IIM KASHIPUR

Syracuse University
Whitman School
of Management

Earl V. Snyder Innovation
Management Center

DIGITAL TRANSFORMATION :

LEAPFROGGING INTO THE FUTURE

INTERNATIONAL CONFERENCE
21st March to 23rd March 2025

ABOUT THE CONFERENCE

Indian Institute of Management Kashipur, in collaboration with the Earl V. Snyder Innovation Management Center, Whitman School of Management, Syracuse University, USA, proudly announces an International Conference on **'Digital Transformation: Leapfrogging into the Future'** at IIM Kashipur Campus.

Digital transformation has emerged as a pivotal force reshaping industries, societies, and economies worldwide. This encompasses multifaceted goals aimed at propelling a nation into a realm of economic prosperity, social harmony, technological advancement, and sustainable development. This entails fostering a business-friendly digital environment that encourages entrepreneurship, innovation, leverage cutting-edge technologies and investments across sectors on a larger scale. Digital transformation enhances operational agility and flexibility, enabling businesses to respond swiftly to market changes and customer demands.

Emerging technologies such as AI (Artificial Intelligence) including Machine Learning, Deep Learning, NLP, Computer Vision, Blockchain, Big data and the Internet of Things, Augmented Reality/Virtual Reality, are transforming businesses, governance, industry, market, customer engagement and daily life. Digital transformation drives innovation across industries, spawning new business models and disrupting traditional paradigms.

Start-ups and established companies alike harness digital technologies to create groundbreaking products and services, challenging incumbents and fostering a culture of continuous improvement and innovation. Moreover, development of smart cities, usage of renewable energy sources, green technologies, clean energy, water conservation, waste management are increasingly powering the future, mitigating environmental impact and ensuring energy security in a sustainable manner.

The success of digital transformation requires a holistic approach that encompasses technology, strategy, and organizational culture, ensuring sustainable growth and resilience in a dynamic global economy. The conference invites doctoral scholars, faculty, academia, governments, international organizations, industry, civil society and post-graduate students to share their latest research, insights and experiences towards becoming a digitally transformed nation.

IMPORTANT DATES

Abstract /Extended Abstract Submission Deadline by Author(s)	**31st January 2025, Friday**
Notification to Author(s)	**5th February 2025, Wednesday**
Authors' registration	**10th February 2025, Monday**
Conference	**21st March to 23rd March 2025, Friday to Sunday**

REGISTRATION

Registration Fee includes:
- Access to all conference sessions and conference kit including workshops.
- IIM Kashipur will make complimentary boarding and lodging arrangements for all the conference participants from 21st March to 23rd March in select Institute Hostel/ hotels in Kashipur city on a twin-sharing basis for Student Presenters and single-occupancy for Faculty Presenters.
- Breakfast/Lunch/Dinner and Refreshments will be provided during the conference.
- Detailed registration information will be provided to authors of papers selected for presentation.

REGISTRATION FEES

Category	Participants from India	Participants from Abroad
Faculty and Postdoctoral Researchers	₹ 12000	US $ 300
Doctoral/Masters/Bachelors Scholars	₹ 6000	US $ 150
Industry Professionals	₹ 15000	US $ 400

SUBMISSIONS

Digital Transformation represents a paradigm shift that transcends technological adoption, empowering businesses to innovate, adapt, and thrive in an increasingly digital world. It requires concerted efforts across sectors and active participation from all stakeholders, including academia, government, industry, civil society, and citizens. However, digital transformation is not without its challenges. Organizations must navigate different complexities and the digital skills gap to realize the full potential of digital technologies.

Therefore, the conference invites cutting-edge research work for the following themes but not limited to :

- Digital Transformation Frameworks
- Smart Cities and Online Services
- Startup Ecosystem and Innovation
- Industry 5.0
- Strategic Policy and Roadmaps for Responsible AI Implementation
- Automation and Economic Growth
- AI, Automation and Labor Market
- Digital Literacy and Skill Reforms
- Role of Emerging Technologies(AR/VR/Metaverse/ Big Data/Cloud) in Economy and Society
- Responsible AI and Sustainable Use of Technologies
- Digital Governance
- Health Information Systems and Healthcare Accessibility
- Explainable AI
- Generative AI and Future of Work
- Cybersecurity Technologies and Privacy
- Fintech and Blockchain technologies
- Digital Marketing & Analytics

PROGRAMME & REGISTRATION

The complete conference schedule, including speakers, and accepted Abstracts, etc., will be announced in the coming months on the **conference website.**
We look forward to meeting you in Kashipur, Uttarakhand, India in March 2025!

Patron

Prof. S. P. Raj,
Distinguished Professor of Marketing, Director, Snyder Innovation Management Center & MS
Marketing Program, Whitman School of Management, Syracuse University, USA

The Conference Chairpersons

Prof. Somnath Chakrabarti, PhD (IIT Delhi) Professor-Marketing & Dean (Academics) Indian Institute of Management Kashipur	**Prof. Gerard A. Athaide, PhD (Snyder Innovation Management Center at Syracuse University)** Professor of Marketing at Loyola University Maryland
Prof. Abhradeep Maiti, PhD (Middle Tennessee State University, USA) Associate Professor (Economics) Indian Institute of Management Kashipur	**Prof. Mayank Sharma, PhD (IIM Lucknow)** Associate Professor (IT & Systems) Indian Institute of Management Kashipur
Prof. Harish Kumar, PhD (IIT Delhi) Assistant Professor (IT & Systems) Indian Institute of Management Kashipur	

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Link for Conference documents
Link for Registration