

### Chief Guest

**Dr. Rajendra Hermon**, Retired Professor, NIRDPR  
**Dr.V.Madhava Rao**, Former Director, Centre for Geo Informatics

### Advisory Committee

**Dr.Pulapa Subba Rao**, Professor, Vice Chancellor, Millennium University, Blantyre Republic of Malawi  
**Dr. S. Krishnaiah**, Professor, Ex-Registrar- JNTUA  
**Dr. A. Prabhu kumar**, Professor, Director of Foreign Relations- JNTUH  
**Dr. Sindhu**, Professor and Director I/c of SMS- JNTUH  
**Dr. B.R.Megharaj**, Professor, SKIM, S.K.University

### Advisor

**Sri. Ch. Malla Reddy**, Minister of Labour, Employment, Women and Child Development, Telangana

### Chief Patrons

**Sri. M. Laxman Reddy**, Chairman  
**Sri. G.Durgaiyahadav**, Vice -Chairman  
**Sri. G.Narasimha Yadav**, Treasurer  
**Sri. Ch. Mahender Reddy**, Secretary & Correspondent  
**Sri. G. Chandra Sekhar Yadav**, Executive Director  
**Sri. M. Rajasekhar Reddy**, Director  
**Sri. G. Jai Kishan Yadav**, Director  
**Sri. G. Raja Shekar Yadav**, Director

### Patron & Program Chair

**Dr. P. Santosh Kumar Patra**, Principal.



### Convener

**Dr.Y.Venkata Rangaiah**  
Professor & HOD, Department of MBA  
**Dr. P. Dolly Diana David**,  
Professor, Department of MBA

### Program Coordinators:

**Dr.P.Siva Prasad**,  
Asst Professor, MBA Dept.  
**Ms. B.Shravani**,  
Asst Professor, MBA Dept.

### Coordinators

Mrs. E. Pranavi, Asst Prof., MBA Dept.  
Mr. G.Venkata Reddy, Asst Prof., MBA Dept.  
Mr. G.Subba Reddy, Asst Prof., MBA Dept.  
Mr.V.Siva Prasad, Asst Prof., MBA Dept.  
Mrs.G.Sravanthi, Asst Prof., MBA Dept.  
Mr.Ch.Narsimha Raju, Asst Prof., MBA Dept.  
Mrs.A.Sarada, Asst Prof., MBA Dept.  
Mr.Ch.Siva Prasad Goud, Asst Prof., MBA Dept.  
Mrs. Yamini Bhargavi, Asst Prof., MBA Dept.

### About the College

St.Martin's Engineering College, an Autonomous Institution, situated in an eco-friendly environment, with state-of-art infrastructure. College has achieved the prestigious grade A+ from NAAC, UGC Paramarsh mentor, NBA accredited, ISO certified, DSIR Recognition, Remote center of IIT Bombay, Member of CII and MSME certified Institution. Signed more than 82 MoUs with major companies' and institutions. Careers 360 Certified as AA+; Competition Success Review Ranked 3 out of 20; Career Connect Ranked 13 'Best Engineering Colleges of India and Wikipedia Ranked 8<sup>th</sup> in Telangana. The college is bestowed with the glorious Governor Award twice; The Engineering Educators' Award 2019; NIRDPR Award (Govt. of India); IDF Best Partner Award; Dewang Mehta Award; TCS ION Award; CSI Award (Students Chapter); Best Innovation by Federation of Gujarat Industries and Street Cause-Most Dedicated Division. Best Sports College by Stumagz, Telangana, National Leadership Excellence Award- 2019 by ICCI



## Online International Conference on Digitalization of Business Operations (ICDBO-2020)

[www.smec.ac.in/icdbo](http://www.smec.ac.in/icdbo)

10<sup>th</sup> & 11<sup>th</sup> July, 2020



Organized by  
Department of MBA

## St.Martin's Engineering College

An Autonomous Institute

A Non Minority College | Approved by AICTE | Affiliated to JNTUH, Hyderabad | NAAC-Accredited „A+“ Grade | 2(f) & 12(B) status (UGC) ISO 9001:2008 Certified | NBA Accredited | SIRO (DSIR) | UGC-Paramarsh | Recognized Remote Center of IIT, Bombay

Dhulapally, Secunderabad - 500100,  
Telangana state, India  
website:[www.smec.ac.in](http://www.smec.ac.in)

## About Conference

Individuals around the globe are embracing and driving change, where the technology is available and affordable. Digital technology has immense potential to open up a wide range of opportunities for consumers as well as businesses. Digitalization has enhanced the connectivity and mobility in the society with the help of social media and is also providing new opportunities for businesses such as digital banking, online stores and aggregators, which is providing a win-win situation to both consumers and businesses. More specifically, digitalization is playing a great role in emerging economies such as India, where a large number of the population resides in rural areas as it is helping them to get connected with recent developments and is improving their livelihoods. Further, the digital technology has helped the businesses to be more innovative, efficient and customer friendly. Globally, economies are investing in digital infrastructure to support policy agendas and to facilitate the achievement of opportunities for businesses, consumers, and government.

