DIGITAL TRANSFORMATION :

LEAPFROGGING INTO THE FUTURE

IIM KASHIPUR

INTERNATIONAL CONFERENCE

31st January to 2nd February 2025

ABOUT THE CONFERENCE

Digital transformation has emerged as a pivotal force reshaping industries, societies, and economies worldwide. This encompasses multifaceted goals aimed at propelling a nation into a realm of economic prosperity, social harmony, technological advancement, and sustainable development. This entails fostering a business-friendly digital environment that encourages entrepreneurship, innovation, leverage cutting-edge technologies and investments across sectors on a larger scale. Digital transformation enhances operational agility and flexibility, enabling businesses to respond swiftly to market changes and customer demands.

Emerging technologies such as AI (Artificial Intelligence) including Machine Learning, Deep Learning, NLP, Computer Vision, Blockchain, Big data and the Internet of Things, Augmented Reality/Virtual Reality, are transforming businesses, governance, industry, market, customer engagement and daily life. Digital transformation drives innovation across industries, spawning new business models and disrupting traditional paradigms.

Start-ups and established companies alike harness digital technologies to create groundbreaking products and services, challenging incumbents and fostering a culture of continuous improvement and innovation. Moreover, development of smart cities, usage of renewable energy sources, green technologies, clean energy, water conservation, waste management are increasingly powering the future, mitigating environmental impact and ensuring energy security in a sustainable manner.

The success of digital transformation requires a holistic approach that encompasses technology, strategy, and organizational culture, ensuring sustainable growth and resilience in a dynamic global economy. The conference invites doctoral scholars, faculty, academia, governments, international organizations, industry, civil society and post-graduate students to share their latest research, insights and experiences towards becoming a digitally transformed nation.

IMPORTANT DATES

Abstract /Extended Abstract Submission Deadline by Author(s)	**04th November 2024, Monday**
Notification to Author(s)	**25th November 2024, Monday**
Authors' registration	**05th December 2024, Thursday**
Conference	**31st January to 02nd February 2025, Friday to Sunday**

REGISTRATIONS

Registration Fee includes:

- Access to all conference sessions and conference kit including workshops.
- IIM Kashipur will make complimentary boarding and lodging arrangements for all the conference participants from 31-Janurary to 02-February in select Institute Hostel/ hotels in Kashipur city on a twin-sharing basis for Student Presenters and single-occupancy for Faculty Presenters/ Postdoctoral Scholars/ Industry Professionals.
- Lunch/Dinner and Refreshments will be provided during the conference.
- Detailed registration information will be provided to authors of papers selected for presentation.

REGISTRATION FEES

Category	Participants from India	Participants from Abroad
Faculty and Postdoctoral Researchers	₹ 12000	US $ 300
Doctoral/Masters/Bachelors Scholars	₹ 6000	US $ 150
Industry Professionals	₹ 15000	US $ 400

SUBMISSIONS

Digital Transformation represents a paradigm shift that transcends technological adoption, empowering businesses to innovate, adapt, and thrive in an increasingly digital world. It requires concerted efforts across sectors and active participation from all stakeholders, including academia, government, industry, civil society, and citizens. However, digital transformation is not without its challenges. Organizations must navigate different complexities and the digital skills gap to realize the full potential of digital technologies.

Therefore, the conference invites cutting-edge research work for the following themes but not limited to :
- Digital Transformation Frameworks
- Smart Cities and Online Services

- Startup Ecosystem and Innovation
- Industry 5.0
- Strategic Policy and Roadmaps for Responsible AI Implementation
- Automation and Economic Growth
- AI, Automation and Labor Market
- Digital Literacy and Skill Reforms
- Role of Emerging Technologies(AR/VR/Metaverse/ Big Data/Cloud) in Economy and Society
- Responsible AI and Sustainable Use of Technologies
- Digital Governance
- Health Information Systems and Healthcare Accessibility
- Explainable AI
- Generative AI and Future of Work
- Cybersecurity Technologies and Privacy
- Fintech and Blockchain technologies
- Digital Marketing & Analytics
- The Influence and Interrelationship of Analytics and AI on Marketing and Consumer Behavior

PROGRAMME & REGISTRATIONS

The complete conference schedule, including speakers, and accepted Abstracts, etc., will be announced in the coming months on the conference website.
We look forward to meeting you in Kashipur, Uttarakhand, India in January 2025!

The Conference organizing Committee

Prof. Somnath Chakrabarti, PhD (IIT Delhi) Professor-Marketing & Dean (Academics) Indian Institute of Management Kashipur	**Prof. Abhradeep Maiti, PhD (Middle Tennessee State University, USA)** Associate Professor (Economics) Indian Institute of Management Kashipur
Prof. Mayank Sharma, PhD (IIM Lucknow) Associate Professor (IT & Systems) Indian Institute of Management Kashipur	**Prof. Harish Kumar, PhD (IIT Delhi)** Assistant Professor (IT & Systems) Indian Institute of Management Kashipur

भारतीय प्रबंध संस्थान काशीपुर
INDIAN INSTITUTE OF MANAGEMENT KASHIPUR

Kundeshwari, Dist. Udham Singh Nagar
Kashipur - Uttarakhand · 244 713
काशीपुर - उत्तराखंड - 244 713

Email: icdt@iimkashipur.ac.in
Mr. Ram Mohan Gupta (Administrative Executive)
Mr. Ashish Srivastava (Administrative Associate)
Mr. Himanshu Shekhar (Administrative Associate)

Mob: +91 - 70882 70882
+91 - 79004 44090, 91, 92, 93
Ext: 335, 501, 201

Link for Conference documents

Link for Registration