

We are pleased to inform you that Prestige Institute of Management, Gwalior, (M.P), India, (UGC approved, Autonomous, UGC-NAAC Accredited 'A' grade and NBA Accredited Institute) is organizing 12th *International e-Conference on “**Digitalization as Vehicle for Innovation, Organizational Growth and Effectiveness**”* which will be held on December 19th-20th, 2020.

e-Conference: An Overview

Digitalization, as we call it today, is sweeping across every aspect of our daily lives in all possible ways. Right from gathering the news we find in newspapers every morning to the billing process at our neighborhood grocery shop, it is digital technology that is making tasks faster and more accurate. The economy today is no longer driven by real currency transactions only, but also electronic transactions that take place, across the globe, within a matter of seconds. The increasing use of digital media in business communication and data dissemination has led to a rapid growth of e-commerce, m-commerce, innovation and growth across the world. Dependence on internet has led to businesses getting established over the internet and leading to faster trade of wealth and assets, in most cases by using secured internet transaction systems. Business transactions over social networking sites have led to the coining of a new term called “social shopping”. The opening up of the Telecom market and the blossoming of broadband have further paved the way for a flourishing e-commerce sector.

This is not limited to marketing and business transactions alone. Digitalization has brought a paradigm shift to the traditional ways of manufacturing, handling, storing and transporting things. Computer aided designing and manufacturing processes have revolutionized the manufacturing industry and the deployment of industrial robots (which are digitally controlled) have become the order of the day across industries.

The scope of digitalization is immense and its role on the transformation of our lives may span across innumerable business sectors. As a part of the society, Prestige Institute of Management, Gwalior decided to address ever-increasing competition in the market due to digitalization and innovation, wherein majority of businesses have developed a formal methodology for innovation, and many have R&D groups that explore the frontiers of science. Virtually, every organization on the planet has in recent years, worked systematically to reinvent its business processes for the sake of growth and effectiveness.

e-Conference Objectives

This e-conference would be an attempt to identify and acknowledge digitally innovative efforts made by businesses leading them towards enhanced performance so that the other organizations following their example may prepare themselves to face global challenges and emerge as market leaders.

To discuss the issues related to digitalization as vehicle for innovation, organizational growth and effectiveness, Prestige Institute of Management, Gwalior finds it as an honour to invite you to discuss various innovations, practices and issues, cases and to present paper(s) related to the fields of Business, Management, Social Science, Information Technology, Tourism, Law and other contemporary issues by participating in this two day International e-Conference to be held at **Prestige Institute of Management, Gwalior, (M.P)**, India, from December 19th-20th, 2020.

This e-conference brings together a distinguished panel of speakers including academicians from renowned Business Schools/ Universities/ Institutes, Management thinkers, businessmen, industry practitioners, and researchers across the world to share their views on how innovations in Management and Information Technology have resulted in emergence of businesses as market leaders in different landscapes.

Who Should Attend the e-Conference?

Academicians and policymakers seeking to gain a broader insight into innovations which have resulted in digital innovation, organizational growth and effectiveness.

Industrial executives and innovative leaders seeking to gain broader insight on the issue.

Researchers and Doctoral/Post-Doctoral students who are looking for expert knowledge and guidance related to digitalization for innovations, growth and organizational effectiveness.

Theme

Digitalization as Vehicle for Innovation, Organizational Growth and Effectiveness

For details on sub themes and Online Submission, Click here [1]

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