



PRESTIGE INSTITUTE OF MANAGEMENT AND RESEARCH, DEWAS



INTERNATIONAL CONFERENCE

on

“TECHNOLOGY, INNOVATION AND MANAGEMENT FOR ORGANIZATIONAL & SOCIAL TRANSFORMATION”

MARCH 25TH – 26TH, 2023

In Association with



A Member of



ABOUT THE CONFERENCE

Prestige Institute of Management and Research, Dewas takes immense pleasure to welcome you all on the occasion of the 25th Year of the Silver Jubilee Celebration and the 3rd International Conference on “Technology, Innovation and Management for organizational and Social Transformation.” The topic of this conference is particularly relevant in today's rapidly changing world, where technology is advancing at an unprecedented pace, and innovation and management practices are playing a critical role in shaping the future. This conference provides an opportunity for all the researchers, management scholars, industrialists and students to share their thoughts, ideas, and insights on how we can leverage technology, innovation, and management to create positive change in our organizations and society.

The conference will highlight the latest advancements and innovations in the field of technology, innovation, and management, and how they can be applied to drive organizational and social transformation. The conference will explore how organizations can embrace technology, innovation, and management practices to enhance their competitiveness, improve processes, optimize profit and meet the changing demands of their stakeholders. Additionally, this conference will examine the role of technology, innovation, and management in promoting sustainability, driving social progress, and fostering economic growth. The conference will also provide an

opportunity for attendees to build a network and establish collaborations with experts and professionals from around the world.

The conference will also address the importance of developing and implementing effective management strategies that promote innovation and encourage sustainable growth. It provides a unique platform for eminent academicians, intellectuals, scholars and industry experts from India and abroad to share their knowledge and experience. Besides the above-mentioned dimensions the conference will focus on:

- Addressing the challenges and opportunities faced by organizations and society in the age of Technology and Innovation.
- Examining the ethical and social implications of technology and its impact on the workforce and communities.
- Inspiring and empowering attendees to become agents of change and drive positive transformation in their organizations and communities.
- Contributing to the advancement of knowledge and understanding in the fields of technology, innovation, and management and their impact on organizational and social transformation.



WHO SHOULD ATTEND THE CONFERENCE?

Academicians and Policymakers.

Industrial Executives and Innovative Leaders.

Researchers and Doctoral/Post-Doctoral students.

Senior Managers, Practitioners, Foreign Delegates.

Students(Indian/Foreign) of Technical and Professional Courses.

CALL FOR PAPER

PIMR, Dewas Third International Conference (Hybrid Conference) on the theme “Technology, Innovation and Management for Organizational and Social Transformation” invites researchers, educators, practitioners, and students to share their research and practice-based perspectives by presenting original and unpublished papers. The submissions should bring forth research findings obtained through theoretical, conceptual, and empirical studies, qualitative modelling, and case studies in all areas of

CONFERENCE TRACKS

Marketing Practices and Economic development using Technology Innovation and Management (TIM) for Organizational Transformations (OT) and Social Transformation (ST)

Rural Marketing, Value Chain, Service Marketing, Integrated Marketing Communications, Neuro-marketing, virtual reality in the advertisement, AI in marketing, Consumer Behavior, Managing Channels, Marketing Strategy, B2B Marketing, Ethical Issues in Marketing, Green Marketing, B2C Marketing, Innovation in marketing, Sports Marketing, Fashion Marketing, Branding and Destination Imaging, Event Marketing, Digital Marketing, Customer Experience, Strategy in Digital Era, Bottom of the Pyramid, Ethical Issues, Social Media Marketing and Analytics,



Finance with New Lens by applying Technology Innovation and Management (TIM) for Organizational Transformations (OT) and Social Transformation (ST)

Sustainable Finance and Cooperative Financial Institutions, Block chain, cryptocurrency and bitcoins, Sustainable finance models, Microeconomics, Macroeconomics and Monetary Economics, International Economics, Corporate Finance, Banking, Insurance and Financial Services, Asset Pricing, Derivatives and Risk Management, Managing Financial Institutions, International Finance, Corporate Accounting and Financial Disclosure Practices, Mergers and Acquisitions, Financial Literacy and Financial Inclusion, Financial Innovations/Engineering, Sustainable Finance, and Fintech applications in finance, Behavioral Finance, Financial Modelling, and Capital Markets, Agricultural Credit, Regulatory Bodies, trade blocks, Commodity Market, Investment Strategy, E-Banking, Risk Management, Global Economic Crises, Credit Score, Exchange Rate, Risk Management, Bonds, Economic Crises, Credit Score, Exchange Rate, Risk Management, Bonds.

business. The prospective participants can refer to the following sub-themes for their submissions. We also welcome papers on other subjects related to the conference objectives.

