



**International Conference on Emerging Trends in
Social, Business, and Management Science Research**

Theme: Digital Transformation for Organizational Sustainability



Organized by

**VIT Business School
Vellore Institute of Technology,
Chennai Tamil Nadu, India**



VIT - A place to learn; A chance to grow



About the Institution

Vellore Institute of Technology (VIT) was established in 1984, by the well-known educationalist and former parliamentarian, honourable Dr. G. Viswanathan, the Founder and Chancellor, a visionary who transformed VIT into a Centre of Excellence in higher technical education. The MHRD, Government of India, ranked VIT the 9th Best University, the 10th Best Research Institution, and the 12th Best Engineering Institution in India (NIRF Ranking, Govt. of India, 2022). As per QS World University Rankings by Subject 2022, the Engineering and Technology subject areas of VIT are the 346th Best in the World and the 9th Best in India.

VIT Chennai is a globally engaged, competitive, comprehensive, and research-enriched university campus strategically positioned in the capital city of Tamil Nadu, to respond to major industrial, social, economic, and environmental demands and challenges. VIT Chennai is ably spearheaded by Vice Presidents; Mr. Sankar Viswanathan, Dr. Sekar Viswanathan, Mr. G. V. Selvam, Assistant Vice President; Ms. Kadhambari S. Viswanathan, Vice Chancellor; Dr. Rambabu Kodali and Pro Vice Chancellor; Dr. V. S. Kanchana Bhaaskaran. They share in the mission to make VIT a global center. The focus is to maximize Industrial Connectivity, create Centers of Excellence in niche areas of research, enrich technological and Managerial Human Capital nurtured in a multicultural ambience and create opportunities to exploit the available resources to benefit industry/society.

VIT Business School (VITBS) is a Premier Business School that adapts to cater to the evolving needs of the industries by providing a determined and innovative curriculum to the B.Com / BBA (Hons.) / MBA / Ph.D. graduates. VIT Business School focuses on developing thought leaders, who are innovative, socially sensitive, ethically strong, and globally competitive. VITBS is accredited by Association to Advance Collegiate Schools of Business (AACSB), the Accreditation Council for Business Schools and Programmes (ACBSP), USA for a period of 10 years, and the Association of Chartered Certified Accountants (ACCA)- course options. These international accreditations endorse the superiority of the deliverables.

Patrons

Dr. G. Viswanathan, Founder & Chancellor, VIT

Mr. Sankar Viswanathan, Vice President, VIT

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Ms. Kadhambari S. Viswanathan, Asst. Vice President, VIT

Dr. Rambabu Kodali, Vice Chancellor, VIT

Dr. V. S. Kanchana Bhaaskaran, Pro Vice Chancellor, VIT Chennai

About the Conference

The conference aims to bring together leading academicians, practitioners, researchers, and students to exchange their views, knowledge, experience, and insights on the emerging trends in social, business and management research. The conference theme for 2023 is "Digital Transformation for Organizational Sustainability". In the algorithmic age, contemporary organizations are under pressure to deliver above and beyond profit, and to operate in an economically, socially, and environmentally *sustainable* manner and at the same time engage with *digital* to transform their business models to remain viable. They involve in digital transformation for the creation, success, and sustainability of the organizations. With the increasing business complexity landscape, global marketplace challenges, swift technological changes, and competitive pressures, organizations are compelled to nurture one's own business strengths to gain a competitive advantage. The digital transformations that utilize digital technology—such as artificial intelligence and machine learning contribute to sustainability goals that reduce cost, waste, information asymmetries, inequality, and the risk of injury. The organizations may thus effectively deploy digitally enabled resources and solutions to advance the Sustainability Development Goals (SDGs) of the United Nations.

Conference Tracks

The researchers, academicians, industry professionals, and students are invited to submit their original and previously unpublished research papers for presentation at the conference. Research papers submissions are invited on the following tracks/topics (but not limited to):

Track 1: Information Technology and Decision Sciences

- AI, ML, and business analytics
- Big data analytics
- Data-Driven Approach and Future technologies
- Drivers for Digital Transformation
- Security and Privacy Issues
- Data Governance in Business Intelligence/Analytics
- Quantum Computing
- AR/ VR applications
- Synthetic data in business
- Blockchain applications

Track 2: Human resource management

- Hybrid Work Model
- Green HRM
- Sustainable HR Practices
- Happy Planet Index in the Corporate world
- Employees' digital skill-divide
- Emerging technologies in HRM & the Future of Work
- People Analytics
- Transformational and Holistic Leadership
- Digitization and open workforce in the gig economy
- Emotional Intelligence, Mental Wellness, Mindfulness

Track 3: Operations and Supply chain management

- Industry 4.0 to Industry 5.0
- Supply chain analytics
- Decision Support Systems in Operations
- Lean and Agile Operations
- Disruption in Global Supply Chain
- Operations Risk Management and Resilience
- Deep learning, ML in SCM
- Optimization Techniques
- Project Management challenges in a global team
- Next-generation operations
- Quality management issues

