

*Two -Day International Conference on Digital Transformation for sustainable business Performance, 16<sup>th</sup> -17<sup>th</sup> march, 2023*



# ICFAI University, Jharkhand

Grooming Professionals. With Values.



**INTERNATIONAL CONFERENCE**

## SOUVENIR

Organised By  
*Centre for Digital Transformation*

**DIGITAL  
TRANSFORMATION  
FOR SUSTAINABLE  
BUSINESS  
PERFORMANCE**

**MARCH 16-17, 2023**

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*Two -Day International Conference on Digital Transformation for sustainable  
business Performance, 16<sup>th</sup> -17<sup>th</sup> march, 2023*

**Two-Day  
International Conference  
On  
DIGITAL TRANSFORMATION FOR  
SUSTAINABLE BUSINESS PERFORMANCE  
Organized By  
**Centre for Digital Transformation**  
ICFAI University Jharkhand, Ranchi  
March-16-17, 2023**



***Two –Day International Conference on Digital Transformation for sustainable  
business Performance, 16<sup>th</sup> -17<sup>th</sup> march, 2023***

**Message**



**Prof O.R.S RAO**

**Date: 13<sup>th</sup> March 2023**

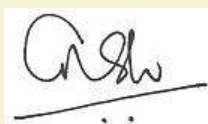
Digital Transformation is the new way of doing business by leveraging Digital Technologies such as Artificial Intelligence, Big Data, Cloud, IOT, Mobile Computing, Social Computing, Analytics etc resulting in significant improvements in Operational Efficiencies and Experiences of Stakeholders like Customers, Employees, Shareholders, Society , Government etc. Digital Technologies are also providing solutions to organizations for addressing Sustainability Challenges. Hence Digital Transformation and Sustainability aspects should form an integral part of an organization’s strategy, leveraging Human Assets as well as Digital Assets.

In this context, ICFAI University Jharkhand is organizing this international conference on "Digital Transformation for Sustainable Business Performance”,which will provide a guiding path in response to the rising demand for expertise in the cutting-edge digital technologies.

I congratulate the initiative undertaken by the University to hold the International conference on such an interesting and insightful topic, wherein a number of eminent academicians, researchers, industry practitioners, policymakers, students and other stakeholders from the globe will present research articles as well as share their own experiences on digital transformation.

I am confident that the papers presented at this conference and the subsequent discussions will offer valuable insights to the students, researchers, professionals and industry practitioners in the fields of the digital business transformation and sustainability.

I wish the conference and the organizing members a grand success.



**Prof.O R S .Rao  
(Vice Chancellor)  
ICFAI University, Jharkhand**

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**Message**



**Prof. Stanly Oliver**

It gives me immense pleasure that ICAI University Jharkhand is organizing an International Conference on “Digital transformation of Business for sustainable development” on 16th and 17th of March, at Ranchi. I congratulate the ICAI University, Jharkhand and the organizers of this international Conference.

Digital transformation support businesses in making sustainable investment decisions, building and developing ESG (Environmental, social and governance) data sets in a methodical manner. And the disclosure of the company's ESG data sets yield superior results over its competitors in the long run. Digital transformation of business helps to reduce costs, improve product and service quality, improve time to market, drive growth, improve customer experience, enhance company culture and drive sustainability efforts.

I wish the Conference a great success.

**Prof. Stanley Oliver**

Principal and Director, Doctoral College, UK

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**Message**



**Dr. Friday OgbuEdeh**

Warm congratulation to the Vice Chancellor and Staff of The ICFAI University Jharkhand (IUJ) for taken the lead to set up the Centre for Digital Transformation which is aimed at revamping business organisations with the latest technological tools. I am also very much delighted that The ICFAI University Jharkhand (IUJ) having gathered enough knowledge from the Centre has decided to organize an International Conference on “**Digital Transformation for Sustainable Business Performance**”.

The theme of the conference is coming at the right time when the business world is wakened up from the adverse effect of COVID-19 Pandemic that dislocated several structures of businesses across the globe. It is my strong desire that at the end of the conference, scholars, business practitioners and policymakers would arm themselves with different dimensions, drivers, indicators and measures of digital transformation that could be deployed to revitalize businesses that were affected by environmental uncertainties.

I wish the organizers and participants a huge success.

**Dr. Friday OgbuEdeh**

Department of Business Administration  
Faculty of Management Sciences  
Alex Ekwueme Federal University, Ndufu-Alike, Ebonyi State, Nigeria

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## **Acknowledgement**

**ICFAI University Jharkhand is thankful to all the research scholars, Industry Experts, Institution faculty, Foreign delegates and academicians for their contribution of Research papers for the Two –Day International Conference on Digital Transformation for Sustainable Business Performance organized by Organized By Centre for Digital Transformation, ICFAI University Jharkhand, Ranchi.**

**Venue Campus:**

**ICFAI University Jharkhand**

**Plot No.2065,Simalia, Near Daladali  
Chowk Ranchi 835222, Jharkhand**

**PhoneNo:7257004504**

**City Office :Plot**

## **INTERNATIONAL CONFERENCE**

**Organized by**

**(Centre for digital Transformation)**

**Digital Transformation for Sustainable  
Business Performance**

## **About the Conference**

Information technology (IT) is rapidly transforming the environment we live in. In the recent times after pandemic, almost all organizations have escalated their digital transformation projects. Organizations across all industries are at an inflexion point of needing to handle two rapidly changing domains viz., Technologies and Customer expectations. On one hand, we are all in the midst of new revolution viz., Industry 4.0 driven by innovations in Cyber physical systems, Internet of Things (IoT) and networks. There is an explosion of new technologies unheard of before like Additive manufacturing, 5G, Cloud Computing, Quantum Computing etc. On the other hand, there is a paradigm shift in the manner consumer(s) expectations are evolving. Customers across all industries with no exception are wanting unique and personalized experiences when consuming a product / service.

Thus, the need of the hour is to bring innovative business models, reimagined business process(es) to engage with customers and driving superior operational efficiencies to stay competitive. What is demanded today, is a "Transformation" in way business is done by companies at an unprecedented agility and speed. "Digital Transformation", is showing the promise and potential to enable the same in bringing the integration of digital technology into all areas of a business, fundamentally changing how an organization operates and deliver values to all its stakeholders. Pandemic has further added fuel in accelerating the adoption of Digital Transformation across all industries. At the same time businesses must also include rather align sustainability initiatives into their digital transformation roadmaps at various levels and functions. Sustainable business practices are important for the future of the world as well as for how customers, potential workers, partners, and investors view a firm and what this implies for their bottom line. The aspect of sustainable development also emphasizes the duty of the present generation to replenish, preserve, and enhance the planet's resources for future generations. The objectives related to inclusiveness need to be embedded in the foundations of digital transformation. Digitalization has also emerged as the main driver for sustainable development. Businesses are using digital tools to map their environmental footprint and assess the impact of environmental shifts on their business. This conference underlines the need to bring about significant change that is beneficial for business, society, and the environment, from the rising demands of every firm to become more sustainable to the advantages in embracing technology to achieve this aim. This conference invites paper with rigorous work from any methodological or theoretical perspective, conceptual papers, and review articles. This conference also welcomes poster which are aligned with conference Paper track

## **OBJECTIVE OF THE CONFERENCE**

- ✚ The objective of the conference is to focus on various dimensions of digital transformation and to bring the issues and the possible solutions for them.
- ✚ To provide a platform to discuss Innovations, Research & Challenges In Global Business, Finance, Economics, Social Sciences, Applied Sciences and others areas in the field of education.
- ✚ To explore real life examples and novel ideas in the stream of Commerce, Management, Economics, Humanities, Applied and Social Sciences.
- ✚ To exchange and share experience of experts and leading academicians on the subject.
- ✚ To discuss the best practices of digital and sustainable business models during pre and post Covid circumstances

## **THEMES AND SUBTHEMES**

✚ The scope of this conference extends to models of business, management and economic operations, across all functional areas. Original research papers are invited from academic scholars, industry experts, and entrepreneurs, on the following illustrative sub-themes or related to the main theme of conference

### **Digital transformation in Marketing**

Neuro-marketing  
Digital Advertising  
Technopreneurship and Product Development  
Sustainability and Social Media  
Digital platforms on International Marketing  
Social media and Business Performance  
Virtual Reality /Augmented Reality  
AI and Relationship marketing  
Technology Marketing  
AI and Marketing

### **Digital Transformation in HR**

HR Tech  
Digital Transformation in Workplace  
IT in HRM  
Social Media and HRM/HRD  
IT and Employee Development  
Digital Transformation and Organizational Learning  
Digital Leadership and Organizational Performance  
Employee Resistance to change and Digital transformation  
AI and Digital tools in Decision making  
Digital technologies and communication in organization  
Employee and Sustainable HRM  
Sustainable workforce and employee welfare  
Sustainability of workforce and employee Development  
Sustainable human resource management

### **Digital Transformation in Finance**

Digital Currency FinTech  
Financial Modelling Analytics  
Digital Transformation of Financial Services  
Plastic Money  
Mobile Payment System  
Self-service Technology  
Blockchain in Financial Institutions and Markets  
Sustainable Practices In Financial Institutions& Markets  
Digital finance and environmental sustainability  
Sustainable digital finance and green fintech  
Sustainability impacts of financial products

### **IT and Healthcare**

### **Digital Transformation in Multidisciplinary research**

IT (AI, Robotics etc.,) and Tourism  
Cybersecurity and Technology Management  
IT and Education (EduTech)  
AI and Business Environment  
Digital transformation and Entrepreneurship  
Technology Management and Business  
IOT and Business  
Cloud Computing for Business growth  
Sustainability & Governance  
Sustainability, Green IT and Internet  
Green IT Development and Sustainability

### **Digital Transformation in Strategy**

Digital transformation strategies, practices and processes  
Socio-technical factors for managing and sustaining digital transformations  
Sustainable Design and Business Strategy  
Sustainability, value and business strategy  
Operations and Sustainability  
Challenges and benefits to sustainability strategies

### **Digital Transformation and ESG**

Innovations for Environmental Sustainability  
Practices of Banks  
Bridging ESG and Digital Transformation  
Technology Driven Change and ESG  
Digital Literacy and ESG  
ESG and Corporate Sustainability  
ESG challenges and Opportunities  
Operationalizing ESG for sustainability of Business