Note: Selected Paper would be published in conference edited book bearing ISBN Number. All the papers will be checked for plagiarism through Turnitin Software. Papers with a 10% or less similarity index will only be selected for publication.



Human Values & Behavioral Perspectives using Technology Innovation and Management (TIM) for Organizational Transformations (OT) and Social Transformation (ST)

Transformation in HR practice, Employer Branding, Employee Engagement, HR Strategies in Uncertain Times, Organizational Behavior, Diversity, Equity and Inclusion, Talent and Competency Management, Change Management and Organizational Development, Technology and HR, Employee Relations, Strategic, Human Resource Planning and Development. Organizational Change And OD, HR Analytics, Hiring And Retention, Training, Coaching, and Employee Experience. Talent Management, Digitalization In HR, HR Outsourcing, Impact of AI on HR, Ethics, Values, Trust and Conflict management, Cross-Cultural Communication, Body Language, Stress Management, employee performance, People attrition and Job Layoff.



Operations and Policy Using Technology Innovation and Management (TIM) for Organizational Transformations (OT) and Social Transformation (ST)

Role Of IMF And World Bank, Digital Tools For Improved Manufacturing Productivity (Industry 4.0) Different Approaches And Models Of Industry Analysis, Strategic Issues In Managing Stakeholder Relationships, Approaches to Evaluating Competitive Intelligence, Social Intelligence, Corporate Strategy Formulation Approaches, Total Quality Management And Strategic Issues, Strategic Issues in Managing Technology and Innovation.



Technology Innovation and Management (TIM) in Information Technology for Organizational Transformations (OT) and Social Transformation (ST)

Information Systems and Future of Work, Digital Networks and Communities, Cybersecurity and Privacy Concerns, Digital and Mobile Commerce, IS Design and Human-Technology Interaction, Digital Sustainability, Digital Banking and Future of Payments, Digital Tools for AI, Ethics of Digital technology, E-Commerce, E-Governance, Soft Computing Techniques, Management of Information Technology, ERP, Information Technology, Project Management, Software Engineering, Decision Support, Experts Systems and Knowledge Management, Data Analytics, Big Data, ICT tools in education, cloud computing, business intelligence, data warehousing and security, data processing for networks natural language processing, data visualization, data mining.

Empowering Entrepreneurial Mindset and Social Inclusion using Technology Innovation and Management (TIM) for Organizational Transformations (OT) and Social Transformation (ST)

Corporate Ownership, Governance Control and Business Ethics, Inclusive Growth – Strategy and Policy, CSR, The new age start-ups SMEs for sustainable and global development, Entrepreneurship, Social Entrepreneurship, Techno Entrepreneurship and Women Entrepreneurship, Environment Sustainability, Family Business Management, Role of NGOs & SHGs in Prosperity.



MAJOR ATTRACTIONS OF THE CONFERENCE

Symposium on NEP (Boons and Challenges)

Symposium on Sustainable Economic Development

Best Research paper award for all Tracks

Best Ph.D. Thesis award

Publication Opportunities

Visit to Mahakal Lok (Voluntary)*

STUDENTS ATTRACTION

**Student National Summer
Internship Contest**
25th March 2023

**Student Research Paper
Contest**
25th March 2023

**PIMR, Dewas
Alumni Meet**
26th March 2023

**Student 'National Business
Plan Contest**
26th March 2023

**Management Learning
through Movies**
27th March 2023

**UTSAV
Cultural Fest**
27th March 2023

Note: For Mahakal LOK Ujjain, Visit (transportation) charges would be ₹600



BEST Ph.D. THESIS AWARD

To be conferred in the valedictory session of 3rd PIMR, Dewas International Conference (March 26th, 2023)

