



# 8<sup>th</sup> International Conference

on

## DIGITAL TRANSFORMATION IN BUSINESS: AI, SUSTAINABILITY AND ECONOMIC RESILIENCE

(DIGITBASE-2024)

GLBIMR in collaboration with  
Zakir Husain Delhi College (Evening), DU  
and  
Sunway Business School, Malaysia

FRI-SAT  
18-19  
OCT  
2024  
GLBIMR CAMPUS  
Greater Noida

In the dynamic landscape of modern business, Digital Transformation are not just a trend but a necessity. The 8th International Conference on "**Digital Transformation in Business: AI, Sustainability, and Economic Resilience**" seeks to explore the pivotal role of artificial intelligence (AI), sustainable practices, and economic resilience in shaping the future of business. This conference will bring together industry leaders, researchers, and academi to discuss innovative solutions that leverage AI to enhance operational efficiency, decision-making processes, and customer experiences. Furthermore, it will delve into how businesses can integrate sustainability into their core strategies, ensuring long-term viability and minimal environmental impact. Economic resilience, a critical component in today's volatile market, will also be a key focus. The conference will address how businesses can build robust frameworks to withstand economic shocks and disruptions, ensuring continuity and growth.

[www.glbimr.org/DIGITBASE-2024/](http://www.glbimr.org/DIGITBASE-2024/)



## Chief Patron



**Mr. Pankaj Agarwal**  
Vice Chairman,  
GL Bajaj Group of Institutions

## Patrons



**Prof. (Dr.) Masroor Ahmed Beg**  
Professor - Principal,  
Zakir Husain Delhi College (Evening),  
University of Delhi



**Dr. Sapna Rakesh**  
Director,  
GL Bajaj Institute of  
Management and Research

## Convenors



**Dr. Anand Kumar Rai**  
Professor, GLBIMR  
(M-9811743141)



**Dr. Adarsh Garg**  
Professor, GLBIMR  
(M-9818627629)



**Prof. Pakiza Samad**  
Professor, ZHDC  
(M-9899463360)

## Co-Convenors



**Mr. Alok Bhardwaj**  
Assistant Professor,  
GLBIMR (M-9999757768)



**Dr. Pooja Singh**  
Assistant Professor,  
GLBIMR (M-9958824694)



**Ms. Akshita Garg**  
Assistant Professor,  
GLBIMR (M-9999157247)



**Mr. Yusuf Khan**  
Assistant Professor,  
GLBIMR (M-7895535422)

# Track Disciplines

(but not limited to ...)

## Track 1: Marketing

AI in Marketing and Consumer Behavior Analysis	Digital Marketing Strategies	Personalization and Customer Experience
Social Media and Influencer Marketing	Content Marketing and SEO	Marketing Analytics and ROI

## Track 2: Human Resource

AI in Talent Acquisition and Management	Employee Engagement and Gamification	Remote Work and Digital Collaboration
Learning and Development in the Digital Age	Workforce Analytics	Diversity, Equity, and Inclusion

## Track 3: Systems and Data Analytics

AI in Predictive Analytics and Decision Making	Machine Learning Applications in Business	AI-Driven Customer Service and Experience
Automation and Robotics in Business Operations	Ethical Considerations and Responsible AI Use	AI for Circular Economy
Cognitive AI in Decision-Making	Cases on AI and Gen AI	Blockchain IoT

## Track 4: Operations and General Management

Digital Transformation Roadmaps	Leadership in the Digital Age	Innovation Management
Change Management	Corporate Strategy and Digital Disruption	Globalization and Digital Business
Economic Sustainability and Resilience	Strategic Innovation Management	Innovation and Strategic Resilience
Building Robust Economies for a Sustainable Future		

# Track Disciplines

(but not limited to ...)

## Track 5: Finance

Fintech and Financial Innovation	Blockchain and Cryptocurrencies	Financial Analytics and Modeling
Risk Management and Cybersecurity	Digital Payment Systems	Sustainable Finance and Green Finance

## Track 6: Logistics and Supply Chain Management

Emerging Technologies and Supply Chain	Supply Chain 4.0	Smart Logistics
Green Logistics	Sustainable Sourcing and Procurement	Crisis Management

## Track 7: Case Study

Success Stories of Digital Transformation	Sustainability in Action	Resilience in Practice
AI in Real World Applications	Lessons Learned from Failure	Collaborative Initiatives

## Best Paper Award

Under Student and Research Scholar category

- 1st Prize **INR 50000**
- 2nd Prize **INR 25000**
- 3rd Prize **INR 25000**

# Fee Details

Category	Participation	Presentation
Students	INR 500	INR 500
Research Scholars	INR 1500	INR 2000
Academicians/Corporates	INR 1500	INR 2500
Foreign Delegates	USD 100	USD 100

\*The Registration fee will include Welcome Kit and Refreshments/Lunch.  
(Does not include Boarding and Lodging expenditure)

[Paper Submission Link](http://www.shorturl.at/e5WiM)

