uncertainty theories (probability, possibility, belief fuŸĐtioŸs...); Machine learning; Information fusion; Big Data; Database management</p>

7	<p>Multimedia Security in Digital Economy (MSDE) <u>Aim and Scope</u> 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>The main purpose of most of multimedia content is to entertain a large audience who pays for accessing to it; however, the intellectual property and the copyright of the works traded must be protected. On the other hand, the emergence of e-commerce dealing with multimedia content has created new financial needs that in many cases cannot be effectively fulfilled by the traditional payment systems like SET and 3Dsecure. Hence all interested parties are exploring various types of electronic payment systems, issues surrounding electronic payment system and digital currency. We will try to evolve the security related problems of e-payment systems, and to find alternatives to existing traditional payment protocols to be used in multimedia services delivery and security. New algorithms and Protocols will be investigated.</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
8	<p>Online Users and their Stakeholders' Behavior (OUSB) <u>Aim & Scope</u> 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>	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
9	<p>PhD session</p>	In progress PhD works on one of the above-mentioned topics

NOTE:

- Registration of all authors in Paper is compulsory; if one of them remains White Paper will be discarded.
- All authors should register in advance, failing which their papers may not be published.
- No conference kit for spot registrations
- The Paper Presentation is mandatory.

SUBMISSION AND REVIEWING PROCESS

The fifth international conference on digital economy where Submission of Research Paper as well as presentations in English languages only.

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 double blind peer-reviewing process. Authors' names and affiliations should be deleted from the submitted version. Self-references should be in the third person. One of the authors of an accepted submission should attend the conference to present the work. Papers should be submitted in PDF format through the online system.

For more information about submission of Paper, please consult the conference website (<http://icde2018.udms.in/>) or contact Dr. Abhijeet Shelke

IMPORTANT DATES

Deadline of paper submission

December 10th, 2017

Notification of review

December 26th, 2017

Deadline of revised paper submission

January 1st, 2018

Deadline for registration

January 1st, 2018

Conference Dates

5-6 January 2018

CONFERENCE REGISTRATION

Conference fee

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

Payment

- Registration Fees can be paid in Cash or by Demand Draft drawn in the favour of **Director, Department of Management science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad**, Payable at Aurangabad University Branch.
- Payment in cash along with registration form can be made during office hours at Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
- RTGS can also be done in **A/C No 20060573153**, IFSC: MAHB 0000152, Bank of Maharashtra, University Branch, Dr. Babasaheb Ambedkar Marathwada University, and Aurangabad.

Accommodation

The organizers are not bound to provide the accommodation but our organizing team can help you to provide suitable accommodation information in hotels at your own cost.

Recommended Hotels where you may feel better. (Click on following links)

- https://www.tripadvisor.in/Hotels-g297649-Aurangabad_Aurangabad_District_Maharashtra-Hotels.html
- <https://www.tripadvisor.in/HotelsList-Aurangabad-Budget-Hotels-zfp6265.html>

Venue

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

Patrons

- Professor B. A. Chopde, Vice Chancellor, Dr Babasaheb Ambedkar Marathwada University, Aurangabad
- Dr P. V. Jabde, Registrar, Dr Babasaheb Ambedkar Marathwada University, Aurangabad
- Dr. Sarjerao Thombare, Director, Gopinathrao Munde National Institute of Rural Development & Research, Dr Babasaheb Ambedkar Marathwada University, Aurangabad
- Mr Ram Marlapalle, Chairman N.I.P.M Aurangabad Chapter
- Dr Vihar Rakhunde, President HR Garware Polyester Ltd Aurangabad

International Peer Review Committee:

