



**ITS**  
 GHAZIABAD  
 (Estd. 1995)  
 NAAC Accredited 'A' Grade Institute  
 www.its.edu.in

**Forbes**  
 INDIA  
 Listed Great Indian Institutes  
 2018-19



RECORD HOLDER FOR MOST PEOPLE USING MOUTHWASH AT MULTIPLE VENUES

# Institute of Technology & Science

Mohan Nagar, Ghaziabad

## THE INTERNATIONAL CONFERENCE

“Convergence of Social Innovations & Digital Transformation in Business”

(ICCSIDTB-2019)



GHAZIABAD  
 (Estd. 1995)  
 NAAC Accredited 'A' Grade Institute  
 www.its.edu.in

## Institute of Technology and Science

G.T. Road, Mohan Nagar, Ghaziabad - 201007  
 Mob: +91-9711302139, 8285615491 | Tel: +91-120-2811000/111/112  
 Email: intlconf2019@its.edu.in



DATE OF THE CONFERENCE : 5<sup>th</sup> & 6<sup>th</sup> April, 2019

Knowledge Partners



www.its.edu.in

www.its.edu.in

# International Conference

## "Convergence of Social Innovations and Digital Transformation in Business" (ICCSIDTB-2019)

Corporate involvement in societal issues is not new. Companies have deployed a portfolio of tools to exercise their citizenships in society, including corporate governance, corporate philanthropy and corporate social responsibility. Social innovation is distinct from these traditional approaches in pursuit of societal challenges and in ways that leverages company core competencies such as human capital, supply chain management, technology, sales & distribution system and create tangible sustainable business benefits by aligning company's innovations & business strategies with social issues and problems and to find out a meaningful long term solutions.

In recent years, the non-profit organizations (NPOs) and social entrepreneurs create social innovation through information and communication technique approach to social innovation. The regular use of low-priced, high-performance devices, such as smartphones, personal computers and services (e.g., cloud services) have become more prevalent in social innovation. The prevalent use of ICT to create social innovation suggests that it is necessary to focus on the change in the business process through the introduction of ICT as well as the relationship between human value-creation networks and entrepreneurship.

It is realistic about challenges facing India at the threshold of a huge socio-economic transformation-rapid urbanization, digital revolution, a huge youth population, strained infrastructure, low per capita income and unbalanced urban/rural growth. This requires optimistic discussions for innovative, practical, sustainable market based approaches thereby accepting power and realities of information technology, digitalization and operation system to benefit society in general and low income or underserved population in particular.

This will take a particular shape when academicians, business executives, political leaders, policymakers, and technological innovators gathers at a common platform to address such issues in more strategic, more ambitious and more collaborative manner in order to access and provide opportunity for billions of low-income people to participate in the global economy.



### TRACKS:

#### 1. Social Innovations and Management:

- Marketing Management
- Human Resource Management
- Financial Management
- Production Operation Management
- Supply Chain Management

#### 2. Social Innovations and Information Technology

- Internet of Things (IOT)
- Digital revolution and Transformation
- Cloud Computing
- Big Data
- Artificial Intelligence
- Information Communication Technology (ICT)

#### 3. Social Innovations and Policy formulations

- Role of Government and Ministries
- Non Profit Organizations
- Business Profit Organizations
- Social Entrepreneurship
- Civil Societies
- Infrastructure
- Urbanization

#### 4. Social Innovations and Sustainable Development

- Value Based Education System and Reforms
- Health and Hygiene
- Carbon Emission and Global Warming
- Best Practices for Environmental Control
- Socio Economic Development

### Proposed Speakers and Resource Persons (ICCSIDTB-2019)

#### • From Academicians

- Prof.(Dr.) Biswajeet Pattanayak, Ex Chairperson, IIM Indore and Lucknow
- Prof.(Dr.) R.M. Joshi, Professor, IIFT, New Delhi
- Prof.(Dr.) Vinaysheel Gautam
- Prof.(Dr.) Ravishankar, IIT Delhi
- Prof.(Dr.) M.P. Gupta, IIT Delhi
- Prof.(Dr.) V.K. Gupta, IIM Indore
- Prof.(Dr.) Anu Singh Lather, Pro Vice Chancellor, Delhi Technical University
- Prof.(Dr.) Sunitesingh Sengupta, FMS New Delhi
- Prof.(Dr.) Sanjeev Mittal, Dean, GGSIP University, New Delhi
- Dr. Sanjay Rastogi, IIFT, New Delhi
- Dr. Ajay Chouhan IMT Ghaziabad
- Dr. S. Dash, IIM Lucknow Noida Center
- Dr. Arun Kumar Munjal University
- Dr. Saumitra Jha, Stanford Graduate School of Business
- Dr. Binod Kumar
- Dr. Justin Paul- University Professor, Rollins College, Florida, USA

