

# ICMIT-2022

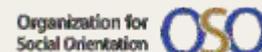
9-10 September, 2022

International Conference on Management & IT  
**Digital Transformation for  
Reinventing Competitive Advantage:  
Impact and Future Scenario**



**International School of Informatics & Management Technical Campus, Jaipur**

Co-partners



## ABOUT THE CONFERENCE:

Already a key strategy for organizations, Digital Transformations involve diverse processes, interactions, transactions, technological evolutions, and internal and external factors and hence is a critical component of an organization's competitive strategy. Digital Transformations are catching up fast because of the pandemic. The last year two years let out vulnerabilities that businesses had never recognized before and their digital capabilities have played a crucial role in their resilience. Today, digital transformation is not an option; it is necessary to escape the comfort zone, reinvent and compete in this world overrun by technological advances. It leverages technologies to create value and new services for various stakeholders, helps to innovate and to acquire the capabilities to rapidly adapt to changing circumstances. It is a journey with multiple connected intermediary goals, in the end, striving towards an optimized business ecosystem of a hyper-connected age. How an organization applies technology, talent and technique for new business goals defines its digital transformation strategy. Digital Transformation is the cultural, organizational and operational change of an organization, industry or ecosystem to achieve greater collaboration, agility, efficiency, and productivity through a smart integration of digital technologies, processes and competencies across all levels and functions in a staged and strategic way.

The conference revolves around bringing technology and management research areas synchronically on a common platform to exchange latest research findings and ideas on the new competitive environment. The overwhelming impact of Digital Transformation on organizations necessitates competition, competitive advantages and competitive strategies to evolve.

It will draw collectively research fellowships from diverse fields to share their research findings and latest ideas. The main intention of this conference is to create the capabilities of fully leveraging the possibilities and opportunities of new technologies and their impact faster, better and in more innovative way in the future. A digital transformation journey needs a staged approach with a clear roadmap, involving a variety of stakeholders, beyond silos and internal/external limitations.

## OBJECTIVES:

- To touch upon the factors influencing digital transformation in organizations as they chart out their competitive strategies.
- To evaluate renew and re-frame competitive strategies and advantages to be in sync with the changing organizational requirements.
- To consider the importance of drivers of digital transformation.
- To facilitate the collaboration of people of diverse expertise across a range of disciplines together to achieve the Digital Transformation goals.
- To provide opportunities for academics to receive informal in-depth feedback through discussions, and to enable them to establish contact with professionals in other countries and institutions.
- To create a collaborative team of interdisciplinary experts who can provide realistic ways of tracking and analyzing implementation and effects of Digital Transformation.

## Submissions are welcome on topics including but not limited to the following:

### TRACK 1: TRANSFORMATIONAL TECHNOLOGY, INNOVATION & DIGITAL COLLABORATION

- Digital Transformation & Innovation
- E-Innovations and e-Collaboration
- Internet of Things (IOT)
- Wireless Communication and Mobile Computing
- Robotics and Automation
- Databases & Advance Databases
- Big Data, Data Analytics & Data Science
- Parallel and Distributed Computing
- Software Engineering and Quality
- IT Security, Privacy and Ethics
- Sentiment Analysis
- Augmented & Virtual Reality
- Cloud Computing & Security
- Geographic Information Systems
- Artificial Intelligence & Machine Learning
- Natural Language Processing
- Fuzzy Systems and Hybrid Systems
- Speech Recognition & Conversational Interface
- Computer Networks
- Data Mining, Knowledge Discovery, and Knowledge Management
- High Performance Computing
- Nature Inspired Computing

- Green Computing
- Smart Systems and Emerging Technologies
- Embedded Systems

### TRACK 2: DIGITAL COMPETENCIES AND ADVANTAGES FOR BUSINESS

- Redefining Business: Responsibilities and Performance
- Competitive Strategies and advantages
- Data driven business models
- The new role of IT in enterprises
- E-business, e-Marketplaces & Communities
- Catalyzing Change Management in an Organization
- Digital Marketing
- Innovative Management Practices
- Knowledge Management & Innovation
- Internet Banking and Emerging Markets
- E-Commerce and Entrepreneurship
- Agile Change Management
- Business Model Innovation
- Business Process and Production Management
- Enterprise Planning, Functionality, Adoption, & Business Benefit
- Organizational Competencies