### Scope of conference

The Conference aims to bring together the Doctoral students, Research scholars, Academicians, Industry Professional, Practitioners, who are working / has an interest in "Digital World" and its allied field. We also encourage business researchers to participate to create an ideal connection between the research fraternity, academics and industry priorities from all over the world under a roof to exchange and share their experiences and research results through brain storming sessions on current trends and latest innovations covering all aspects (Human Resource Management, Marketing Management, Financial management, production & operations management, logistics & supply chain and systems management) Business operations within the frame work of Digitalization. The conference will have keynote address from illustrious speakers and peer-reviewed high quality technical paper presentations.

### Publication

All accepted papers will be published in **Web of Science Scopus Indexed Journals** and **UGC CARE journals**

**Note:** The authors of the registered paper will be issued E-Certificate from the concern journal and participation E-Certificate from the conference organizers. Hardcopy of the certificate and registration kit will be sent after lockdown.

### Important Dates:

Full paper submission : 5<sup>th</sup> July 2020  
Announcement of selected papers : 6<sup>th</sup> July 2020  
Last Date for Registration : 7<sup>th</sup> July 2020

## Organizing Committee

Dr. A. Amarendra Babu, Dean Academics  
Dr. M. Venkata Rao, COE  
Dr. P. Uday Kumar, HOD, CSE  
Dr. D.V. Srikanth, HOD, MECH  
Dr. N. Ramchandra, HOD, EEE  
Dr. B. Hari Krishna, HOD, ECE  
Dr. S.V. Achyuta Rao, HOD, IT  
Dr. D. Ranadheer Reddy, HOD, H&S  
Mr. G. Sai Krishna Teja, HOD, CIVIL

### Contact us

**Dr.P.Siva Prasad**, Asst Professor, MBA Dept.  
Contact No: 9700461117

**Ms.B.Shravani**, Asst Professor, MBA Dept.  
Contact No: 7680967187

### Conference Topics

Perspective authors are invited to submit their unpublished significant research work. **Topics of interest but not limited to:**

- Digital Innovations in banking and Financial services
- Digital Auditing and Reporting
- Digital Financial Inclusion
- Financial Analytics
- Marketing Intelligence
- Analytics in Marketing
- Advertising, Promotion and Branding
- E-commerce/B2B/B2C/B2P Marketing
- Marketing Mix in the era of Disruptions
- E-HRM and Virtual HR
- People Analytics
- ERP for HRM
- Workforce Analytics
- Smart HR 4.0
- Global Innovation and Economic Growth
- E-Governance

**Note:** The call for papers is not restricted to the above-mentioned list. Presentation will be Online only. Presentation link will be provided before 2 days. **Send your full papers only in .doc/.docx format to: [icdbo@smec.ac.in](mailto:icdbo@smec.ac.in)**

### Registration Fee:

Students : Rs. 3000/-  
Faculty / Research scholars : Rs. 3500/-  
Delegates from Industries : Rs. 4000/-  
Foreign Delegates : \$ 100

**Note:** The authors of the registered paper will be issued E-Certificate from the concern journal and participation E-Certificate from the conference organizers.



**St.Martin's  
Engineering College**

**An Autonomous Institution**  
Dhulapally, Kompally,  
Secunderabad-500100, Telangana,  
India



**Online**

**International Conference on  
Digitalization of Business Operations**

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**10<sup>th</sup> & 11<sup>th</sup> July, 2020**

**Registration form**

Name: \_\_\_\_\_  
Designation: \_\_\_\_\_  
Department: \_\_\_\_\_  
College / Industry \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-Mail ID: \_\_\_\_\_  
Transaction Ref No: \_\_\_\_\_  
Transaction Date: \_\_\_\_\_  
Paper ID: \_\_\_\_\_

Payment Details: Online transaction only  
Account Details: (Current Account)

PRINCIPAL,

St. Martin's Engineering College  
Bank Name: SBI, Kukatpally, Hyderabad

Account No: 30667640268

IFSC code: SBIN0011664

Swift Code: SBININBB725

(Only for International authors).

Signature of the Candidate

(Filled scan copy of Registration form to be submitted after receiving accepted letter and doing the payment)

***E-Certificate and Conference kit will be  
provided to All participants***