### **Digital Transformation for inclusive growth**

Sustainable Development goals and digital initiatives for inclusive growth  
Inclusive growth and Digital India  
Digital Literacy and Social Inclusion  
Digital and Inclusive economic growth  
Inclusive Growth – Strategy & Policy  
Fintech and inclusive growth  
HRtech and Inclusive growth



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<b>Patron</b>	<ul style="list-style-type: none"><li>• Prof. O R S Rao, Vice – Chancellor</li></ul>
<b>Mentor</b>	<ul style="list-style-type: none"><li>• Dr. Hari Haran</li><li>• Dr. Satyendra Kishore</li><li>• Dr. Subir Chattopadhyay</li></ul>
<b>Convener</b>	<ul style="list-style-type: none"><li>• Prof. Arvind Kumar, Registrar</li></ul>
<b>Advisor</b>	<ul style="list-style-type: none"><li>• Dr. K B L Srivastava, Professor, IIT Kharagpur</li><li>• Dr. Shradha Shivani, Professor, HOD, BIT Mesra</li><li>• Dr. M V K Sarma , Vice President, Tata Medical and Diagnostics Limited</li><li>• Prof. Stanley Oliver, Principal and Director, Doctoral College, UK</li><li>• Dr. Ramnish Singh, Senior VP, Onix, US</li><li>• Dr. Gurvinder Singh, Senior Director, Capgemini</li></ul>
<b>Organizing Secretary</b>	<ul style="list-style-type: none"><li>• Dr. Bhagabat Barik</li></ul>
<b>Coordinators</b>	<ul style="list-style-type: none"><li>• Dr. Susan Chirayath</li><li>• Dr. Mridanish Jha</li><li>• Dr. Pallavi Kumari</li><li>• Dr. Sweta Singh</li></ul>
<b>Program Committee</b>	<ul style="list-style-type: none"><li>• Dr. Rumna Bhattacharya</li><li>• Dr. Sudipta Majumdar,</li><li>• Dr. M. Raj Kumar</li><li>• Dr. Alok Kumar</li><li>• Dr. Subrato Dey</li><li>• Prof. Sumit Kumar Sinha</li><li>• Dr. Manish Kumar</li><li>• Dr. Dilip Kumar</li><li>• Dr. Pritha Chaturvedi</li><li>• Dr. Abhay Sinha</li><li>• Dr. Sandip Modak</li><li>• Dr. Sudip Banerjee</li><li>• Prof. Amar Gupta</li><li>• Dr. Sameer Pandey</li></ul>

## Invited Speaker

### History of Digital Transformation

Dr. Aleh Perzashkevich

Associate Professor of History Faculty of Belarusian State  
University, Minsk, Belarus  
Email: minskhist@gmail.com



#### Abstract

The paper is the review of some results of personal two decades experience of digital technologies in professional activity at the History Faculty of Belarusian State University. The teaching process itself the author proposes to divide in the vertical and the horizontal ones. The so-called vertical process is the standard work of the teacher/professor with students. The horizontal one is the teaching process where the main communication goes between students themselves. The digital transformation and its results have been revised for both processes and for the personal research work, including the classical lecture for the audience with its changes, TTS technologies used, Learning Management Software (LMS) options, Electronic Learning Complexes facilities, student educational and researching communication perspectives, creation of youth think-tanks at low cost involved, digital benefits for academic researcher. The author traces all these transformations and changes during last decades of his practice at the History Faculty of Belarusian State University. The paper shows the real examples of creation of different digital products for teaching, self-education, management of educational process, also the changes in research work brought to life with digital transformation.

**Keywords:** vertical and horizontal teaching process, TTS technologies, Learning Management Software, Electronic Learning Complexes facilities, youth think-tanks

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Modern processes of civilizational development undoubtedly include digital components in many sphere of life. Now we can hardly imagine any significant area of human activity with no computer or other devices with digital technologies inside. It means that we have all the reasons to talk about the formation and development of the digital world, and all we are parts of it.

This time I would like to share with some results of my personal and my colleagues usage of digital technologies in our professional activity, i.e. at the History Faculty of Belarusian State University.

For over 15 years, I have been using different digital products and technologies within my teaching of Universal History, the History of Culture and the History of Religions. In addition, there are some points within my research work I would like to share.

All that activities I see as few combined issues.

1. The teaching process itself I propose to divide in the vertical and the horizontal ones. The so-called vertical process is the standard work of the teacher/professor with students. The horizontal one is the teaching process where the main communication goes between students themselves. At the same time, this activity involves cooperation of teachers, if they work together on the same course.
2. My work in research field has obtained significant digitalization during the last couple of decades.

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Starting with the Vertical teaching process, I would like to put ahead the following points with evident digital interference.

1. The classical lecture for the audience has acquired a computer presentation support with audio and video options within. I need no paper or other hard copies of the historical maps anymore. Especially if I create those maps myself. One can say that we had much of those options with audio and video tape recorders altogether with slide and movie projectors many years ago. It is true but not absolutely. Now I can easily combine audio and video content myself in proper way much faster and easier than it was possible 30 years ago. In addition, I can manage the time of every piece of my lecture content.

Furthermore, I can record any lecture of mine as video and upload it for the use of my and other faculty students. Of course, it is a subject of legal issue, but here I am talking about technical facilities only.

2. Since 2006, I have been using a full course of my MP3 lectures on the History of Ancient East (in Russian). I made that product with the TTS software and my own texts. Now it forms the sound equivalent of our faculty textbook on the mentioned subject. Every student has a free access to it using the faculty computer net and can access it from any place using his/her personal password. The product can be downloaded and played with any MP3 supporting device with no limitations. For some time it was used in some universities of Turkmenistan and in the Al-Farabi University of Kazakhstan by my colleagues.

3. During last 10 years, we have also some Learning Management Software (LMS) options. I myself use E-University Software (created by our University engineers) and the Moodle Learning Management Software. The latter one is more popular not within our educational process. LMS gives some visible advantages.

a) I put there all the necessary learning materials for the particular topic or lecture that are not located at the textbooks.

b) I can easily update those materials, which is definitely impossible with the text or even video content.

c) Students have access to the learning materials all time long, if I do not install any limitations myself. They can also fulfill the tasks in any proper time within the time installed for them.

4. In 2009, I have created our first Electronic Learning Complex on DVD (it was A History of the Ancient East). It included:

a) Program of the Course.

b) Full course of Video and Audio lectures.

c) Presentations for all the lectures.

d) Tasks for students, including the Seminar topics, tests, lists of literature, task for written fulfillment.

5. In 2010, I took part in creation of the Multimedia Historical Maps on the History of Belarus in XIII – XVI centuries (in Belarusian). It has a DVD and net versions. This Learning Complex is still in action and includes:

a) The maps where the teacher can manage the content of every map, showing the full map or some elements of it according to his/her own choice.

b) Video and Audio movie for every map that shoes all the events depicted on the map and tells about them.

c) Tools for drawing or writing on every map.

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- d) Tools for putting the tasks to students.
- e) Tools for students to fulfil the tasks put by the teacher.

Regarding the Horizontal teaching process, I would like to tell the following. If we use the proper software like, for example, Telegram, ZOOM, Stream yard or Big Blue Button, we can arrange and even manage to free discussion of the students on the topic specified or even start the net clubs or groups of students and wider on particular topics. I had first such an experience in 2012, when we had started the Scriptorium Project at our Chair (the Chair for the History of Ancient World and Middle Ages) with the Facebook and e-mail tools. The students created their own research community and published their results, which later became parts of their Diploma or Master papers, and of their official publications. It also allowed them to accumulate proper informational resources and to share their own thoughts and results with each other. It was a real Belarusian youth think-tank on Ancient and Medieval History. It means, that this form of activity allows creating think-tanks at almost no expenses to logistics and special places to bring experts together.

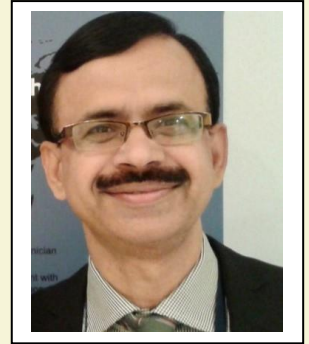
To talk about the effect of that activity I am to say that those researches developed later in 5 PhD papers defended successfully in 2014-2019. Now they form the mainstream of Belarusian Ancient Eastern Studies and occupy some place in medieval ones.

In addition, the community played a role as a ground of student conferences, where there had been much more participants than it had been in the very group. It is of additional importance that such activity had been involving followers among pupils of secondary and school, and among students of other Universities even from outside of Belarus. Nothing of that was available without digital technologies.

To conclude I should say some words about my personal experience in doing the researches with the help of digital world achievements. As I am in the studies of Vedic India and somehow in the ones of Avestan Iran, I shall speak about it. I started in 1980-s, when there were no digital technologies in historical field at all. All I had were books and microfilms. The USSR had very limited access to the literature on Vedic studies, done outside the USSR. I do not mean that there was nothing at all, but there were few classical researches in Minsk libraries, and much more in Moscow, but far from being complete. In 1990-s, when I started my contacts with the abroad colleagues, I have got some more options, like the complete Sanskrit Academic Edition of Rigveda and some necessary books, but it was far from being what I have now. Since 2000-s I have been starting to get digital copies of books and journal articles. Initially they were on CDs and DVDs, then, they appeared online. For now, I have almost no problem with the necessary literature in spite of the fact that our libraries still have almost nothing in the field I work. To add to it I should say about the formation of electronic databases on ancient and medieval texts with free or paid access, and appearance of electronic dictionaries on ancient languages. It is of extremely great importance both for academic researches (real saving of time) and for students with their personal access to original sources.

In addition, I should mention the increasing capacities in contacting with the colleagues and proper institutions all around the world, including personal contacts, conferences, on-line streams and talks. This forum undoubtedly makes a very good example of it. Long live the Digital World and we all!