Track 4: Economics, Finance, and Accounting

- Green Economy and Sustainable Development
- AI in Circular Economy,
- FinTech ecosystem
- Blockchain and Cryptocurrency
- P2P lending and Crowdfunding
- Green Banking
- Merger and acquisitions
- Carbon Accounting and Trading
- Fraud Analytics
- Reverse Globalization & Geo-Political Issues

Track 5: Consumer behavior and marketing

- Digital Marketing & Analytics
- Phygital Consumer Experience
- Green and Sustainable Marketing
- Neuro Marketing
- Social media marketing
- Brand Management & Brand Equity
- Cross-border marketing
- Customer Relationship Management
- Market Structure and Pricing
- Rural Marketing

Track 6: Sustainable Business and Entrepreneurship

- Digital transformation- models, mindset, culture and roles
- Digital- drivers, maturity, strategy, implementation
- Digitization in the non-profit sector
- Digital entrepreneurship
- Women Entrepreneurship
- COVID-19, lessons learned and challenges ahead
- E-Commerce/ Mobile commerce
- Start-ups and Digital India
- Social Innovation
- Corporate Social Responsibility & Governance

Submission Guidelines

- The submitted research paper should be original and unpublished work. At the time of submission, submitted papers must not have been previously presented/published or scheduled for presentation/ accepted for publication. Plagiarism of up to 10% is allowed.
- Settings: Files should be MS Word documents in A4 page size, portrait orientation, and 2.54cm margin on all sides. Font: Times New Roman, 12-font size throughout the main text, that must be double- spaced and justified. References, tables, and figures may use Times New Roman, 11-font size.
- Section headings: Use only three levels of headings and use boldface for all three headings; **First level headings**: all capital letters, centered; **Second level headings**: title-style letters, flush left; **Third level headings**: sentence-style letters, indented, italicized; and presented as a running matter
- The length of the submission should be between 3000 and 3500 words (including references, tables, and figures). The submission should include an abstract of a maximum of 150-200 words.
- Tables, illustrations, charts, figures, etc. should be clearly numbered and duly acknowledged. Sources of the data need to be given below each table.
- One of the registered manuscript authors needs to do the presentation (Virtual for international participants and In-person for Indian participants)
- All contributions should be submitted electronically online via EasyChair. <https://easychair.org/conferences/?conf=icsbmr2023>

Publication Opportunity

The blind peer review process will determine the papers to be included for presentation at the conference, book chapter publication/ journal publication.

All the accepted abstracts will be published in Conference Proceedings in digital format. After peer review by experts, the selected papers will be sent for publication in a reputed SI/ WoS journal based on the author's consent, with an additional fee. Other selected papers will be published in an E-edited book with an ISBN number.

Paper Submission Dates

Abstract submission	:	28.02.2023
Abstract acceptance	:	05.03.2023
Full paper submission	:	31.03.2023
Full paper acceptance	:	05.04.2023
Payment and registration	:	10.04.2023
Camera-ready paper submission	:	20.04.2023

Registration Details

The authors of accepted papers for presentation are requested to register for the conference by paying the registration fee as mentioned below. In case a paper has multiple authors, a certificate would be issued only to those authors who register for the conference. Payment towards registration is non-refundable and non-transferable. Registration fee includes certificate, conference kit, and lunch.

Link for payment: <https://vitchennaievents.com>

Registration fees (Inclusive of GST)

Corporates	Rs.2500
Academicians	Rs.2000
Research Scholars	Rs.1200
PG/ UG Students	Rs.500
Foreign Participants	\$50*

*Online Presentation

Accommodation

The conference is being held at the VIT Chennai campus. A limited number of rooms located on the campus are available on payment, on a first come first served basis.

Advisory Committee

- Dr. Sian Lun Lau, Professor & HoD, Sunway University, Malaysia
- Dr. Nitya Rani Balla, Professor, Fanshawe College, London, South Campus, Canada
- Dr. Adelina Gnanlet, Professor, California State University, Fullerton, USA
- Dr. Kumaraswamy Ponnambalam, Professor, University of Waterloo, Canada
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- Dr. L.Suganthi, Professor, Dept. of Management Studies, Anna University, Chennai
- Dr. Paul Robert, Professor, Dept. of Industrial Engineering, Anna University, Chennai
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- Mr. T.Vallinayagam, Member, CII Institute of Logistics, Chennai
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- Dr. Resmi Ann Thomas, Director Data Quality, Dynata, Toronto, Canada.
- Dr. Rameshwar Shivadas Ture, Asst. Professor, IIM Kashipur
- Dr. S. Visalakshmi, Asst. Professor, Central University, Tamil Nadu

Conference Committee

Conference Chair

Dr.Hari Krishnan K, Dean-VITBS

Conference Convenors

Dr.Stephan Thangaiah.I.S

Dr.Sumathi G.N.

Conference Co-convenors

Dr. Sharon Sophia

Dr. J. Bhavani

Dr. Rajkumar Murugesan

Contact Details

The Convenor

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