



Global Institute
of Business Studies
Goyal Educational Trust®



NEW AGE
B-SCHOOL

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MARQUEE



HYBRID MODE

INTERNATIONAL CONFERENCE

ICIDT-2023

INNOVATION & DIGITAL TRANSFORMATION

IN COLLABORATION WITH

**KG GROUP OF INSTITUTIONS,
Nawanshahar (PB) & Pandoga (HP)**


**TRADEPENEUR GLOBAL RESEARCH
Organization, UK**



**11th & 12th
AUGUST 2023**



**GIBS BUSINESS SCHOOL,
BANGALORE**



GIBS Business School and its academic partners invite intellectuals across academia and Industry to share their knowledge, discuss and deliberate on relevant dimensions of Innovation and digital transformation for a greater spread and reach. The following tracks have been designed to streamline discussions and deliberation among the esteemed participants, invitees, and delegates.

The ICIDT 2023 invites research papers related to, but not limited to the following tracks and subtopics.

Track I: Innovation and Digital Transformation in Marketing

Consumer Behavior
Product & Brand Marketing
Green Marketing
Digital Marketing
Intelligent Marketing
Services Marketing
Marketing During the Crisis
Market Resilience
Influential & Affiliated Marketing

Track II: Innovation and Digital Transformation in Human Resources Management

Workforce Diversity
Equity & Inclusion For Organizational-Effectiveness
HR Planning & Development
Talent & Competency Management
HR Analytics
Strategic HRM & Global HR
Sustainable Practices In HRM
HR Strategies Post Pandemic
Digital Transformation In HRM
Gig Economy
Green HRM

Track III: Innovation and Digital Transformation in Operations & Supply Chain Management

TPM and TQM
Six Sigma
Productivity Management
Manufacturing Processes
SCM
Optimization Techniques
Technology Management
Applications Of Analytics in Operations
Inventory Management
Vendor Management
Logistic Management

Track IV: Innovation and Digital Transformation in Finance & Accounting

Digital Payment & Private Credit Data
Sustainable Practices in Financial Institutions & Markets
Green Finance
ESG Funds & ESG Policies Adopted by Corporate
Challenges & Innovations in Banking & Insurance 4.0
Blockchain In Financial Institutions & Markets
Crypto Currencies: Issues & Perspectives
Digital Transformation of Financial Services
Start-ups & Collaborative Finance
Crowd Funding & Financial Inclusion
Fintech Challenges
Risks
Sustainability & Governance

Track V: Innovation and Digital Transformation in IT

E-Governance
Soft Computing Techniques
Management Of Information Technology
ERP
IoT (Internet of Things)
Knowledge Management
Analytics & IT
AR, VR & Mixed Reality
Data Science
Renewable Energy Technology
Green technology
Big Data
AI and machine learning
Inventory Control

Track VI: Innovation and Digital Transformation in Strategy & Entrepreneurship

Intrapreneurship
Social - Entrepreneurship
Techno Entrepreneurship
Corporate Ownership
Inclusive Growth – Strategy & Policy
CSR
The New Age Start-ups SMEs
Women Entrepreneurship



Track VII: Innovation and Digital Transformation Education & Economy

Digital Transformation in the Public Sector
EdTech Policy Development
Computational Thinking
EdTech Ecosystems
EdTech Agencies
Distribution & Organization of Digital Media
Professional Learning
Global Learning
Digital Citizenship
Student-Centric Online learning
New Education Policy (NEP)

Track VIII: Innovation and Digital Transformation in Healthcare and Hospitality

Smartphones & wearables
At Home Diagnostics
AI
Robotics
Digital Therapeutics
Connected Community
Smart Drug Delivery
Tourism modeling and forecasting

Track IX: Innovation and Digital Transformation in the Digital Economy

Digital Economy Era, concepts, methodologies, and Principles
Competency Framework in Digital Economy Era
Designing and Implementing Role-based skills taxonomy
AI Oriented Competency Framework (AioCF)
Designing AioCF-based AKASE Architec Models
Designing Competency-Based Job Description
Designing Competency-Based Job assessment
Designing and Implementing a Skills Ranking System
Designing and Implementing a Job Assessment Tool
Visual Role-based Learning Pathways
Gen-Z Skills, Career Cluster & Pathways Models
Visual KPI and Performance Appraisal System
Skills-based interview models in an AI-oriented Economy
Role of AI in the career Development Ecosystem
Cybersecurity Techniques in TM and HCM System

Publication Details

The select papers after rounds of review will be published in any one of the following Scopus/WOS/ UGC Care list/ABDC journals

1. Edited Book by Taylor & Francis (select papers from Track IX)
2. Academy of Marketing Studies Journal
3. Journal of Law and Sustainable Development

Please note there might be additional fees charged as publication processing fees.

Submission Deadlines

Particulars	Date
Extended Abstract submission	25th July 2023
Acceptance intimation	27th July 2023
Full paper Submission:	31st July 2023
Registration link opens	31st July 2023
Registration link closes	31st July 2023

Registration Fees

Participants	Online Mode*	On Campus*
Research Scholar/Student	1000	1500
Academicians with Paper	2500	3000
Academicians without Paper	1500	2500
Industry Participants	3000	3500
International Delegate	\$ 50	\$ 80

*The fee is inclusive of GST,
Fees once paid is not refundable

Bank Account Details

Participation Type	Beneficiary Name	Account Number	IFSC Code	Swift Code
Online	Tradepreneur Global Research Organisation	001705501849	ICIC0000017	ICICNBB
On Campus	GIBS Business School	34976492353	SBIN0004407	SBININBB423

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Contact

For more information visit:
<https://www.gibs.edu.in/international-conference-icidt-2023/>

For submission of research papers and any related information, you may email icidt2023@gibs.edu.in / 8050300070