## **Invited Speaker**



### **Digital Transformation in Healthcare**

#### **Driving smart personalized care**

**Dr. M V K Sarma**

**Vice President, Tata Medical and Diagnostics Limited**

Healthcare as an industry is still operating like a “Cottage Industry” in which various components work and operate as independent agencies. There is no great evidence of “systemness” in healthcare delivery. Healthcare problems are thus called as “Wicked problems” as they are too many stakeholders and incentives across them are misaligned. In addition, the problems are compounded by resource constraints, lack of transparency, accountability and lacking holistic approach. These limitations of the system have been further amplified for worse, exposing the weakness of the system during the COVID pandemic. The so called “Health care Crisis” is universal in nature. Today thanks to advancements in digital technologies, there is great opportunity to leverage the same in Healthcare to overcome the current challenges and crisis. Digital Transformation provides the hope and promise to enable the healthcare system of the future to operate as an integrate whole at all levels to promote health and deliver high quality care that is more efficient, accessible and equitable. Technology-driven innovation holds the potential to improve our understanding of patients, enable the delivery of more convenient, individualized care, which is the need of the hour driving “Smart Personalized Care”. This presentation provides insights on this emerging concept giving details on the WHY, WHAT and HOW of Digital Transformation in healthcare.

## **Invited Speaker**

**Dr. Friday OgbuEdeh**

**Department of Business Administration  
Faculty of Management Sciences**

**Alex Ekwueme Federal University, Ndufu-Alike, Ebonyi State, Nigeria**



The International Conference on “Digital Transformation for Sustainable Business Performance”organised by ICFAI University Jharkhand (IUJ) is coming at the time when it is needed the most for the revitalization of failed businesses across the globe that were adversely affected by the COVID-19 pandemic. From the theme of the conference, it shows that ICFAI University Jharkhand (IUJ) is a digital institution that is made up of scholars who are constantly brainstorming on how to solve the problems facing businesses. The conference has also proven that ICFAI University Jharkhand (IUJ) is a place where future business leaders are birthed for industry practitioners.

The conference drew the attention of the public by expressly highlighting the factors that stimulates changes to business organisations which necessitated for the formulation of the conference theme such as cloud computing, internet of things, 5G, quantum computing, additive manufacturing, etc. Apart from the triggering effect of the above-mentioned factors, digital transformation was also mentioned as a therapy for after effect of the COVID-19 pandemic on businesses. The deployment of digital transformation in the functional areas of management has improved customer satisfaction, customer loyalty, improved product quality, service delivery and innovativeness. Digital transformation which is the use of technology to enhance business performance is dominating business space due to its sufficient evidence to have increased the lifespan of many organisations.

The sub-themes of the International Conference captured the major research areas such as digital transformation in HR, digital transformation in finance, digital transformation in marketing, digital transformation in interdisciplinary research, digital transformation in strategy, digital transformation and ESG, to mention but a few. Drawing from the above, I am of the view that the conference would attract entrepreneurs, industry practitioners, scholars and other participants from all over the world who would want to partner with ICFAI University for future engagements. Through this conference, I see more international students and owners of multinationals coming to ICFAI University Jharkhand (IUJ) to acquire digital transformation first-hand knowledge they would in their respective countries after graduation.

Considering the above, the conference organisers has done a great job for designing an excellent conference brochure that reflect international standards. The number of participants from all over the world has revealed that the conference committee publicised the conference widely through the social media platforms and the internet. It is my strong desire that after the conference, the quality papers presented would be published in the ICFAI University journal or any other as would be decided by the conference committee.

***I congratulate ICFAI University for a successful conference.***



## **Invited Speaker**

### **EFFECT OF ELECTRONIC HUMAN RESOURCE MANAGEMENT ON THE HRM GOALS**

**Dr. Chimeziem C. Gabriela Udeze**

**Department of Business Administration**

**Faculty of Management Sciences**

**Alex Ekwueme, Federal University, Ndufu-Alike, Ebonyi State, Nigeria**

In the history of organizational operation, it is difficult to separate the human resources (HR) from organisational success, especially as it has been constantly referred to as an important strategic collaborator in achieving organisational goals (Priyashantha, De Alwis and Welmilla, 2022; Ojo & Ahmed, 2022; Al-Shameri & Omar, 2022; Stone and Dulebohn, 2013). Human resource management (HRM) is a strategic and coherent approach for managing organisations' people (Armstrong and Taylor, 2020) and help to increase performance. HRM has been imperative for contemporary businesses as much as its management poses one big challenge for HR executives.

When HRM activities are digitalized, i.e. when new systems/technologies are introduced to the process; it is regarded as e-HRM (Chandradasa and Priyashantha, 2021) or digital HRM (Strohmeier, 2020; Halid et al., 2020) or smart HRM (Strohmeier, 2018) or disruptive HRM (Priyashantha et al, 2022). Furthermore, when e-HRM technologies such as, the social media, cloud computing, big data or data analytics, mobile technologies and the internet of things (IoT) (Waddill, 2018) are combined with HRM activities, it affects the entire organizational operations. For instance, recruitment and selection can be done through the social media which helps fasten the tedious process of vacancy notifications, skill/qualification assessments and profile checking (Bersin, 2019). Additionally, Waddill, 2018 submitted that the social media could also assist communications within the workplace, collaboration amongst team members and teams, employee training and development et cetera. Also, HRM activities like employee performance appraisal/ evaluation, career development, employee and applicants tracking (which were only done on paper) could be facilitated by e-HRM technologies such as Big Data/Data analytics; they can also predict the level of employee satisfaction, training and development, pattern of workforce engagement, succession

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planning, as well as their general well-being can also be facilitated by big data/data analytics (Waddill, 2018). The IoT can also facilitate the activities mentioned above, in addition to job designing (Aronica, 2014).

Just like other fields of management, HRM also have experienced intense digital interference particularly in larger organisations. The transition from hardcopy or paper-based HRM to e-HRM has helped organisations strengthen competitiveness, gain more understanding about their employees as well as job applicants (Marler and Boudreau, 2017). Overall, over time, studies like (Sapegina and Weibel, 2017; Baesens et al., 2017) have shown that application of e-HRM systems by organisations, has increased by leaps and bounds, driven mainly to enhance work flow and business operations. Organizations have also been investing in developing learning and training modules, they have even started to build advanced recruitment models, which are easily accessible to HRM executives and other stakeholders (Sapegina and Weibel, 2017). In addition, automation in HRM which are extensively using chat bots, augmented and virtual reality, automatic processes for hiring, retaining and firing employees has helped organisations to keep their employees engaged and on their toes (Baesens et al., 2017).

In the recent times, e-HRM practices have been found to have insightful upshot on HRM practices; however, very few researches have investigated the effectiveness of HR executives in completely adopting and adapting to the new systems of HRM. Although the adoption of e-HRM in organizations has been a swift process, its effective adaptation by HRM executives is a challenge. The problem is no longer in the adoption and application of e-HRM system, the problem now lies in the effective adaptation of e-HRM by HRM executives. This may not be a problem in the west but particularly in Africa and other least developed countries, which has given rise to critical questions such as: Have Nigerian HR executives been effective and efficient in adapting to e-HRM systems/technology. Specifically, a) what is the co- relation between the new system in HRM and the realization of HR goals in Nigeria workplaces? b) To what extent has the e-HRM functions (e-recruitment, e-compensation, e-training & development, e-performance management, etc) affected workforce performance? c) If the HR executives aren't effectively adapting to e-HRM systems, what are the challenges encountered by HR executives in the effective adoption and adaptation of e-HRM practices in Nigerian organisations?

Modern organizations are experiencing the challenges of dynamic environment which requires them to espouse recent changes and put effort for profit optimization (Robbin, 2005); amongst other goals, it is the goal of this conference and the evolving papers to unveil the 21st century HRM challenges and recommend appropriate solutions



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<b>Theme: Digital transformation in Marketing</b>			
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**Theme: Digital transformation in Marketing**

**Digital Transformation in Marketing: Prospects and Challenges**

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**Abstract**

As the generations continue to evolve, it has disrupted traditional marketing as well as marketing strategies and has created new opportunities for marketing agencies to interact with the clients of the companies. The research is important for the literature because it is not from a single view point rather a detailed study considering all the possibilities and even accounting for the minute impact on the society especially the corporate industry as a whole. This research paper explores the impact of digital transformation in marketing. Nowadays, virtual technologies are remodelling marketing strategies and practices, including the use of social media, Search Engine Optimization (SEO), and large data analytics. The virtual or digital transformation of the marketing industry has led an impact on factors like Digital Data Collection, Digital Analysis, as well as Data Visualization and the following research paper deals with all these factors. The paper additionally delves into the challenges that businesses face in adapting to these changes, which includes organizational resistance and skill shortages. This study ignites the curiosity by critically analysing the discussed concept showing how far India has to go to come par with the world's biggest corporations. Ultimately, this research pursuits to provide insights into how corporations can successfully leverage virtual transformation to enhance their marketing efforts and live competitive in cutting-edge swiftly evolving digital landscape.

**Keywords:** Marketing, Digital Transformation, Marketing Strategies, Corporations, Marketing Agencies

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## **An Exploratory Study of Social Platform and its Impact on Consumer Buying Psychology with Reference to COVID-19 Global Pandemic**

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### **Abstract**

#### **Introduction and Purpose of Study**

Social media utilization during the COVID-19 pandemic facilitates information exchange on a global scale; as a result, customers are more informed and familiarised about the backup plans to make the best decisions for handling uncertainty. Consumption of social media lead to sharing of misleading information that increased stress and panic among customers, which stimulates unplanned buying. Hence, this study investigates the psychology of consumers' impulsive purchases during the COVID-19 pandemic.

#### **Methodology Adopted**

The author's goal is to comprehend societal trends in impulsive purchasing behaviour during the COVID-19. In an effort to preserve social estrangement practices, 63 Indian consumers took part in a telephonic interview process. The sampling technique used was purposive sampling and semi structured interviews were used for collecting data from the respondents. The interviews were recorded with the consent of respondent, transcribed and analysed to derive the finding of study. To identify the themes, thematic analysis at five stage model was used to have better insight.

