

### ATHARVA INSTITUTE OF MANAGEMENT STUDIES

(Affiliated to University of Mumbai, approved by DTE & AICTE) (NAAC Accredited)

# International Research Conference

## Digital Transformation in Business (IRCDTB 2023)-Hybrid Mode

November 25 - 26, 2023

(22" Annual Conference)

#### **OUR PATRON**



Mr. Sunil Rane Executive President Atharva Group of Institutes

Atharva believes in creating value through continuous efforts to build up future Managers. The efforts started in 2003 when our Executive President, Mr. Sunil Rane created an educational brand Atharva Institute of Management Studies. The purpose of the brand was to create, develop and provide business managers to provide solutions to complex business situations.

Mr. Sunil Rane has humanized the brand AIMS through his belief in excellence by pursuing his vision "Excellence in Education" by empowering students' development. AIMS runs four flagship programs viz. Masters in Management Studies (MMS) and Part-time MMS in Finance (MFM), Marketing (MMM) & Human Resource Management (MHRDM) affiliated to the University of Mumbai and approved by AICTE.

#### FROM THE DIRECTOR'S DESK



Prof. (Dr) Henry Babu

We at Atharva Institute of Management Studies (AIMS), strive for excellence in academics reinforced with research. The present Integrity Research Conference on Digital Transformation in Business (IRCDTB 2023) is another step in that direction.

We look forward to meaningful contributions by researchers from both the academic and practicing world to share their work with peers on this platform. I am quite confident that this conference will be a win-win proposition for all stakeholders. We commit to provide the best environment during the conference and look forward to seeing you there.

#### **CONVENER'S MESSAGE**



IRCDTB 2023 is purely an effort to develop research culture amongst Students, Industry Experts, Academicians and Leaders-After presentation,the students will understand the situation and business environment and incorporate the real time knowledge in their decision making process. We intend to develop value based leadership through this International Research Conference.

#### Keynote Speakers



#### Dr. Vipin Gupta

Professor & Director, Center for Global Management, Jack H. Brown College Business and Public Administration, California State University -San Bernardino, USA



#### Mr. Oscar Crawford

Entrepreneur and Human Services Professional, Arizona ,US



#### Mr. Rajiv Saraf

Corporate Controller, Ambarella Inc, Santa Clara, California ,USA



## Prof. (Dr) Sunita Srivastava

Director and Professor, AIMSR, Mumbai, India





Head, Research & Development Cell, Associate Professor Asian Business School Noida, U.P. India

Prof. (Dr) Inderjeet Singh Sodhi ofessor, Rajiv Gandhi National Institute of Youth Devi



**Dr. Seshanwita Das**Associate Professor, Christ (Deemed to be University) Associate Profes Delhi Ncr, India

**Dr.** Associate Professor, Christ (Deemed to be l



## Dr. Yesha Mehta

Associate Professor, Thakur Institute of Management Studies & Research,Mumbai, India

**Dr. Neeta Bhatt** Associate Professor,AIMSR,Mumbai,India



#### Dr. Vaibhav Bhatnagar

Assistant Professor (Sr. Scale), Manipal University Jaipur, Jaipur, Rajasthan, India



**Dr. Kiran S Menghani** Vice Principal, Vedanta College, Vithalwadi, Mumbai, Maharashtra, India

#### **ABOUT THE CONFERENCE**

ATHARVA

IRCDTB 2023 will focus on innovative areas in management, technology, economics and how it applies to the real-world challenges. IRCDTB 2023 provides a Hybrid leading challenges. IRCDTB 2023 provides a Hybrid leading international forum that brings together researchers and practitioners from diverse fields with the purpose of exploring the fundamental roles, interactions as well as practical impact of innovation. The Hybrid conference program will include paper presentations along with prominent keynote speakers and a panel discussion. After a Hybrid presentation in IRCDTB 2023, the authors are encouraged to submit their improved papers to esteemed Journals.