[www.shorturl.at/e5WiM](http://www.shorturl.at/e5WiM)

[Register Here](http://www.shorturl.at/xuypg)

(only after acceptance)

[www.shorturl.at/xuypg](http://www.shorturl.at/xuypg)

**BANK NAME** ICICI BANK  
**ACCOUNT NAME** GL BAJAJ INSTITUTE OF  
MANAGEMENT AND RESEARCH  
**ACCOUNT NUMBER** 025401007696  
**CODES** IFSC: ICIC000254  
MICR: 110229037  
BRANCH SOL ID: 0254

**SCAN QR CODE  
TO PAY FEE**



# Key Dates

Last Date of Abstract Submission	AUGUST 25, 2024
Last Date of Full Paper Submission	SEPTEMBER 20, 2024
Notification of Paper Acceptance	SEPTEMBER 30, 2024
Last Date of Registration	OCTOBER 05, 2024

# Submission Guidelines

## Paper Structure and Formatting

### Paper Structure

- Abstract
- Introduction
- Literature Review
- Research Framework Methodology/Approach Findings/Result
- Discussion/Conclusion/Implications/Recommendations
- Acknowledgements (if necessary)
- References
- Appendices (if necessary)

### Font

12-point Times New Roman

### Paragraph

1.15 spacing

### Margin

Standard (Top: 2.54 cm, Bottom: 2.54 cm; Left: 3.18 cm, Right: 3.18 cm).

### Page Number

Bottom-Right

### Layout

Single-column, Portrait

### Format

Word Document only

### References

APA Style

### Review Process

- All submissions will go through the review process.
- All submissions will be subjected to Plagiarism check before consideration.
- Papers for publication in partnering journals will go through the review process of the respective publication.

## Publication Opportunities

- African Journal of Science, Technology, Innovation and Development (*Scopus indexed journal from Emerald*)
- Bottom Line (*Scopus indexed journal from Emerald*)
- ICTACT journal on Communication Technology (*UGC-CARE Listed*)
- ICTACT Journal on Data Science and Machine Learning (*UGC-CARE Listed*)

### GL Bajaj Institute of Management & Research

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For any further queries, please contact with Convenors (M - 9811743141, 9818627629)

### **About GL Bajaj Institute of Management and Research**

GL Bajaj Institute of Management and Research, Greater Noida is a NBA Accredited Institute, established in 2007 under the umbrella of GL Bajaj Group of Institutions. GLBIMR.PGDM Institute embarked on the journey to promote higher education in NCR. In record time of 15 years, GLBIMR. PGDM Institute has demonstrated meteoric growth and has carved a distinct niche for itself in the world of management education. GL Bajaj Institute of Management and Research. PGDM Institute, Greater Noida is a leading B-School of North India offering Two Years Full Time Post Graduate Diploma in Management (PGDM) approved by AICTE, Ministry of HRD, Govt. of India, with dual specialization in areas of Marketing, Finance, Human Resource Management, Operations, Business Analytics and International Business.



Website: <https://www.glbimr.org/>

### **About Zakir Husain Delhi College (Evening)**

Zakir Husain Delhi College named after our former President Dr. Zakir Husain was founded in 1780 as a madrasa and is the oldest college of Delhi. It later developed into Delhi College in 1825 when it was popularly known “Dilli College”. In 1975, the College was taken over by Dr. Zakir Husain Memorial College Trust and was re-named as Zakir Husain College. It is the mission of the college to nurture student learning in order to develop future leaders in business, government and academia by offering excellence in undergraduate courses. The college promotes faculty research and creative activity and provides service to the larger community. Since the starting of the Evening College, Commerce Department has been an integral part of college. The faculty of commerce is a blend of some very experienced, loyal, dedicated passionate teachers and young talented enthusiastic teachers which makes the department always live and active. B. Com. and B.Com. (Hons.) courses of University of Delhi are being offered in the college. BA (HRM) and BA (TPP) with Economics combination are also being offered by the department.



Website: <https://zhdce.ac.in/>

### **About Sunway Business School, Sunway University, Malaysia**

Sunway Business School (SBS) at Sunway University in Malaysia is a top institution focused on developing business acumen and leadership skills. SBS offers a range of undergraduate, postgraduate, and professional development programs tailored to the dynamic business environment. Collaborating with renowned international universities and industry partners, SBS provides students with global exposure through exchange programs, internships, and joint research projects. The school features state-of-the-art facilities, including modern classrooms, specialized labs, and collaborative spaces, fostering an ideal learning environment. Sunway University is internationally recognized for its academic and research excellence in business. This is highlighted by its impressive ranking in the Times Higher Education (THE) World University Rankings 2023, placing it among the top 301-400 institutions for Business and Economics. Additionally, Sunway Business School is proudly accredited by the Association to Advance Collegiate Schools of Business (AACSB), underscoring its commitment to high-quality education and continuous improvement.



Website: <https://sunwayuniversity.edu.my/sunway-business-school/>