Guidelines for Best thesis award Contest

- The contest is open to full-time faculty members of Management/ Social- Science Institutes in India and Abroad.
- The abstract/summary of the thesis must be accompanied by proof of the award of the degree/ University Notification.
- One soft copy of the abstract/ executive summary of the Ph.D. thesis duly typed in double space must be submitted in Times New Roman, Font Size 12, in MSWord by the contestants.
- The Abstract/Summary should contain the topic of the thesis, rationale, objectives, method (study, design, sample, and tools), salient findings, and implications of the study.
- To be eligible for admission to the contest, the Ph.D degree must have been awarded between January 2019 & 28th Feb 2023,
- A panel of Subject Experts will shortlist the Abstracts/Summaries of the five best candidates. These shortlisted candidates will be invited to make it before Jury members as per schedule.
- Organizer Institute' Faculty cannot participate in Contest.

BEST RESEARCH PAPER AWARD FOR ALL CONFERENCE TRACKS.

To be conferred in the valedictory session of the 3rd PIMR, Dewas International Conference (March 26, 2023) best Paper Awardee will get Appreciation Certificate.

ABSTRACT & PAPER SUBMISSION GUIDELINES

1. Original papers are invited from Academicians, Professionals, Researchers and Students engaged in the transformation of B-School students.

2. Kindly send the abstract and full paper in soft copy to the E-mail-id: conference@pimd.edu.in and a Copy (cc) should be sent to conferencesec@pimd.edu.in

3. Abstract of a minimum of 150 to 200 words must be typed clearly in Times New Roman font of size 12; mentioning the Title of the Paper, Name, Affiliation and Contact Details of the Author(s) with at least three keywords.

4. Full Paper must be submitted in English, with MS Word docx format, typed clearly in Times New Roman font of size 12; mentioning the Title of the Paper (typed in font of size 14 in upper the lower case leers, bold and flush the le margin) on A4 size paper in 1.5 line-spaced with adequate margins on

both sides. Use a single-column layout with le and right margins justified. The paper should be well structured with proper indexing. You are required to use your unique ID provided by organizers as your MS Word file name.

5. The paper must be accompanied by the author's name (s), affiliation (s), full postal address, email ID, and telephone number along with the title of the paper on the front page. No other page should contain the above said details as the papers will be sent for blind review. Selected full research papers will be published in indexed journals.

6. For the presentation of the paper/s at the conference, the contributors are requested to register themselves at an early date. Registration and presentation of the paper by at least one author at the conference are mandatory to ensure the inclusion of the paper in the Journal (if qualify as per guidelines).



IMPORTANT DATES

Early Bird Registration	2nd March 2023
Last Date for Receiving Abstract	3rd March 2023
Intimation of Acceptance of Abstract	4th March 2023
Last Day for Submission of Full Paper	10th March 2023
Intimation of Full Paper Submission	12th March 2023
Last Day for Registration	15th March 2023
Submission of Paper in PPT Format	22nd March 2023
Conference Date	25th & 26th March 2023



CONFERENCE REGISTRATION FEES

Category	Resident	Non-Resident
Business Executives & Senior Managers	₹5,100 (Only for a stay per candidate for 2 days)	₹3,000
Academicians (Faculty/Consultant)	₹5,100 (Only for a stay per candidate for 2 days)	₹1,250
Research Scholar	₹5,100 (Only for a stay per candidate for 2 days)	₹900
Indian Students	₹4,500 (for 2 days)	₹700
Foreign Delegates	\$150	\$100
Foreign Students	\$100	\$75

- Registration Fee for Online Mode ₹ 750.
- In case of group registration from a single institute (more than 2), then a flat discount of 10% will be offered. In the case of early bird registration until, 2nd March 2023, a 10% discount will be provided.
- For residential candidates, the fee covers only one person registered. It includes breakfast, lunch, tea (at the conference venue) and a stay at the hotel along with a conference kit. In Hotel Breakfast/dinner/ Refreshments will invite extra cost as per Hotel Policy.