#### **Key Contributions**

The findings showed that a sensitive group of respondents, phobias, fear, panic and social pressure influence people to buy more because of lockdown and uncertainty among consumers. The evidence of a high rate of death and unfilled shelves was widely interpreted socially, which sparked more rumours, sensationalism, and misinformation, which in turn increased impulsivity among consumer. At last, the advice from government and health professionals, COVID outbreak in retail stores, social distancing norms and lockdown also positively contributed to impulse buying among consumers.

#### **Originality**

Depending on the findings of this study, a research framework has been developed with the support of fear and perceived risk theories and consumer psychology of impulse buying. The

study also explains how impulsiveness during the COVID-19 pandemic was increased by the fear, panic, risk perception, and conformist tendency. The specific implications for retailers have been covered in this study for stimulating impulsive buying during uncertain situation.

**Keywords:** impulse buying, social media, pandemic, consumer psychology, retailer.

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## **Shift in Consumer Satisfaction & Consumer Buying Behaviour in Digital Age**

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### **Abstract**

Consumer Satisfaction is the product's performance according to buyer's expectations. Consumer behaviour is how consumers think & take buying decisions, how the consumer makes decisions about spending his/her limited resources, such as time, effort and money for purchasing. There are numerous variables which control Customer satisfaction as well as buying Behaviour in the current digital Age.

With continuous Technological Advancement Consumer Behaviour is getting changed rapidly along with continuous change in the Consumer satisfaction level, consumers are now not only "Physical Consumer" they are E- Consumer with successful diffusion of Online Shopping Online Consumer Behaviour is the new usher in the Field of Marketing. Consumer is now Digital Consumer & people are more influenced to associate digitally, Consumer behaviour is having a linkage of Brand perception & for online shopping Brand should be trustworthy. With rapid change in Technology Customer Satisfaction Is also changing its pace and dimension, various new variables are added every day.

To understand the Online Consumer behaviour & Consumer satisfaction, various models & frameworks explain various variables, As Online Consumer behaviour is directly linked with Online Shopping which ultimately linked with rapid Technological advancement variables are also fast changing. The key of this review is to understand the relevance of the existing Model & Framework which best fits in this.

**Keywords**-Consumer behaviour. Consumer attitudes, Consumer perceptions, Consumer culture. Online shopping, online consumer behaviour model, technology, e-commerce.

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## **An Empirical Study Of The Critical Factors Influencing The Intention To Purchase Online**

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### **Abstract**

The world has been transformed by mobile phones. With the introduction of the internet - enabled mobile phones, the globe has become a little village where individuals have access to everything they need. People in India have been shopping online since beginning of aughts. Since then, momentum has been rapidly increasing. A number of articles on the subject of internet shopping have been published. The goal of this study was to learn about the inhabitants of Palamu district in Jharkhand state and their online buying behaviour. A questionnaire was administered to internet users of Palamu district on the premise of convenience, using a sample size of 500 and a statistical formula. Data being analysed using 384 acceptable questionnaires. Age, marital status, and family size were found to have no bearing on the decision to shop online. Gender, income, education, and occupation all have an impact on whether or not people shop online. Young men are better at using the internet than women. The majority of respondents first learned about online shopping websites from television, next from friends, and finally from newspapers. Some of them learned about it from coworkers, family members, relatives, and magazines. Males have been purchasing online for more than three years, while females have only been shopping for a year. Garments, mobile phones, tickets, and books were purchased in that order by females. Males prioritized buying mobile phones, tickets, consumer electronics, shoes, and books, with a few exceptions for computer and hardware components, video games, software, and leather goods,. The majority of individuals prefer to pay with cash on delivery option, followed by debit and credit cards. People shop online because it saves time, provides cheaper products, allows them to shop at their leisure and convenience, allows them to compare different products and prices, and boosts their product knowledge and information. Furthermore, no significant relationship was found between age, gender, income, and shopping duration and overall satisfaction with online shopping.

**Key Words:** Internet users, Online shopping, Online buying behaviour, Palamu

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## **Revolutionizing Marketing through Digital Transformation: Strategies for Growth and Success**

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### **Abstract**

“There is only one valid purpose of business: to create a customer and two basic functions: marketing and innovation. Marketing and innovation Produce results; all the rest are costs.”

Digital transformation in marketing is the process of using digital technologies to change how a business operates and delivers value to its customers. Business can use a number of technologies and tools to transform their business processes and strategies. These include Internet of things, Artificial intelligence, Big Data, Augmented reality etc.

Digital marketing has many advantages like cost- effective, customised targeting, maximum reach, immediate communication, higher conversion rate, real- time result, ability to measure and track marketing performance. Digital transformation in marketing also opens up new channels for customer engagement such as social media, chatbots and mobile apps.

However, it is important to be aware about the challenges and problems that can arise during the digital transformation process and business have a clear strategy to overcome the problems.

In conclusion, digital transformation in marketing reform the way businesses approach marketing. By using digital technologies businesses can achieve better marketing performance and create a more engaging customer experience. As technology continues to evolve, businesses must stay up-to-date on the latest trends & tools and we can expect to see even more innovation and transformation in the field of marketing.

Keywords – Digital transformation, Technology, Marketing, Innovation

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## **How Digital Marketing Uses Neuro-Marketing To Influence Consumers**

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### **ABSTRACT**

Modern age can be termed as age of information and technology(IT).It is estimated that currently around 69% of world population that is 4.9 billion people have access of internet and it is increasing annually at the rate of 4%. This development was only possible with the advancement in information and technology and nowadays we can see IT encroaching each and every section in our life and society. These trends are forcing businesses and corporations to focus and formulate their policies of marketing with incorporating information and technology. These business models are now doing marketing digitally based on neuropsychology of consumers using digital transformation by conducting market research, understanding consumers point of view, their rational responses to the

ads and digital marketing campaigns. This type of advertisement have been termed as Neuro-marketing. These days companies are preferring neuro-marketing due to its effectiveness to lure their consumers. It can impact logical and neural signal of consumers to gain idea about how consumers make decision as well as preference and what stimulate them to do such things. Neuro-marketing focus on responsive advertisement in which emotional appeal, humour, passion and excitement can be seen very persuasive. It required specialised equipment skills data that is difficult to found by most companies themselves. This technique include fMRI, EEG, Eyetracking: gaze, Eyetracking: pupilometry, biometrics, facial codings, etc. Many big companies are using this advertising method for a very long time. In India Royal Enfield can be very good example of that. This product was projected to the end-users to be attached with royalty, prosperity and matter of high regard rather than based on its uses and productivity. Now small businesses also started to persuade their consumer with this technique. There are several benefits of Neuro-marketing advertising process, like it provides deeper discernment of end users thinking and their sub consciousness about the product, which help businesses in long-term cost-effectiveness and can dispense their honest responses of the merchandise. Neuro-marketing method can be seen twofold beneficial and sustainable for both businesses and their consumers, since this lead the exact data of what consumer wanted from the businesses and businesses can get the insight of the expectations consumer from them.

**Keywords:** Digital transformation, Marketing, Neuro-marketing, sustainable, etc.

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### **Changing Roles of Marketing using Artificial Intelligence: The Technology and Marketing Overhaul**

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#### **Abstract**

Marketing practice is increasingly being affected by new technologies, creating opportunities and threats for marketing practitioners. Much of the literature has concentrated on effects external to the firm such as the Internet's impact on market structure, or new business paradigms. However, the research reported on here highlights how new technologies are acting as internal agents of change, forcing firms to adapt to new processes, which in turn are disrupting existing hierarchies. The paper makes the case that this disruption will create opportunities for marketers, who have hitherto failed to be seen as key players at board level. It has been argued that marketing's focus needs to move to internal management and facilitation in order to enable enterprise-wide market orientation to emerge as the dominant ethos of the firm. The respondents' often blunt views on marketers' abilities to lead this change are reported, making rather somber reading for the profession. A number of possible routes were explored through which marketers could address these weaknesses, improve their influence within the firm, and capitalize on the internal disruption caused by new technology.

**Keywords :** Artificial Intelligence, technology, enterprise, marketers, internal management

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## **Digital Revolution in Field of Marketing in the era of Industry 4.0**

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### **Abstract**

Digital technology technologies and business practices are expected to radically transform the competitive landscape and society. Central to changing business practices is how digital technologies are transforming the practice of marketing which in turn is transforming the nature of markets globally. This paper, guided by the literature concerning the wave of digital disruption brought about by new technology, changes in consumer demand and new forms of business competition discusses industry level and macroeconomic impact of the digital transformation of marketing. The drivers of the digital transformation in marketing, the critical role of understanding the consumer value chain relative to marketing practice and the impact of changing business practices on the larger economy.

The new model developed to assess consumer demand is described as a marketing practice innovation that can be used to gain new insights for innovation and marketing. These innovations in gaining market insights and in marketing strategies are discussed regarding implications for industry and macroeconomic policy. The authors call for calls for further research using this methodology to better understand how digital disruption is likely to impact firm competitiveness and the nature of larger global economy.

**Keywords:** Industry 4.0, Digital Disruption, Digital marketing, Trends in consumer, macroeconomics.

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## **Enhancement in Digital Marketing using Innovative Technologies**

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### **Abstract**

The world is shifting from analog to digital and marketing is no exception. As technology development is increasing ,the use of digital marketing, social media marketing, search engine marketing is also increasing. I nternet users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. Consumer’s buying behavior is changing and they are more inclined towards digital marketing rather than traditional marketing. The purpose of this review paper is to study the impact of digital marketing and how important it is for both consumers and marketers .This paper begins with an introduction of digital marketing and then it highlights the mediums of digital marketing, the difference between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today’s era.

**Keywords**—digital marketing, internet, online advertising, internet marketing

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**Transforming Marketing with Artificial Intelligence: Transforming the Way Industries Connect with Customers**

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**Abstract**

Artificial intelligence (AI) is transforming the marketing industry by providing marketers with powerful tools to target, engage, and convert customers .AI technologies, such as machine learning, natural language processing, and predictive analytics, are enabling marketers to personalize marketing messages, optimize marketing campaigns, and improve the customer experience.

Artificial Intelligence has become a prevalent tool in marketing, enabling marketers to predict customer preferences and create more streamlined customer experiences. AI technology is particularly useful in scenarios where speed is crucial, making it an essential component of marketing efforts. By utilizing customer data and profiles ,AI tools can effectively communicate with customers and deliver tailored messages at the most optimal time, achieving maximum efficiency without the need for manual intervention by marketing team members.