### **Atharva Institute of Management Studies**

Atharva Educational Complex Malad-Marve Road, Charkop Naka, Malad (West), Mumbai - 400 095 Maharashtra, India www.atharvaims.edu.in

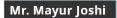
### **Panel Discussion on**

"Best Practices to Overcome the Challenges in Digital Transformation"





Vice President, Citiustech Pvt. Ltd., Mumbai, India



Head - Products & Digital Initiatives YES SECURITIES

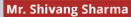
Mumbai, Maharashtra, India

### Mr. Pinanshu Champaneri

Senior Executive - Human Resources (HRBP & Employee Engagement),Anunta Technologies Management Services Mumbai,India



Commercial Head, Dr Reddy's Labs,Mumbai,India Author of 'Arjun in Corporate Mahabharat'



Business Analyst
Mindgate Solutions Pvt. Ltd.,Mumbai,India



## TWO STEP SCREENING PROCESS

- 1. The papers will be reviewed at AIMS, Mumbai by a team of experts. After presentation in IRCDTB 2023, the authors can submit their improved papers as per the journal guidelines and policies on the online portal of the Publication Partner.
- 2. The paper presented in IRCDTB 2023 would undergo the usual screening and review process of the Journal.

Registration only confirms your paper presentation and attendance in IRCDTB 2023.

## **Publication Partner**

Selected high quality papers will be published in ABDC, Scopus, Web of Science Journals which are having tie up with this conference and additional fees will be charged as applicable.

# **Guidelines for Paper Presentation**

- 1. The presentation can have a maximum of ten slides.
- 2. Fifteen minutes will be allotted to every presenter followed by five minutes for a Q & A session.
- 3. An e-certificate will be given to the presenter for the paper presentation in IRCDTB 2023.
- 4. The paper presentation does not confirm paper publication.

## **CONFERENCE SCHEDULE**

## Day I: 25th November, 2023

Inaugural Ceremony
09.30 - 9.40 hrs
Prof. (Dr) Henry Babu

Convener's Address Dr. Shubhi Lall Agarwal

09:43-09:45 hrs

**Keynote I** Mr. Rajiv Saraf

09:45-10:30 hrs Corporate Controller, Ambarella Inc, Santa Clara, California, USA

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**Keynote II** Dr. Vipin Gupta

10:35-11:35 hrs

Professor & Director, Center for Global
Management, Jack H. Brown College Business
and Public Administration, California State

University - San Bernardino, USA

11:40-12:00 hrs Releasing of the 'Atharva Journal'

12:00-13:00 hrs Lunch Break

13:30-16:30 hrs

Plenary Sessions for
Research Paper Presentation

## Day II: 26th November, 2023

Keynote III Mr. Oscar Crawford
Entrepreneur and Human Services

9:45 - 10:30 hrs

Professional, Arizona ,USA

Panel Discussion
On hrs Mr. Sumit Bhardwaj

10:35 - 12:00 hrs

Mr. Mayur Joshi (Topic - Best Practices to

. 1

Mr. Archis Joshi

Overcome the Challenges in Digital Transformation)

Mr. Pinanshu Champaneri

Mr. Shivang Sharma

12:30 - 13:30 hrs Lunch Break

13:30 - 16:30 hrs

Plenary Sessions for Research Paper Presentation

**Valedictory Ceremony** 

16:30 hrs

# IMPORTANT DATES

Last Date of Paper Submission: November 1, 2023

• Notification for Acceptance:

Submission of Camera Ready Paper:

November 25, 2023

November 7, 2023



## CO- CONVENER



Prof Ketan V Sutaria
Assistant Professor, Finance
+91 98207 93325

## STUDENTS COMMITTEE

## (MMS 2022-2024)

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Ms. Anshula Kohle

Ms. Dwiti Sanghvi

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Ms. Rachana Salunkhe

Ms. Pradnya Maingade

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Ms. Mansi Wala

Ms. Neha Surve

Ms. Shreya Bhandarkar

Mr. Hrushikesh Ravichandra

# **FEE DETAILS**

**Student:** Rs. 500/- (Maximum 2 Participants) **Academician:** Rs. 1000/- (Maximum 4 Participants) **Corporate:** Rs. 1500/- (Maximum 4 Participants)

(Additional Rs. 250 per co author for all categories)

TO REGISTER - CLICK HERE