OUR SPEAKERS

Dr. Pawan Kumar Singh

Director, Indian Institute of Management, Tiruchirappalli

Mr. Samuel John Ferreira De Souza

Diplomat from the embassy of Panama, In charge of Asia commercial & maritime affairs

Mr. Siddharth Rajhans

Management thought leader, Policy Specialist United Nation

Dr. Akhilesh Kumar Pandey

Vice- Chancellor Vikram University, Ujjain

Mr. Govind Agrawal

Founder and Rural Marketing Head Anaxee Digital Runners Pvt. Ltd.

Mr. Radha Mohan Das

Radar Engineer, IITian Delhi, Principal Bhakti Vedanta Vidhya Bhavan Gurukul Delhi

Ms. Vineeta Hariharan

Strategic Engagement head-India, chief of public affairs, communication & sustainability at Hindustan Coca-Cola Beverages

Mr. Javier Sansierra

Madrid, Spain
President HOLA INDIA Ltd
The Walt Disney Co. Executive 24 years Entrepreneur

Mr. Shankar Murlidharan

Leadership Coach & Educationist

Mr. Anadi Upadhyaya

Senior Director Application Development Oracle Corporation California, USA

Ms. Ekta Sharma

Senior Manager, Product Development, Workday Inc, Pleasanton, California, USA

Mr. Vivek Bhadauria

Vice President Optum Labs
United Health Group Seattle, USA

Mr. Shriyans Bhandari

CEO Greensole & Director Heritage Girls School

Mr. Nikhil Malhotra

Chief Innovation Officer Tech Mahindra

Mr. Rakesh Jain

Business Guru

REGISTRATION

Details for Registration & mode of payment

- REGISTRATION FORM Link- <https://forms.gle/XRxTPaiPA5K5na1y8>
- The registration fee is non-refundable. However, a change in nomination(s) is acceptable.
- In the case of more than one author, the presentation certificates would be given to only those who register for the Conference and present the paper in the Conference.
- You can register by paying the registration fee through NEFT / RTGS / Online Payment (UPI Bank Transfer). For online payment please find the following information.

Account Name: **Prestige Institute of Management Dewas**

Bank: **Punjab National Bank** | Branch: **Bajarangpura Branch**

Account No.: **1505002100001511** | IFSC Code: **PUNB0150500**

Branch Code: **150500** | MICR Code: **455024001**



7869999666m@pnb

PRESTIGE EDUCATION SOCIETY

ABOUT PIMR, DEWAS

Prestige Education Society in its endeavor to develop highly skilled human resource established the first management institute in Indore in 1994. the management institutes of Gwalior and Mandsaur were established in 1997. In 2001 with AICTE permission, the Institute of Mandsaur was shifted to Dewas at its permanent site for better service, coverage and local penetration. Prestige Institute of Management & Research, Dewas (PIMR) is conceived as a value-based Institution of management and information technology and training. The Institute was launched with the solemn objective of spreading knowledge-based education and developing skilled man powers beyond the metros, catering to the educational and training needs of a large number of young boys and girls irrespective of caste, creed and nationality they belong to.

The uniqueness of the Institute lies in its provision of on-job training, semester pattern of university examinations, minor/major projects, industrial visits, interactive sessions, training, building cultural values and development of effective overall personalities.

The Institute is working on the principles of self-financing for all its activities and philanthropic industrialist and chairman of the Prestige Group of Industries, Dr. Nemnath Jain (Padma Shree Awardee) provided much-needed initial financial support and guidance.

The Institute has the approval of the All India Council for Technical Education and the State Government for its M.B.A. programme and is affiliated with Vikram University

Ujjain (for M.B.A., B.B.A. & B.C.A. B.Com (Computer Application) Bcom (Hons), BSC. It is a fully recognized management and IT institution.

PIMR, Dewas has been consistently ranked amongst top B-School in a survey done by the top magazines and Newspaper as a B.B.A Course ranked 29th Outlook (2022, 2021), 40th India Today (2022), 28th India Today (2020), 'BCA' 46th India Today (2022) and 45th India Today (2021). In MBA 8th Central Zone wise Outlook (2022), 24th amongst affiliated colleges outlook (2022), 44th Education world (2022), 30th Zone wise Open Magazine (2022), 34th Private College The Week (2022), 41th B-School west zone wise The Week (2022) and in M.P consistently amongst top 5 B-School.