The ways businesses operate have been transformed by disruptive technologies such as the internet of things, big data analytics, blockchain, and artificial intelligence. Out of all these technologies, artificial intelligence (AI) is the most recent disruptor and has the potential to revolutionize marketing. Practitioners worldwide are currently seeking the most suitable AI solutions for their marketing functions. However, a systematic review of literature can help emphasize the importance of artificial intelligence (AI) in marketing and provide insights into future research directions. This study offers a comprehensive review of AI in marketing by utilizing bibliometric, conceptual, and intellectual network analysis of existing literature.

**Keywords:** Artificial Intelligence (AI), marketing industry, predictive analytics, personalize marketing messages, customer data, customer experience.

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## **Impact of Digital Marketing in Contemporary Market**

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### **Abstract**

The world is moving from simple to advanced and advertising is no exemption. As innovation improvement is expanding, the utilization of computerized promoting, virtual entertainment advertising, web search tool showcasing is likewise expanding. Web clients are expanding quickly and computerized promoting has benefitted the most in light of the fact that it chiefly relies upon the web. Purchaser's purchasing conduct is changing and they are more disposed towards advanced promoting instead of conventional showcasing. The motivation behind this audit paper is to concentrate on the effect of advanced advertising and how significant it is for the two shoppers and advertisers. This paper starts with a presentation of computerized advertising and afterward it features the modes of advanced promoting, the contrast among conventional and advanced showcasing, and the professionals, cons, and significance of computerized showcasing in the present time.

**Keywords**—digital marketing, internet, online advertising, internet marketing

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## **Neuromarketing – Insights Into Consumer Behavior**

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### **Abstract**

Neuromarketing has emerged as a valuable tool for marketers that combines neuroscience, psychology, and marketing to understand consumer behavior by examining the brain's responses to marketing stimuli. The main objective of neuromarketing is to develop marketing strategies that are more effective in influencing consumer behavior. This research paper provides an overview of the current state of neuromarketing, its techniques, and applications. The paper examines the benefits and limitations of using neuroscientific tools in marketing research and highlights the ethical concerns associated with the use of such techniques. It is based on the premise that most of the decisions we make as consumers are made unconsciously, and that by understanding how the brain processes information, marketers can create more effective campaigns and product offerings.

The paper discusses the various neuromarketing techniques, including electroencephalography (EEG), functional magnetic resonance imaging (fMRI), and eye-tracking. The applications of neuromarketing in product design, advertising, and consumer behavior research are explored. The paper also reviews the challenges in conducting neuromarketing research, including the cost and complexity of equipment and the need for specialized expertise.

**Introduction:** Marketing has long been a critical part of business operations. The goal of marketing is to identify the needs and wants of consumers and create products or services that satisfy those needs. Marketing strategies have evolved over time as businesses seek to improve their understanding of consumer behavior. In recent years, neuromarketing has emerged as a new and powerful tool for understanding consumer behavior. Neuromarketing uses neuroscience techniques and various tools such as brain imaging, eye tracking and galvanic skin response measurement to analyze the brain's responses to different marketing stimuli and gain insights into the consumer's decision-making process.



This paper provides an overview of neuromarketing, including its history, theoretical background, and practical applications. The paper also discusses the current state of research on neuromarketing and its potential for future developments.

The paper highlights the potential of neuromarketing to provide a deeper understanding of consumer behavior and improve the effectiveness of marketing strategies. However, the paper also acknowledges the ethical concerns raised by the use of such techniques, particularly in relation to consumer privacy and the potential for manipulation. Therefore, the paper emphasizes the need for transparency and ethical practices in neuromarketing research.

One of the key tools of neuromarketing is brain imaging, which allows researchers to see how the brain responds to different marketing stimuli. For example, fMRI (functional magnetic resonance imaging) can be used to measure changes in blood flow in the brain, which can indicate areas of heightened activity. EEG (electroencephalography) can be used to measure the electrical activity of the brain, which can reveal patterns of attention and engagement.

By analyzing the data from these tools, researchers can gain insights into which marketing messages, product features, and visual cues are most likely to capture the attention and interest of consumers. They can also identify which elements of a marketing campaign may be causing confusion, boredom, or even negative reactions.

**Application:** One of the most well-known examples of neuromarketing research is the study of the brain's response to Coca-Cola. Researchers found that when subjects were shown images of the Coca-Cola logo and then given a taste of the beverage, the reward centers of their brains were activated. This suggests that the brand has a powerful emotional association for consumers, which may influence their purchasing decisions.

Another example of neuromarketing research is the use of eye-tracking technology to study how consumers look at product packaging. By tracking the movements of the eyes, researchers can identify which elements of the packaging are most likely to draw attention, such as bright colors or bold text.

Neuromarketing has been applied in various areas of marketing, including advertising, product design, pricing strategies, and customer experience. For example, researchers have used brain imaging to study the impact of different advertising formats, such as TV ads, online ads, and

social media ads. They have found that certain formats, such as video ads, can be more effective at capturing attention and creating emotional engagement.

In product design, neuromarketing can be used to test different features, such as color schemes, packaging designs, and product names. By analyzing the brain's response to these features, researchers can identify which options are most likely to resonate with consumers and drive sales.

Pricing is another area where neuromarketing can be applied. Researchers have found that the brain's response to price can vary depending on the context in which it is presented. For example, consumers may be willing to pay more for a product if it is presented in a high-end store, as the context creates an expectation of quality and value.

Customer experience is also an important area of neuromarketing research. By studying the brain's response to different aspects of the customer experience, such as store layout, customer service, and product placement, researchers can identify ways to create a more positive and engaging experience for customers.

**Researcher Issues:** Despite its potential benefits, neuromarketing is not without its challenges. One of the key challenges is the high cost of brain imaging technology, which can make it difficult for smaller businesses to access. There are also concerns about the potential for misuse of neuromarketing research, such as using it to manipulate consumer behavior. What are some of the most significant findings in neuromarketing research, and how have they impacted in the field of marketing? How can businesses use neuromarketing research to optimize their branding and product design? What are some of the ethical considerations associated with using brain scanning technologies to gather data about consumers in neuromarketing research? How can businesses integrate neuromarketing research into their overall marketing strategy and what are the potential benefits? How can neuromarketing be used to improve customer experience and what are some of the key considerations businesses need to keep in mind when doing so? How can neuromarketing be used to better understand the impact of different marketing channels, such as social media, email marketing, and traditional advertising? And how can businesses ensure that they are using neuromarketing research in an ethical and responsible manner and what are the key considerations when doing so?

**Aim and Objective(s):** The aim of this paper on neuromarketing is to use insights from neuroscience to better understand and influence consumer behavior. Specifically, the objective of neuromarketing is to identify the neural processes and brain activity that underlie consumer decision-making, in order to develop more effective marketing strategies and advertising campaigns.

By using techniques such as functional magnetic resonance imaging (fMRI), electroencephalography (EEG), and eye-tracking, neuromarketing researchers can measure and analyze the brain's response to different marketing stimuli, such as product packaging, advertising messages, and pricing strategies. This allows marketers to gain insights into how consumers perceive and respond to different marketing messages, and to tailor their marketing strategies accordingly.

**Methodology:** The methodology for neuromarketing research typically involves a combination of neuroscience and marketing techniques. Some common elements of neuromarketing methodology included are:

**Brain imaging techniques:** Neuromarketing often involves the use of brain imaging techniques, such as functional magnetic resonance imaging (fMRI), electroencephalography (EEG), and magnetoencephalography (MEG). These techniques allow researchers to observe and measure brain activity in response to different marketing stimuli.

**Stimulus presentation:** During neuromarketing experiments, participants are typically exposed to a range of marketing stimuli, such as advertisements, product packaging, or website designs. The stimuli may be presented using various methods, such as a computer screen or virtual reality headset.

**Data analysis:** Neuromarketing data is typically analyzed using specialized software and statistical methods. The data may be analyzed on multiple levels, such as individual brain activity, group-level responses, and correlations with consumer behavior.

**Ethical considerations:** Ethical considerations are an important part of neuromarketing methodology. Researchers must obtain informed consent from participants, ensure that data is collected and used responsibly, and consider the potential impact of their research on consumer behavior and privacy.

Overall, the methodology for neuromarketing research involves a multi-disciplinary approach that combines neuroscience and marketing techniques.

**Conclusion:**In conclusion, neuromarketing is a fascinating field that has the potential to revolutionize the way we understand and engage with consumers. By applying the latest techniques and technologies from neuroscience, psychology, and marketing research, we can gain valuable insights into the complex processes that drive consumer behavior, and use this knowledge to create more effective marketing campaigns and product offerings.

As the technology continues to improve and our understanding of the brain advances, it is likely to become an increasingly important tool for marketers looking to create effective campaigns and connect with their audiences in new and innovative ways.

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## **Digital Advertising**

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Digital advertisement is having importance in the digital world. These days the traditional platform utility has lessen down and the digital advertisement is widely used. People have become closer to electronic media in comparison to print media. Technology advancements have created the curiosity in the people, to make use of it. Sellers and buyers have become more connected via digital platforms. Sellers have to focus on digital platforms for the purpose of advertisement. Customers are also making more use of digital platforms for finding information about the products and services. Social media platforms are used widely for digital advertising. Major part of population is now making use of smart phones and they make use of social media platforms for getting connected to the society. School going, college going and the employed person is not having too much time to read newspaper, magazines, and pamphlets. But they get time to digitally connected with the seller or manufacturers for the fulfilling their need. Advertisement is for the purpose to create awareness and desire in the minds of the customer regarding the goods and services. For the promotion purpose, advertisement is having the major role. The advertisement creates the image of the product in the minds of the customer. This affect can be psychological, social and functional use of the product. This awareness creates the drive in the minds of the customer to experience the product. Digital advertisement is doing this work of image creation more impact full by having audio and visual affect in the advertisement.

