



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

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

## International Research Conference on

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

November 25 - 26, 2023

(22<sup>nd</sup> 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**  
Director

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



**Prof. (Dr) Shubhi Lall**  
Head, Research & Development Cell,  
researchcell@atharvaims.edu.in  
(+91) 9320844664

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.

The participants who present their paper are thoroughly judged by eminent judges from the field of research and subsequently their papers are published in *Atharva Journal - A Peer Reviewed Journal of Management Research*.

### 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, USA



**Mr. Rajiv Saraf**  
Corporate Controller, Ambarella Inc, Santa Clara, California, USA

### Judges



**Prof. (Dr) Sunita Srivastava**  
Director and Professor, AIMS, Mumbai, India

**Prof. (Dr) Sarmishtha Sarma**  
Professor, Asian Business School Noida, U.P. India



**Prof. (Dr) Swati Bhatia**  
Head, Research & Development Cell, Associate Professor  
Asian Business School Noida, U.P. India

**Prof. (Dr) Inderjeet Singh Sodhi**  
Professor, Rajiv Gandhi National Institute of Youth Development,  
Sriperumbudur, Tamil Nadu, India



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

**Dr. Tapas Das**  
Associate Professor, Christ (Deemed to be University)  
Delhi NCR, India



**Dr. Yesha Mehta**  
Associate Professor,  
Thakur Institute of Management Studies & Research, Mumbai, India

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



**Dr. Vaibhav Bhatnagar**  
Assistant Professor (Sr. Scale), Manipal University Jaipur,  
Jaipur, Rajasthan, India

**Dr. Sudha Subramaniam**  
Working on National Level Research Project and IIT funded Research Project  
Associate Professor M.L. Dahanukar College of Commerce, Mumbai



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

# ATHARVA

### ABOUT THE CONFERENCE

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 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](http://www.atharvaims.edu.in)



Panel Discussion on

“Best Practices to Overcome the Challenges in Digital Transformation”



**Mr. Sumit Bhardwaj**  
Vice President, Citiustech Pvt. Ltd., Mumbai, India



**Mr. Mayur Joshi**  
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



**Mr. Archis Joshi**  
Commercial Head, Dr Reddy's Labs, Mumbai, India  
Author of 'Arjun in Corporate Mahabharat'



**Mr. Shivang Sharma**  
Business Analyst  
Mindgate Solutions Pvt. Ltd., Mumbai, India  
(Moderator)

TWO STEP SCREENING PROCESS

- 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.
- 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

- The presentation can have a maximum of ten slides.
- Fifteen minutes will be allotted to every presenter followed by five minutes for a Q & A session.
- An e-certificate will be given to the presenter for the paper presentation in IRCDTB 2023.
- 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 09:43-09:45 hrs	Dr. Shubhi Lall Agarwal
Keynote I 09:45-10:30 hrs	Mr. Rajiv Saraf Corporate Controller, Ambarella Inc, Santa Clara, California, USA
Keynote II 10:35-11:35 hrs	Dr. Vipin Gupta 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 9:45 - 10:30 hrs	Mr. Oscar Crawford Entrepreneur and Human Services Professional, Arizona ,USA
Panel Discussion 10:35 - 12:00 hrs (Topic - Best Practices to Overcome the Challenges in Digital Transformation) Mr. Sumit Bhardwaj Mr. Mayur Joshi Mr. Archis Joshi 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: November 7, 2023
- Submission of Camera Ready Paper: November 25, 2023

CO- CONVENER



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

STUDENTS COMMITTEE

( MMS 2022-2024)

Mr. Himanshu Ingle  
(+91 85549 97982)  
Mr. Sumedh Mane  
Ms. Akshata Dhuri  
Ms. Natasha Singh  
Ms. Samiksha Singh  
Ms. Anshula Kohle  
Ms. Dwiti Sanghvi  
Mr. Dhruv Sanjay Pawar  
Ms. Gayatri Barapatre  
Mr. Gaurang Kiran Patil  
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Ms. Pradnya Maingade

Alumni

Mr. Akshar Deshlehra  
Ms. Ekta Garani  
Mr. Abhishek Patil

( MMS 2023-2025)

Mr. Suvansh Yadav  
(+91 88504 76221)  
Ms. Sakshi Kantilal Jain  
(+91 96377 73233)  
Mr. Ayush Wankhede  
Ms. Divya Vartak  
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)

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