PIMR, Dewas is the only recognized center of TCS in Dewas for the Youth Employment Program which is a free employability training for socially and economically marginalized undergraduate youth program during their graduation.

PIMR, Dewas is recognized in the Band "PERFORMER" category general in Atal Ranking of Institution on innovation and achievement (ARIIA) 2021. PIMR, Dewas is also the Ph.D. recognized center. PIMR, Dewas is also working as a host Institute for MSME. PIMR, Dewas Students participated and won in the global peace and sustainable summit 2022 powered by UNESCO amongst 70 Countries as the best speakers. PIMR, Dewas has received 3.5 Star rating Category by Institute of Innovation Council.



ABOUT DEWAS

Dewas is a popular town in Madhya Pradesh located on the Malwa Plateau. Dewas translates to Devo Ka Vaas, meaning House of God. The name comes from Devi Vaishini hill positioned in the centre of the town.

This hill locally known as Tekri is considered to be Devi Tulja Bhawani, Chamunda Mata, and Kalika Mata build here.

MAJOR ATTRACTION IN AND AROUND DEWAS:

Dewas Tekri

Keladevi Temple

Bilawali Mahakal Temple

Mahakaelshwar Mandir, Ujjain

Mahakal-lok

Maheshwar

Mandu

Omkareshwar



CONNECTIVITY TO DEWAS

BY RAIL

Dewas Junction is the main railway Station of Dewas city. It is well connected to nearby Stations such as Indore (INDB) and Ujjain via an electrified rail line.



BY ROAD

Dewas is well connected to major cities across the state and country, via both National and State level highways. NH-47 and NH-52 connect Dewas to Indore and other cities. MP SH-18 connects Dewas to Bhopal, Ujjain and Ahmedabad.



BY AIR

Dewas does not have an airport or an airstrip of its own. The nearest airport is Devi Ahilya Bai Holkar Airport in Indore, which is about 40 km (45 minutes.) away by road.



LEARN



OUR PATRON

Dr. Nemnath Jain
(Padma Shri Awardee)
Founder, Prestige Group

Dr. Davish Jain
Chairman, PEF

Shri Dipin Jain
Vice-Chairman, PEF

Shri Himanshu Jain
Director, PEF

Er. Ketan Jain
Director, PEF

FOR MORE DETAILS CONTACT

CONFERENCE CHAIRPERSON

Prof. (Dr) Ajit Upadhyaya
Director & Conference Chair
Email: director@pimd.edu.in
Mobile: 7869999527, 9893203081

CONFERENCE SECRETARY

Ms. Bhagyashri Sendhav
Assistant Professor, Conference Secretary
Mobile – 7974393451
Email: conference@pimd.edu.in | conferencesec@pimd.edu.in

CONFERENCE CONVENER

Dr. Ashima Joshi
Associate Professor
HOD HR, OB & Gen. Management
Mobile:9981624767 | Email: ashima@pimd.edu.in

Dr. Yogendra Singh Rajavat
Senior Assistant Professor
HOD IT and Systems
Mobile:7869912302 | Email: Yogendra@pimd.edu.in

EVENT COORDINATORS

Management Learning through Movies

Dr. Abhishek Tripathi
Senior Assistant Professor
HOD Marketing
Mobile: 9826310207 | Email: abhishek@pimd.edu.in

Student National Summer Internship Project Contest

Mr. Arpit Gaveshinde
Assistant Professor
Mobile: 8109421724 | Email: arpit@pimd.edu.in

National Business Plan Contest for Student

Ms. Kajal Khetwani
Assistant Professor
Mobile:9039591118
Email: kajal@pimd.edu.in

Student Research Paper Contest

Ms. Archana Rajpoot
Assistant Professor
Mobile: 7974950110
Email: archana@pimd.edu.in



PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, DEWAS

(Affiliated to Vikram university Ujjain and approved research center of Vikram university, Ujjain) (Approved by AICTE, New Delhi, State Govt and ISO 9001:2015 Institute, Host Institute for MSME Business Incubation)

Campus : Ram Bag, Vikas Nagar, A.B. Road, Dewas-455 001

Mob.: +91 78699 12302 | Email: info@pimd.edu.in