**Keywords:** Digitalization, Promotion, Connectivity, social platforms, Awareness and image creation.

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**Theme: Digital Transformation in HR**

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**EFFECT OF ELECTRONIC HUMAN RESOURCE MANAGEMENT ON THE HRM GOALS**

**ABSTRACT**

In many organizational successes, the human resource (HR) has been mentioned as an essential strategic collaborator, and the management of the same has always been one big challenge for HR executives; the role of human resource management (HRM) in the organisation has become imperative for modern businesses. In recent times, electronic human resource management (eHRM) practices have been found to have insightful upshot on organisational performance. However, very few researches have investigated the effectiveness of HR executives in adopting and adapting to the new systems of HRM. Apart from analysing the concept of e-HRM, this paper has its major focus on investigating the effectiveness of the HR executives in adopting and adapting to the workings of eHRM in the Nigerian Deposit Money Banks (DMB). Specifically, this paper investigated the relationship between the new system in HRM and the realization of HR goals in the Nigerian DMBs; determine the extent to which e-recruitment affects workforce performance in the Nigerian DMBs, and examine the challenges encountered by HR executives in the effective adoption and adaptation of eHRM practices in the Nigerian DMBs. The paper used the survey method; three hypotheses corresponding to the study objectives were formulated and tested. Research revealed that although eHRM practices have transformed HRM system, HR executives still experience challenges in making it operational.

**Keywords:** e-recruitment, HR goals, eHRM, new HR practices, Nigerian DMBs

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## **HR analytics and Industry 5.0 in the Performance Management System of the coal mining industry**

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### **Abstract**

To keep at par with the ever-changing and cut-throat competitive world, the advent of Industry 5.0 has been a blessing for the field of Human Resources. For making the HR processes quicker and smarter, the arriving of Industry 5.0 and HR analytics have made it possible to make for the HR to measure the performance of the employees easier. This paper talks about the new software's like SAP, systems like PRIDE, CR, VIDHIK, EIS and installation of new age AI-enabled machines like in-pit crushing and conveying, photogrammetry and remote sensing, GIS, OITDS, government schemes like UTTAM app, Shakti, Khan Prahari, CMSMS have made the mining sector work more robust, smoother, moving towards sustainable development, reducing human error and incidents in mines. This paper includes about the exciting Balance Scorecard based performance management system, how it has eased the performance measuring of employees, its dynamic nature and user-friendly approach. To understand with a real-life example, a case study showing how implementation of disruptive technology can enhance the performance of mines, is provided. With the increasing economic crises of the fossil fuels, there is need of more industrial, economical, strategic reforms in the mining industry.

**Keywords-** HR analytics, Performance Management System, Industry 5.0, coal mining sector

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**Work Life Balance of Women Entrepreneurs in the Digital Era.**

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**Abstract**

The Primary objective of this study is to elaborate on the impact of digitalization on work life balance of women entrepreneurs. Digitalization is the application and incorporation of new technologies into daily life across all sectors and industries. The rapid advancement of technology is contributing to a rapid rise in female entrepreneurship in India. The fastest-growing category of entrepreneurship worldwide is female entrepreneurs, who have attracted the attention of numerous academics. Female Digital Entrepreneur has been characterized as a female entrepreneur who investigates market opportunities and takes advantage of the digital space to make a new thing. Entrepreneurs face numerous obstacles and conflicts. Nevertheless, it is evident that female entrepreneurs experience a greater number of conflicts than male entrepreneurs due to society's perception of women and different expectations from them. work-life balance is one of the major challenges for women entrepreneurs to manage both their businesses and families' life. Work-Life Balance is a state of equilibrium in which the demands of both business and personal life are equal Work-life balance is often referred to as "work/family," "work/family conflict," "family-friendly benefits," "work/life programs," "work/life initiatives," and "work/family culture." the present paper also focuses on various theories and models related to work-life balance of women entrepreneurs in the digital era. The research study has found that women are able to overcome their challenges during the growth of their businesses by utilizing a combination of personal attitudes like their passion, determination, perseverance, ambition, and technical skills. Working outside of Business premises with ICT—smartphones, tablets, laptops, desktop, and computers can aid in achieving a better work-life balance. The findings of this paper are based on secondary sources as well as content analysis of scholarly articles published in reputable journals.

**Keywords:** Entrepreneurship, Women Entrepreneur, Information Technology, Digital Era, work Life Balance.

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## **Sustainability of Work Force and Employee Development**

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### **Abstract**

The evolution of human race from the discovery of fire and invention of wheel to the invention of internet and space technologies has been a long journey and is marked with various transitions, collaborations, coming together of different minds, finding newer ways, optimizing, enhancing etc. The entire human race today is linked and involved together in direct or indirect ways, with everyone having its own share of responsibilities towards the society at large. A very large section of human race is employed and the income as paid work is the primary source of income for the masses. If job quality is improved, it can influence the well being of people across the globe and have defining impact in shaping up the future of mankind.

Employers and Human resource managers keep trying to ensure that the people who work for their organization are the best fit for the job and can give maximum output. This is possible if the work force is sustainable, and their constant development is taken care off. Rapid changes in technology, social and demographic transformation, focus on green transition to combat climate change, and impact of Covid 19 with some long lasting implications are changing the way work is being done, the purpose of work and also the location of job. The changes have both challenges and opportunities. Increase in inequality of wages, impact on mental wellbeing, increasing need for reskilling and upskilling are some of the major challenges of the changes in the paid work ecosystem. HR leaders across the globe are talking about a new vision for good work. This new vision is centered around five key factors namely (a) promoting fairness on wages and technology, (b) providing flexibility and protection, (c) delivering on health and wellbeing, (d) driving diversity, equity, and inclusion, and (e) fostering employability and learning culture. Managers at all levels need to think alike to make the new vision for good work a reality. This will help the organization on different fronts like employee engagement, work engagement, productivity, consistent attendance, retention. Business enterprise must step up and own responsibility to comprehend governments plan to make jobs better. This will make the whole world a better place.

**Keywords:** Sustainable work force, employee engagement

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## **AI and digital tools in Decision Making in HR**

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### **Abstract**

Technology has changed the way we think, work & interact with each other. Artificial intelligence ( AI) is one such technology that has made decision making easier.AI can absorb vast amount of data and analyse the same, identifying patterns that might not be immediately apparent to the human eye. This features are invulnerable to HR in various functions and enables better decision making.It help in Simplifying the Talent Acquisition Process-Typically recruiters devote approximately one-third of their productive time in recruiting talent and finding the best talent for the given position. Integration AI into the recruitment process reduces the screening time by nearly 70% . The AI bot can filter out the unsuitable candidates based on the input data provided by the recruiter. Additionally with Emotion AI, recruiters can now opt for video interview for screening. Emotion AI can help screen the video and assess the candidatesbaesd on verbal and non-verbal cues, which aee often missed by the human eye. The analysis provides critical information on various aspects related to the candidates suitability for the role.More over in terms of Training and Development, AI powered training software enables the programme to be flexible, personalising the modules to the needs of each employee. It can generate visual based on written content and recommend that an employee attend an in-person training day on aspects of the programme where the employee is stuck. AI can provide more accurate feedback on knowledge transfer to the employee and the manager. Higher accuracy helps enhance the decision-making process for all parties.

AI can help automate several tasks, ensuring these all are completed on time, free of human errors. Task like distributing payslips, collating periodic reviews and analysing the data, ensuring compliance with company policies are automated by HR teams.AI can help HR teams to identify the patterns in attrition, respond to new company policies or other metrics. AI can learn from any data input and use those inputs to create new rules for future business analytics.AI has a positive impact on decision making, given its ability to deeply analyse data. However AI is only as effective as the information it is fed. The technology as the information it is fed. The technology is still undergoing continues improvement. With the times and enough input data, AI can help make better, more impactful decisions.

**Keywords:** Artificial Intelligence, Training and Development, Talent Acquisition Process, AI and Big Data

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## **Decoding the role of social media in HRM**

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### **Abstract**

It would not be an exaggeration to say that social media platforms has become an important and integral part of our personal and professional existence. It is very important for any modern-day organisation to have a social media platform. A sapid social media strategy enables the HR management of a company to establish coherent connectivity with the employees, share the company's policies and programmes , leading to better employee engagement and tenacious workplace-workman relationship. Social media platforms can prove to be effective talent accession tools as companies increasingly compete for hiring qualified and suitable talent within limited time. The best example of this is LinkedIn where there are a number of active and passive job seekers with the right qualifications looking for the right job. A crystal clear social media framework in any organisation helps in stimulating a two way communication process between the employees and management. The main task of any HR personnel goes beyond filling excel sheets with employee details. Social media here, helps in knowing what works for the employee and what doesn't. With this tool, all the employees can engage, collaborate and react in a public forum in the presence of HR and together work for achieving organisational goals of the company. Social Media plays more than a supporting role in HR. It redefines employee engagement, communication and recruitment for the organizations. To sum up , social media is clearly an emerging trend in human resource management covering all aspects of employee relations, behaviour and engagement.

**Key words** – social media , engagement , management, behavior, engagement.

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## **Employee Resistance to Change And Digital Transformation**

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### **Abstract**

Digital Transformation is a process where an organization adapts digital technology to digitize their non-digital products, services , operations and other procedures for new and advanced experiences in their business models as well as their customers. It changes the way of operations and makes necessary requirements fundamentally. Digital transformation can lead towards a better growth and development in present and future aspects. Digital transformation does not only brings out positive growth for their business models and customers but also brings out consequences in relation to employees of that particular organization. Digital transformation possesses both - a boon and a curse. Boon , as it totally comes with a new concept of change and results in great success. Curse, as it brings out confusion, difficulties and stress resulting in conflicts and employee resistance towards change. Digital transformation is often associated with high level of stress for everyone involved in the process which is due to confusion and difficulties faced by everyone which also results in major conflicts and employee resistance towards change. It also results in failure of bigger projects and other organizational goals and objectives due to employee resistance towards change . Employee resistance towards change is mainly because the employees are stressed out about the changes the digital transformation may bring to them and their work respectively. They fear of the change in roles and responsibilities, change in objectives and goals, change in leadership and management, etc. It is therefore a crucial stage for the organization handling and dealing with employee resistance towards change .Employee resistance is a challenge to the organization and to overcome it there should be a good communication between the organization members .Lack of communication leads to confusion , difficulties and conflicts and to overcome it there should be a proper addressal session in the organization before the process of digital transformation takes place where all the necessary information of the changes that digital transformation may bring are clarified without any remaining doubts in the employees and the profits are explained diligently. By doing so there will a good communication between the members of the organization and there will be no employees resisting towards change.

