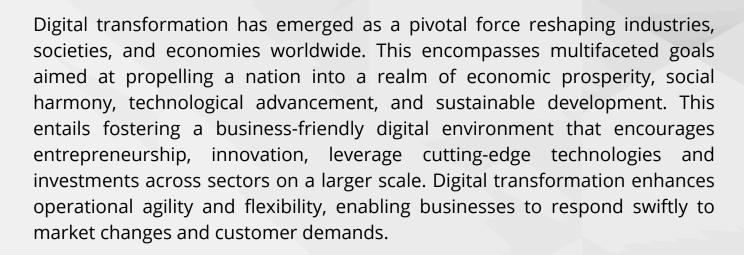


# DIGITAL TRANSFORMATION: LEAPFROGGING INTO THE FUTURE



31st January to 2nd February 2025

# ABOUT THE CONFERENCE



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**



- 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-January to 02-February in select Institute Hostel/ hotels in Kashipur city on a twinsharing 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 Al Implementation
- Automation and Economic Growth
- Al, 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 Al
- Generative Al 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)
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<u>Link for Conference documents</u> <u>Link for Registration</u>