



Late Dr. A. D. Shinde
Founder President
CSIBER, Kolhapur

ESTD: 1984



VPIMSR

V.P. INSTITUTE OF MANAGEMENT STUDIES & RESEARCH, SANGLI



V.P. Institute of Management Studies & Research, Sangli

Organises
International Conference
on
Digital Economy and its impact on Business and Industry (ICDEBI-2018)

Wednesday, 3rd October 2018

Dear sir/madam,

It gives us immense pleasure to inform you that, we are going to organise an international conference on “Digital Economy and Its Impact on Business and Industry” at V.P. Institute of Management Studies & Research, Sangli on 3rd october 2018. The conference will provide an academic platform for the interaction of ideas and thoughts among academicians, Professionals and students to enhance their understanding and development regarding importance of Digital Economy, its impact on business and industry.

Your active participation in the conference is highly solicited.

Dr. R.A. Shinde
Principal,

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ABOUT INSTITUTE

VPIMSR, Sangli was established in the year 1984 by our patron **Late Prof. Dr. A. D. Shinde**, a renowned chartered Accountant, Founder of CSIBER Trust to cater the needs of professional education in Sangli district of Maharashtra. He realized the need of a business school in Sangli. His dream of training youth to face the challenges of the new millennium of the twenty first century became a reality when he registered a Charitable Trust "Chhatrapati Shahu Institute of Business Education and Research Trust" (CSIBER) under the able guidance of Late Padmabhooshan Vasantodada Patil, Ex. Chief Minister, Maharashtra State with active support from Late Shri. Sripatrao Bondre, Ex. Minister, Maharashtra State. Then, establishment of VPIMSR in Sangli proved a blessing in disguise for the rural youth of this area as this is the only Institute which caters to the specific needs of the students coming from country side and from the less privileged classes who cannot afford to join the ostentatious B-Schools in the cities for perusing their academic goals. VPIMSR has enabled such students to venture into the ever expanding dynamic world of business and come out with flying colors in life.

The Institute has its own spacious premises situated in the prime location on Sangli-Miraj road at Wanlesswadi. The Institute has excellent infrastructural facilities viz. several imposing buildings, well equipped computer labs connected by networks and Wi-fi, Audio-Visual Hall, Language lab, library and good learning resource center that includes E-learning facility. It is accredited by **NAAC Bengaluru with 'A' grade**.

ABOUT SANGLI

Sangli is a city and the district headquarters of Sangli District in the state of Maharashtra in western India. Sangli is situated on the banks of river Krishna and houses many Sugar factories. The twin cities Miraj & Sangli have important education centers offering graduate and post graduate quality education in the areas of arts, science, management, medicine, and engineering. The places worth visiting in the city include- the Ganesha Temple- a historical landmark of the city, Hariapur, Audumber and Narsinh Vadi. The Sagarshwar sanctuary is a popular tourist destination, with the peak tourism season being from August to February.

HOW TO REACH SANGLI

BY TRAIN : There are direct trains from Mumbai to Miraj.

The main railway station is Miraj Junction. Distance between Miraj Junction to VPIMSR is 5kms, along with the travel time approx. 12 min(s).

BY ROAD : There are regular buses from other major cities of the country to Sangli.

BY AIR : Participants can reach Mumbai/Pune/Kolhapur by Air and travel by rail or road to reach Sangli.

ABOUT CONFERENCE

Internet and the rapidly changing technology coined the word Digitalization. Digital economy is a term that merely refers to a country's economy that is based on digital payment technologies. Digital economy completely changed the way people have been doing business since so many years. With the evolution of the internet in the past 2-3 decades, digital economy has been growing abundantly across various countries. The digital economy, apart from making transactions and payments easier, is expected to create new market growth opportunities and jobs. Many experts expect that the digital economy will become the most momentous business opportunity in future.

MNCs have greatly upgraded to the changing scenario of digital economy. Small businesses everywhere are finding it difficult to accept and get used to the digital economy. In this age of digital world every business from an online clothing store to a software provider or physical store needs to be techno-savvy. Even educational institutes should consider the growing demand for such skilled employees by enhancing digital skills.

Digital India programme is focused on three key ideas, i.e. creation of Digital Infrastructure and electronic manufacturing in India, delivery of all government services electronically and digital empowerment of Indian people. Digitalization has benefited in many ways such as removal of black economy to some extent, increase in revenue, empowering the people, paving the way to E-governance as well generating new jobs in India.

This conference aims to call for the research papers to know the present status of digital economy in India and to consider recommendations from experts which will have far-reaching implications for the corporate, household, public sectors and society in general.

CALL FOR PAPERS

All Academicians, Administrators, Scholars and Students are invited to submit their research papers on any of the listed topics of the conference for consideration. The abstract should be limited to 300 words and the research papers should be ideally around 4000 words typed in English, 12 point font size in Times New Roman. The paper should contain title, name of author/ authors, brief profile of authors, mailing address, contact number, email address and under which sub theme the paper is to be considered. Paper should be sent through e-mail only at: icde2018@vpimsr.edu.in. Selected papers will be published in reputed open access journal with ISSN and high impact factor.