**Keywords :** digital transformation, employee resistance, change, stress ,organization.

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## **Social Media and HRM**

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### **Abstract**

In a largely connected world today with a large part of our personal and professional lives spent online, it makes perfect sense for any modern-day organisation to have a social media presence. The digital platforms like Facebook, Twitter and Instagram have democratised communication to a greater extent. No doubts that social media has become an integral part of our daily existence.

The outbreak of COVID-19 pandemic on an unprecedented global scale has disrupted conventional work practices and operational processes of organisations. We can say that the physical work mode was completely disturbed. This disturbance brought a negative impact on our economy. COVID-19 was a challenging phase, though it was faced bravely.

People today are in a much better position to share their views and express their opinions in a free and independent manner. A social media strategy enables the HR departments of a company to establish seamless connectivity with the employees, convey company policies and programs, leading to a better employee engagement and cohesive workplace team relationship. It has the potential to motivate workforces in working towards achieving business growth and expansion in alignment with organisational goals and vision. Companies will lead to ensure the importance of social media in strengthening the operational resilience of employees to deal with new-age workplace challenges, plugging skills gaps to improve productivity and competitiveness while boosting employees morale and confidence. Social media can be a powerful tool to facilitate self-learning among employees by enabling access to online training modules and study programs. Social media provides HR and opportunity to create a relationship with every employee in the organisation, irrespective of their location. As employees become aware that there is a window where they can go for a resolution to any issue the visibility and the credibility of the HR as a function increases. Recruitments is one of the most sought after areas of HR on social media platforms. Social media can also take 360-degree feedback from employees. Social media is clearly an emerging trend in human resource management covering all the aspects of employees relations, behaviour and engagement.

**Keywords** –Social media, COVID-19, employees, HR, recruitments

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## **Digital Transformation in Healthcare-Driving smart personalized care**

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Healthcare as an industry is still operating like a “Cottage Industry” in which various components work and operate as independent agencies. There is no great evidence of “systemness” in healthcare delivery. Healthcare problems are thus called as “Wicked problems” as they are too many stakeholders and incentives across them are misaligned. In addition, the problems are compounded by resource constraints, lack of transparency, accountability and lacking holistic approach. These limitations of the system have been further amplified for worse, exposing the weakness of the system during the COVID pandemic. The so called “Health care Crisis” is universal in nature. Today thanks to advancements in digital technologies, there is great opportunity to leverage the same in Healthcare to overcome the current challenges and crisis. Digital Transformation provides the hope and promise to enable the healthcare system of the future to operate as an integrate whole at all levels to promote health and deliver high quality care that is more efficient, accessible and equitable. Technology-driven innovation holds the potential to improve our understanding of patients, enable the delivery of more convenient, individualized care, which is the need of the hour driving “Smart Personalized Care”. This presentation provides insights on this emerging concept giving details on the WHY, WHAT and HOW of Digital Transformation in healthcare.

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**Theme :Theme :Digital Transformation in Finance**

**Digital Finance: A Gateway to Environmental Sustainability**

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&

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**Abstract**

Digital finance is the most talked public policy in recent years. The emergence of new technology usually results to innovation in industry. New and upgraded technology is almost always adopted to make tasks easier and more efficient, and this applies to the financial sector as well. Digital finance is one of such technologies which are the need of the hour. Digital Payments transactions have been consistently increasing over the last few years, to digitize the financial sector and economy. Digital channels like UPI, E-Wallet, m-banking etc. are likely to provide better coverage and more cost-effective services to the unbanked rural population of India. The key enabler of India's transformed digital payment revolution is the JAM Trinity - Jan Dhan, Aadhaar and Mobile that have laid down the foundations of a Digital India. Consequently, a vast array of Government services are made available directly to the citizen with enhanced ease of access without the presence of any intermediary. Digital financial services enable the paperless banking and thus promote the environmental sustainability. The research article is descriptive in nature. This research paper aims to examine the contribution of digital finance towards sustainable development with digital technology of financing. This article reviews the developments in digital finance in India. We have explored a variety of data sources to assess both the extent of public awareness and various financing options. Our findings indicate that while there have been improvements in financing options in India, a paperless transactions could pave the way towards a greener and sustainable environment.

**Keywords:** Digital Finance, Financial inclusion, Digital Technology, Digital Channels.

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**A Study on Usage of E-Wallets among University students with reference to Raipur city**

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**Abstract**

Today's world is consumed by digital technology and developments, from daily bread to business, and from home to office impersonation of electronic gadgets has become the part and parcel of life. E-wallets are changing the way people make and receive payments, pay bills, transfer funds, recharge mobile phones, and shop in India. Electronic devices have become an essential part of daily life. An electronic wallet (also known as an E-wallet) is a type of digital wallet that allows users to conduct electronic business transactions quickly and easily. E-Wallets have revolutionized the global payment system by providing a wide range of digital services ranging from utility payments to E-commerce. In India, the growing use of smartphones and mobile internet has boosted the E-wallet industry. They offer a secure, portable, and portable internet purchasing tool. E-wallets, like traditional wallets, use cards to store information. Such as usernames, passwords, URLs, and the ability to personalize cards with icons, colours, and, on some platforms, images. Although there are numerous E-wallet examples on the market, some are extremely popular. These are the following: Phone pay, Google Pay, Jio money, Airtel money, Paytm, Free charge, Pay U Money, and other services are available. Many businesses offer E-wallet services to assist with the credit-card ordering process. The current study's goal is to identify the concept of an E-Wallet and analyse its use by university students in Raipur City.

**Keywords:**E-Wallets, Students, University, Electronic gadgets, E-commerce, Usage.

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**Digital Transformation and Strategy in the Banking Sector**

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**Abstract**

The modern, ever-changing technological environment forces all economic units to undergo digital transformation. Digital transformation in the banking sector is a continuous process that affects both the external and internal environment by redesigning internal processes and existing methods. In the last few decades, huge investments have been made by banks in technology to reduce their cost and improve customer's experience. Banks are offering digital banking channels such as ATM, Internet banking, mobile banking, digital banking kiosks to deliver best quality services to customers with the expectation of increasing profitability and reducing operating cost. There are many reasons that digital transformation takes place, such as servicing remote areas without physical branches, differentiation from competitors or reduction of operating costs. This paper presents an analytical framework that describes the business model of banks. It draws on the classical theory of banking and the literature on digital transformation. It provides an explanation for existing trends and, by extending the theory of the banking firm, it also illustrates how financial intermediation will be impacted by innovative financial technology applications. It further reviews the options that established banks will have to consider in order to mitigate the threat to their profitability. Deposit taking and lending are considered in the context of the challenge made from shadow banking and the all-digital banks.

**Keywords:** bank, consumer, digital, strategy, technology.

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**The Role of Digital Technologies in Enhancing Access to Healthcare for Marginalized People**

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**Abstract**

The Covid crisis has taught the whole world the importance of proper healthcare facilities and the role which new age digital technologies can play in improving it. When the crisis began, we witnessed systemic failure of health care infrastructure. The worst hit was the people from marginalized communities and areas without any proper healthcare infrastructure and facilities. But within a short span of time, digital transformation helped these people through telemedicine, remote monitoring, contact tracing, etc. This proved that although upgrading the health infrastructure can take some time, through use to digital technology, the best use to existing facilities can be done in much more efficient manner.

However, greater reliance on digital tools has the potential to increase disparities between those who have skills and access to digital tools and those who do not and thereby existing health disparities. It is therefore important that these new age technologies are not only used to provide health facilities, but are used in such manner that the ones with minimum resources are also covered by its benefits. This paper, will explore the role that digital technologies can play enhancing access to Healthcare for Marginalized People. The paper will also highlight the existing problems which are hindrance in digital transformation in health care sector.

**Key Words** - Health Care, Digital Transformation, Technology, Telemedicine, Marginalized People.

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## **Business Transformation through Digital Economy**

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### **Abstract**

The purpose of this paper is to analyze the cash-centric economy as pragmatic roots of changes that are occurring in Business. Cash accounted for upwards of 95% of all transactions, 90% of vendors didn't have card readers or the means of accepting electronic payments. The E-Commerce industry with shoppers embracing multiple touch points in their purchase journeys has driven change by Digital disruption. At least two places (Auroville Tamil Nadu and Akodara, Gujrat) in India totally cashless.

**Keywords:** Digital Economy, Business Transformation

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## **India's story of a financial revolution**

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### **Abstract**

United Payment Interface (UPI), a term unheard or unbelieved until April 2016, but in Modern India, UPI is the flag-bearer of the ongoing Financial Revolution. Who would have ever imagined a robust cash-based economy like India would have a massive influx of digital payments? From a tea vendor selling a Rs 10 Cutting Chai to a showroom with a pricey product range, a large section of our society has adapted to UPI. It actively utilises the mechanism for seamless payments. In the early stages, a year after the launch of UPI, the total number of payments was 6% compared to 36% of Card payments. However, in FY 2021, UPI's share expanded to 63%, while the percentage of Card payments shrunk to 9%. The progressive advancement of UPI has not just constructed an efficient payment instrument, but it has connected millions on an inclusive and well-structured Digital platform. Inclusive: UPI is not just limited to one App. The top UPI apps which drive growth are— GooglePay, Paytm and PhonePe, with WhatsappPay and AmazonPay joining the competition. The interoperability of the UPI demonstrates that once a user has signed up on UPI, they can immediately send money or receive it from anyone on the UPI system. Few countries, including the US, have a national payment network that allows instant settlement.

