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THE MET LEAGUE OF COLLEGES
MET Bhujbal Knowledge City
AS SHARP AS YOU CAN GET

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4th NATIONAL CONFERENCE

26th & 27th Feb 2016

DIGITAL INDIA OPPORTUNITIES & CHALLENGES FOR MAKE IN INDIA 2020

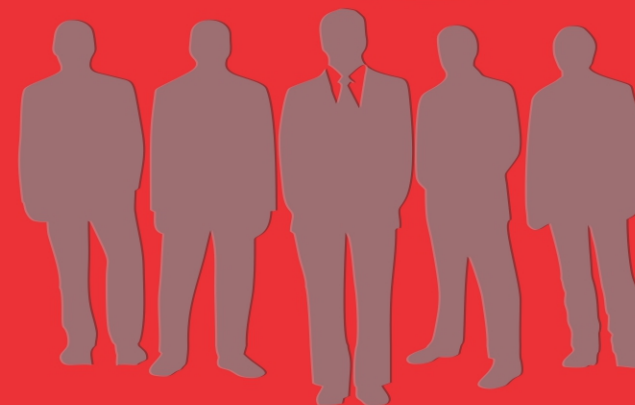
Organized By
Institute of Management

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"System Can Not Replace Human Touch"

Mumbai Educational Trust (MET) is a public charitable trust established in 1989 with a mission to radically redefine education system in India. The MET league of colleges is a conglomerate of premier educational institutions, driven by single minded focus of translating aforementioned mission into concrete reality. MET is multifaceted and multidisciplinary centre of excellence.

MET league of colleges is having campuses, emending aura of majestic blend of architectural grandeur and educational piety and serenity in Mumbai as well as in Nashik Bhujbal Knowledge City (BKC), Nashik

MET's nasik campus is situated at the state-of-the-art Bhujbal Knowledge City. The campus spans over 40 acres of lush green landscape with over 4 lacs sq. ft. of campus floor space. The infrastructure adheres to and exceed international standards with faculty housing, hostel facilities, amphitheatre, Wi-Fi, ultra-modern ac computer laboratories with TFT screens and much more. MET BKC is an institution where students pursue learning wide variety of disciplines ranging from engineering & new technologies to management.

MET Institute Of Management, Nashik

It has evolved from a fledgling enterprise to leading school of management. It all started with the realization that there was need to integrate management as to meet challenges of future. The Institute's core strength is its faculty, whose varied educational and cultural antecedents, global outlook, multi-lingual competence and wide range of interest and expertise support a comprehensive curriculum.

A Glimpse Of Nashik City-

Nashik is a city in India's Maharashtra state. Situated in the northwest of Maharashtra state, the city of nashik is 180 km from Mumbai and 220 km from Pune. It is situated on the banks of Godavari river and in recent times it is popularly known as "Wine Capital of India" or "Grape City".

Nashik city is one of the three vertices of Mumbai-Pune-Nashik Golden Triangle. Nahik is selected as Mini-Metro city and is emerging knowledge centre with many top institutes setting up their campuses in and around. The city is well known for its pleasant climate and scenes surroundings. It is one of the fastest developing cities of India and is the next logical destination for major IT and Manufacturing sector and industries like Mahindra & Mahindra, BOSCH, ABB Ltd., Samsonite South Asia Ltd., CEAT Ltd. & more.

ABOUT THE THEME

The digital economy is the new productivity platform that some experts regard as the third industrial revolution. This is also known as 'The Internet Economy' or Internet of Everything (IoE) and expected to generate new market growth opportunities, jobs and become the biggest business opportunity of mankind in the next 30 years.

The Digital India programme is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy. Digital India is the new revolution and it will break all barriers to equality, opportunity n growth. The initiative includes plans to connect rural areas with high-speed internet networks. And has three core components. These include: The creation of digital infrastructure, Delivering services digitally, Digital literacy.

Digital India promises to transform India into a connected knowledge economy offering world-class services at the click of a mouse and will be implemented in a phased manner. Hon.PM Mr. Narendra Modi has remarked IT+IT equals IT. This means India Today plus Information Technology (through Digital India) will yield India Tomorrow.

The other important benefit will be high surge in e-commerce and the challenges in the form of security and safety of data may be taken care of with the advent technology. This Conference aims to explore the various facets of Digital Revolution that would successfully materialize the dream of an ideal India Vision 2020!

CALL FOR PAPERS

Marketing * Digital Marketing * Social Media Marketing * Mobile Marketing * Content & Social Media Marketing * Search Marketing * Past, Present and future of digital marketing * Online consumer behavior * Role of e-commerce social media and digital marketing and its influence on consumer behavior. * Digital Marketing for Advertising campaign * Digital Marketing for Political campaign * Online Consumer Behavior Vs Offline Consumer Behavior

Finance * Need of financial reforms for Digital India * Role of banks and NBFCs in Digital India * Digital financial management * Impact of Digitization on financial services * Accounting standard reforms with respect to Digital India * Relationship between Digital India and Foreign Exchange * Financing Digital India * Dematerialization and Digitization * Financial Inclusion through Digitisation

Human Resource Management * Electronic Human Resource Management: challenges in the digital era * Transforming HR in the digital era * HRM in the digital age – digital changes and challenges of the HR profession

Operations * Opportunities and Challenges in Project Management in Digital India. * Role of Digitization in Supply Chain Management. * Impact of Digital India on Technology Management. * Digital India and Efficient Manufacturing * Impact of Digitization on Inventory Management.

General Management * Digital India - A Road Map of Socio-Economical Development * Technology for Education * Technology for Health * Digital Literacy * e-Governance and e-Kranti * e-Business/e-Commerce.

*All the accepted paper will be published in Meteoroid journal bearing ISSN no. 2394-6423.

*Papers are invited on any relevant topic pertaining to the focal theme of conference.

*Separate tracks for students.

*Winners from each track will be awarded with Cash Prizes.

GUIDELINES

- Deadline for the final submission of full-length paper is 25th January 2016
- Corresponding author can submit the manuscript (i.e. full-length paper) in prescribed by e-mail to (metnationalconference@gmail.com) & research_iom@bkc.met.edu
- Every contributor will receive an acknowledgment of their submission.
- Total word length of manuscript/paper should not exceed 6000 words (inclusive of tables and graphs) or maximum 10 pages (with single line spacing; 10 point font; Times New Roman)
- All the received full-length papers will undergo the review process.
- Authors of the paper will be notified the acceptance/revision of the papers on 1th February 2016 in the light of reviewers' comments.
- Every accepted paper has to register for Conference.
- Referees' decision will be final regarding acceptance / rejection of the paper
- Please follow APS guidelines strictly to complete your final paper/manuscript.
- Please make the Demand Draft in favor of "MET – Institute of management payable at Nasik/or by cash at MET BKC IOM Nashik or online payment can be accepted on request.

REGISTRATION FEES

Research Scholar **Rs.1000**

Academician **Rs.1500**

Corporate delegates **Rs.2000**

Research Paper in Absentia **Rs.1000**

Student **Rs.500**

IMPORTANT DATES

Full paper submission **25th Jan '16**

Notification of Acceptance **3rd Feb '16**

Registration **25th Jan '16 onwards**

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