### TRACK 3: FOSTERING SYNERGIES BETWEEN IT BASED SOLUTIONS AND MANAGERIAL PRACTICES FOR COMPETITIVE ADVANTAGE

- Global Environmental Change and Ecosystems Management
- Health, Healthcare and Environment using ICT
- Globalization and Cross Cultural Communication
- Social Vulnerability and Social-Ecological Resilience
- Environmental Science and Technology
- Sociological perspective on technology
- Use of renewable resources
- Economic security using IT based solutions
- Resource Management
- Water and Soil Conservation
- Corporate Governance
- Social Responsibility of Business Entities
- Collaboration Technologies and Systems
- Information System, Education and Communication (IEC) for Development
- Digital Economy & Society

**Panel Discussion:  
Evolving Competitive Advantage in a Digital World**

## CALL FOR PAPERS

### GUIDELINES FOR EXTENDED ABSTRACT SUBMISSION

Selection of papers for presentation and discussion will be based on detailed abstracts of at least **500 words**. Abstracts must include a clear indication of the purpose of paper, major results, implications, key references and keywords. The author(s) should clearly mention under which track the paper may be included. They should adhere to the following:

**Length** : At least **500 words** excluding title/cover page and references

**Font** : Times New Roman

**Font Size** : 10 points

**Spacing** : 1.5

**Title page** : Title, author(s), affiliation(s), contact details

Experts will review the abstracts and only those abstracts that are approved by the reviewers will be selected. Authors should submit a soft copy of the abstract in Microsoft Word format to the convener. The electronic copy should be mailed to [icmit-cfp@icfia.org](mailto:icmit-cfp@icfia.org). Acceptance of the abstract implies that at least one of the authors will register, attend the program and present the paper.

Abstracts of selected papers will be published in the Book of Abstracts which will be released during the conference. Full papers of the abstracts selected for presentation may be submitted to the convener in MS-Word format. The electronic version of the paper should be sent to [icmit-cfp@icfia.org](mailto:icmit-cfp@icfia.org). Papers must include a clear indication of the purpose, major results, implications, and key references. The guidelines for submission & formatting of full papers are available at <https://www.iisjaipur.org/iim/Current-2022-23/ICMIT-2022/index.html>

Selected quality papers presented in the conference will be considered for publication in **Oorja**, International Journal of Management & IT, ISSN (print) 0974-7869, ISSN (online) 2395-6771 subject to approval through the Double Blind Peer Review process.

### Important Dates

Last date for receiving abstracts	10 Aug., 2022
Information about acceptance of abstracts	17 Aug., 2022
Last date for submission of final paper	28 Aug., 2022
Conference Dates	9-10 Sept., 2022

### Presentation Mode: Hybrid Mode

The authors of accepted papers will have a choice to present their papers online or on-site mode (at ISIM Campus).

### Registration Fees

Rs. 500/- + GST (18%) = Rs. 590/-

### Payment Mode

Demand Draft in favor of ISIM, Jaipur, payable at Jaipur.

NEFT Transfer

HDFC Bank Ltd., ICG Campus, Gurukul Marg,

SFS, Mansarovar, Jaipur

A/c No. : 09871450000118, IFSC Code : HDFC0000987

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## ABOUT THE INSTITUTE

International School of Informatics & Management (popularly known as IIIM) is among the top three B-Schools of Rajasthan. ISIM, Technical Campus offers MBA & MCA Programmes duly approved by the AICTE & affiliated to the Rajasthan Technical University, Kota. It is state's first institute to have been awarded 'A' Grade amongst the MBA and MCA institutions by NAAC.

The institute has bagged first prize in the institutional category in Rajasthan Energy Conservation Award for the year 2018 by Department of Energy, Government of Rajasthan. It has acquired 4.5 stars out of 5 for its Institution Innovation Council, established as per the norms of Innovation Cell, Ministry of HRD, Govt. of India to promote Innovation and Startup in campus during the calendar year 2019-21. ISIM has been consecutively ranked first in the category "A" for the academic sessions 2017-2018, 2018-19 and 2019-2020 by Rajasthan Technical University, Kota, for its MBA and MCA programs on the basis of Quality Index Value (QIV) score. It has also been ranked first in category "A" for its MBA program in 2020-21, 2021-22 & is placed in category "A" in 2020-21, 2021-22 for its MCA Programmes. ISIM has been facilitated with Rajasthan Education Leadership Award by World Education Congress for its contribution in the field of education in June 2022.

The institute has also been able to achieve distinguished ranks among all the institutions in India, in the surveys conducted by agencies such as CSR-GHRDC, Indian Management and Business world.

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**International School of Informatics & Management  
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Accredited 'A' by NAAC

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