- Professor M.W. Wikramarachchi, Former Dean, Faculty of Commerce Shri Jayvardhanepura University, Colombo, Sri Lanka
- Prof. Pramela Krish, Dean, School of Commerce and Economics, University of Kabangsaan, Malaysia.
- Prof. Dr. Jacobo Feas Vazquez, Universidade De Santiago De Compostela Santiago Spain.
- Dr. E. B. Khedkar, Vice-Chancellor, Ajinkya D.Y. Patil University, Pune
- Dr. Konith Srithong, Associate Professor and Vice-Rector of M.A. Program in social Development, Mahachulalongkornrajavidyalaya university, Ayuthaiya, Thailand
- Prof. Sharad Kolte, B.P.H.E. Society Ahmednagar.
- Professor Sachin Vernekar, Pune
- Dr hab. Jaroslaw Golebiewski Professor SGGW Warsaw, Poland
- Dr. Joanna PALISZKIEWICZ, Prof of Warsaw University of Life Sciences Poland

- Prof.Akbar Salehi,Tarbiyat Moallem University. Thehrar Iran.
- Prof.Samanthi Senarathen, Faculty of Commerce Shri Jayvardhanepura University, Colombo,Srilanka
- Prof.P.Purushottham Rao, Osmania University, Hyderabad
- Prof.B.Ramesh, Goa University, Goa.
- Prof.Ramesh Agadi, Gulbarga University, Gulbarga.

Advisory Committee:

- Professor S.C. Mehrotra
- Professor K.V. Kale
- Professor Bharati Gawali
- Professor RR Deshmukh
- Dr.Baba Sangle, Pune
- Prin.Dr.Sudhakar Jadhwar, Pune
- Col. Dr. Pardeep Kumar, Aurangabad
- Dr.R.S. Wanare, Aurangabad
- Prin. H. G. Vidhate, Kada
- Dr. M. R. Khan, Aurangabad
- Dr. S. B. Chandanshiv, Bhoom
- Professor S. D. Talekar, Partur
- Dr S. B. Sethsandhi, Tuljabhawani Mahavidalaya, Tuljapur
- Dr. K. L. Salve
- Dr. Jitendra Ahirrao, Jalna
- Dr Sanjay Aswale, Omerga
- Dr. M.S. Waghmare, Devgaon Rangari.
- Dr. S.A. Band, Beed
- Dr. B. G. Karad, Ambajogai.
- Dr. Basit Waseem, Aurangabad

Industry Advisory Committee:

- Mr. Mukund Kulkarni, Expert Global Solution
- Dr.V.V. Rakhunde, Garware Polyster Ltd.
- Mrs. Mohini Kelkar, Grind Master Machines Pvt.Ltd.
- Dr. Unmesh Takalkar, CIIGMA hospital

Chief Organizing Committee:

Dr. Farooque Khan

Dr. Shweta Patil

Mr. Satish Bhalshankar

Mr. Ram Kalani

Dr.U.V. Panchal

Dr. Sukhadeo Mante

Dr.Sandeep Vanjari

Dr Kapli Dongargaonkar

Dr I N Channwal

Dr Sushma Chandurkar

Dr Harish Deshmukh

Dr M B Aghav

Dr H. G.Sapkal

Dr. Sonali Kshirsagar

Dr. R.K. Priya

Dr. Yashwant Waykar

Dr. Sucheta Yambal

Dr. S. A. Ghumare

Dr.M.B. Birajdar

Dr.Sandeep Gaikwad

Dr Ganesh Kathar

Dr Bharat Pagare

Dr Pramod Deo

Dr Wasilla Pathan

Dr Aparna Saraf

Contact Details:

Dr. Abhijeet Shelke

Co-Convener

Associate Professor

Email Id : meet_abhijeet@yahoo.com

Cell:9325213043

Professor W. K. Sarwade

Conference Secretary

Director, Department of Management Science

Ex Head, Dept. Of Commerce

I/C Dean, Faculty of Commerce and Management Science

Dr Babasaheb Ambedkar Marathwada University, Aurangabad – 431 002, M.S., India

Cell No: +91 94237 80549, +91 90217 05805, Office: 02402403375,77

Email : maharashtra.commerce@gmail.com, chetanpublications@yahoo.com

Website: www.walmikisarwade.com, www.ijme.co.in