#### • From Industry:

- Mr. Lav Chaturvedi- Chief Risk Officer, Reliance Capital
- Mr. David Wittenberg- Founder Indian School of Management & Entrepreneur
- Dr. Vivek Nagpal- CEO, Euro Asian Consultancy, Netherland
- Mr. Alok Agarwal- Director Agnis Fire, GM-Polar fans and MD- Modi Rubber
- Mr. Deep Kalra- Chairman, Make My Trip
- Dr. Mahesh Gupta- Chairman Kent RO
- Mr. Achal Rangaswami- President Bell ceramics
- Mr. Jyoti Das- Business Head, Asia Pacific, Calvin Klein
- Distinguished authorities from Government and Embassies

The benefit of attending this conference shall be to researchers, academicians, management consultants, corporate professionals, Information Technology Professionals and experts, corporate trainers, government officials, strategic thinkers, authorities and representatives from foreign embassies, social service organizations/NGOs, Master and Doctoral students.

#### ABOUT INDIA

India, the seventh largest country by area, the fast-growing economy in South Asia is home to the ancient Indus Valley Civilization and a region of historic trade routes and vast empires. A pluralistic, multilingual and multi-ethnic society, the country is also home to a diversity of wildlife in a variety of protected habitats. It is bounded by the Indian Ocean on the south, the Arabian Sea on the south-west, and the Bay of Bengal on the south-east. Following market-based reforms since 1991, India is one of the fastest growing major economies in the world.

#### ABOUT DELHI-NCR

Delhi, the capital of India, is situated in northern India and stands on the west bank of Yamuna River bounded by Uttar Pradesh and on the north, west and south by Haryana. New Delhi is famous for its culture, tradition and effervescent history. The culture of Delhi reflects the rich heritage of the past coupled with the influence of modern life-style. The National Capital Region (NCR) in India is a metropolitan area which encompasses the entire National Capital Territory of Delhi, which includes New Delhi, as well as urban areas surrounding it in neighbouring states of Haryana, Uttar Pradesh and Rajasthan.

#### SIGHT SEEING/DELHI DARSHAN

The political capital of India, New Delhi is identified as the golden triangle covering Delhi-Agra-Jaipur in the country's north encompassing the history, grandeur and glory. The India Gate, Red Fort, Chandni Chowk, Qutub Minar, Jantar Mantar, Akshardham Temple, Bhai Temple are some of the important landmarks besides some excellent shopping places.

### ACCOMODATION

Accommodation can be arranged on a self-payment basis in any of the following hotels :

LEMON TREE

CLARK INN

COUNTRY INN

### REGISTRATION FEES

| Registration Fees for Participating Delegates |                                 | Research Scholars & Students  | Academician   | Industry Participant |
|---|---------------------------------|---|---|----------------------|
| INDIA   | Authors Participating Delegates | Early Bird Registration Before __28th February' 2019_____           |   |                      |
|   |                                 | INR 1,000   | INR 1500  | INR 2500             |
| Other Foreign Countries                       | Authors Participating Delegates | Registration after __28th Feb'2019_____                             |   |                      |
|   |                                 | INR 1500  | INR 2000  | INR 3000             |
|   |                                 | Early Bird Registration Before 21st February' 2019 US\$ 200.00_____ | Registration after __21st February'2019_____ US\$ 250.00_____ |                      |

### IMPORTANT DATES

Abstract Submission: 31st January'2019, Notification to Authors: 10th Feb'2019, Full Paper Submission: 10th March'2019

#### Abstract and paper submission guidelines:

The official conference language for all papers and presentation is English. Abstract must include a clear indication of the purpose of paper, major results, implications and key references. They should adhere to following while typing in MS-Word. Length: 300-400 words excluding title/cover page. Once the abstract is accepted, a soft copy in Microsoft word of the final paper will have to be submitted to the convenor.

**"Selected papers will be published in reputed refereed international Journals"**

Email: [intlconf2019@its.edu.in](mailto:intlconf2019@its.edu.in)

### CONFERENCE ORGANISING COMMITTEE

#### CHIEF PATRON

**Dr. R P Chadha**  
Chairman

#### PATRON

**Mr. Arpit Chadha**  
Vice-Chairman

#### CONFERENCE CHAIR

**Dr. Ajay Kumar**  
Director (Management)

#### Conference Convenor

Dr. M K Jha

#### Co-Convenor

Dr. Namita Dixit

#### Co-Convenor

Dr. Ashish k Jha

#### Co-Convenor

Dr. Vivek Pachauri