**Keywords-** Digital transaction, online payment, e-commerce.

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## **Digital Revolution in Financial Services: Challenges and Opportunities**

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### **Abstract**

The economic development of any country depends on the well-structured and innovative financial system of the country. Innovation is the need of the hour in any segment. The world is continuously experiencing unbelievable innovations in all the areas. Finance which is said to be integral part of all the sectors has witnessed rapid technological innovations. India which stands in the list of top developing countries is presently under the deeper shadow of digitalization. The digitalization in the financial services is not a new development but the application is widened with the new developments in the Fin-tech services. The Aadhar linkage and e KYC have simplified the life of the Indians. The digitalization has brought satisfaction in the minds of the people about the real time transactions because of tools like Immediate Payment Services (IMPS). Digitalization or digital transformation in financial services refers to the process of adopting cloud, social media social Medias, mobiles, big data for ease and efficient based results in the financial services. The different financial services providers in India have started adopting new technology in order to meet the fast-growing needs of the customers. The digital transformation in the financial services in the country by the different players has provided opportunities and created challenges. This paper makes an attempt to address those opportunities and challenges in the financial services caused by digitalization.

**Keywords:** financial, technological innovations, Immediate Payment Services, financial services

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## **Digital Revolution in The Field of Artificial Intelligence and Marketing**

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### **Abstract:**

Artificial intelligence (AI) has revolutionized the way businesses work, including marketing. In recent years, businesses have been using AI-powered marketing solutions to improve customer experience, increase marketing ROI, and improve efficiency. The purpose of this article is to review the literature on the impact of AI on marketing. This white paper discusses the benefits of AI in marketing, the challenges of implementing AI in marketing, and the future of AI in marketing. Research shows that AI can transform marketing, but it also creates several challenges that need to be addressed for a successful implementation. Artificial intelligence (AI) is a rapidly evolving technology that has the potential to transform the way businesses operate. In recent years, AI-powered solutions have been adopted by businesses to enhance customer experience, improve marketing ROI, and increase efficiency. AI can help businesses analyse data, predict consumer behaviour, and personalize marketing efforts. This paper reviews the literature on the impact of AI on marketing, discussing the benefits and challenges of implementing AI in marketing.

**Keywords:** AI, Marketing, ROI.

**Discursive Framing of Technological Disruption: The case of ChatGPT and the Academic Field**

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**Abstract**

Discursive framings play a crucial role in the evolution of technology and institutional fields (Kahl & Grodal, 2016). Technological disruptions lead to ambiguity and uncertainty. This leads to an “era of ferment” (Kaplan & Tripsas, 2008) in which different institutional actors interact to make sense of the new technology. This reciprocal interaction between different actors leads to change in the existing field and it also determines the trajectory of the technology. This paper attempts to understand the interaction between the institutional field of academia and the technological trajectory of ChatGPT. To do so, it delves into the discursive framings of this disruptive technology by different actors in the academic field. The paper delves into two related questions: How do field actors frame technological disruptions? What are its implications for the evolution of an institutional field? To investigate these questions, the author collected news articles related to the keyword “ChatGPT and academia” from the LexisNexis database. The data was analysed using a grounded theory approach (Gioia et al., 2012; Strauss & Corbin, 1998). The author looked at two specific aspects of discursive framing— stance and emotion toward technological disruption. The analysis pointed to two major stances – confrontation and ambiguity - towards the disruptive technology. The analysis further showed that the discursive framings were emotionally charged (Goodrick et al., 2020). The specific emotions present in these discursive framings were that of fear, surprise and mistrust. The negative emotions point to the fact that the current technological disruption has created an identity crisis for the academic field. Academia needs to rethink whether its purpose is to train only the mind (this could be done by artificial intelligence) or something else.

**Keywords:** ChatGPT, discursive framing, institutional fields, technological disruption, academic field.

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## **Growth of mobile payments field in India: an institutional perspective**

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### **Abstract:**

Mobile payments have witnessed rapid growth in India. The paper analyses the growth of mobile payments from an institutional perspective. According to this perspective, the growth of a field is dependent on three types of legitimacy – regulative, normative, and cultural-cognitive (Scott, 1995). The paper draws upon archival sources to shed light on these three dimensions of legitimacy for the mobile payments field. The data consists of newspaper articles collected from the Factiva database. The author searched the database for the keyword “mobile payment”. Based upon this search, a total of 688 unique articles were selected for further analysis. Also, since demonetization played a crucial role in the growth of the mobile payments field, the author also drew upon news articles related to demonetization. The data was analysed using a grounded theory approach to arrive at themes pertaining to the different aspects of the legitimacy of the mobile payments field (Gioia et al., 2012; Strauss & Corbin, 1998). The analysis revealed that the regulative legitimacy of this field was established in the year 1998 with the publishing of the first Reserve Bank of India monograph on payment systems. In the initial years, mobile payment was considered risky as the regulators were more focused on the security of financial transactions. However, this security logic was later replaced by the inclusiveness logic. The regulators saw mobile payments as a tool to expand the reach of banking services. The growth of mobile telephony further facilitated the growth of mobile payments. The mobile payment companies that came into being because of the regulatory changes played a crucial role in establishing normative legitimacy for the field by educating the customers. However, it was the demonetization experiment that established the cultural-cognitive legitimacy of mobile payments. The cultural-cognitive legitimacy was established through institutional work of problematizing, enrolling, and facilitating.

**Keywords:** Mobile payments, financial transactions., inclusiveness logic, demonetization, customers.

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### **History of Digital Transformation**

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#### **Abstract**

The paper is the review of some results of personal two decades experience of digital technologies in professional activity at the History Faculty of Belarusian State University. The teaching process itself the author proposes to divide in the vertical and the horizontal ones. The so-called vertical process is the standard work of the teacher/professor with students. The horizontal one is the teaching process where the main communication goes between students themselves. The digital transformation and its results have been revised for both processes and for the personal research work, including the classical lecture for the audience with its changes, TTS technologies used, Learning Management Software (LMS) options, Electronic Learning Complexes facilities, student educational and researching communication perspectives, creation of youth think-tanks at low cost involved, digital benefits for academic researcher. The author traces all these transformations and changes during last decades of his practice at the History Faculty of Belarusian State University. The paper shows the real examples of creation of different digital products for teaching, self-education, management of educational process, also the changes in research work brought to life with digital transformation.

**Keywords:** vertical and horizontal teaching process, TTS technologies, Learning Management Software, Electronic Learning Complexes facilities, youth think-tanks

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**Digital transformation and Entrepreneurship**

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**Abstract**

Over the last two decades, the phenomenon of technology entrepreneurship has attracted the interest of policymakers and researchers due to its significant impact on the economic progress of the country. Several authors define technology entrepreneurship as the interface of entrepreneurship and technological innovation. In this stratum, technological opportunities can be recognized and exploited by entrepreneurs through new venture creation. The paper presents opportunities related to digital transformation for entrepreneurship, a change that is associated with the application of digital technology in all aspects of entrepreneurship. This paper presents a structured framework with digital transformation stages, activities, and results. This research contains a literature review that fundamentally comprehends the digital transformation of entrepreneurship. The research clearly expressed the meaning of the digital transformation of entrepreneurship phases for the digital transformation. yet this special section provides a more fine-grained understanding of technology entrepreneurship. This paper presents new insights into the determinants of technology entrepreneurship and what are the consequences of technology on producers, consumers, and policymakers.

**Keywords:** Digital Transformation, Entrepreneurship

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## **Impact of IT on Teaching Learning Methods to achieve Outcome Based Education**

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### **Abstract**

The mammoth word Globalisation has made the world ‘glocal’ – a locally globalised village, made possible through the ever growing Information Technology (IT). Education sector is second to none in being impacted. The very purpose of education is the intended outcomes to be achieved and these outcomes are globally accepted. The very purpose of education from time immemorial and globe-wide has been to impart life skills and inclusive of make-a-living skills. The question thus arises if the IT creeping-in in all walks of life, especially education, still permits to reach and meet these education outcomes. Outcome Based Education (OBE) educational theory bases purely on outcomes and the resulting performances, and it is a learner-centred approach, unlike the traditional method which is teacher-centred. The traditional method accomplishes nearly the same, though indirectly in vacuum and hence the outcomes were unconsciously attained. The need of the hour is the OBE and is being followed, at times reluctantly, as an approach to holistic learning. OBE aims to teach the mental skills, information processing and to gather knowledge in the cognitive domain. One major development in the field of IT is the OpenAI’s ChatGPT chatbot that can almost dwindle the teaching learning methods. Automation is embraced in the teaching process, but it should not disturb the outcomes. Technology should not drive education, rather education should drive the use of technology. This paper touches upon the impact on achieving these outcomes and the possible solutions in achieving the skills and outcomes in the era of education automation. The survey approach is to have a semi structured interview with faculty members.

**Keywords:** Information Technology ,Outcome Based Education, Automation, technology, education

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**Digital Initiatives for Empowering Rural Women under DAY - NRLM in India**

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**Abstract**

India's landscape is changing as a result of advances in information and communication technology (ICT). It is empowering people and bringing about positive social, economic, and political changes in their lives. Through various schemes and projects, the central and state governments have taken several initiatives to bridge the digital divide and promote the digital empowerment of rural women. Deendayal Antyodaya Yojana – National Rural Livelihood Mission (DAY – NRLM) <https://aajeevika.gov.in> of Government of India is the world's largest poverty alleviation and women empowerment program. The programme has been empowering 85 million households and supporting 400 million population all across India. In the State of Jharkhand it is supporting 3.6 million households through 2.90 lakh women SHGs ([www.jslps.in](http://www.jslps.in)). Community Resource Persons (CRPs) and women SHG leaders are using smart phones, laptops, the internet, and various mobile apps, i.e., WhatsApp, Gmail, Google Map, YouTube, Google Forms, mobile banking, Google Pay, social media (Facebook), Google MEET, Zoom, with a basic use of computer fundamental operations like the internet, Excel, and Word, etc., in their personal and community work. A lot of rural women who belong to SHGs are being encouraged to learn how to use various technologies. More and more rural women are using digital technology to build community institutions, get access to financial services, improve their livelihood and way of life, and promote social development. There are specialized CRPs like digital didis (master e-book keepers) for SHG bookkeeping and business correspondence agents (BC) for financial and banking transactions. Trainers use Zoom and Google Meet to put on a lot of trainings and orientation programmes. The SAKHAM app is being used for digital literacy. They are also taught how to use LokOS, a new national mobile and web application that SHGs can use to keep track of group information and their financial transactions.

**Key Words:** Women SHGs, Community Institutions, Financial Inclusion, Internet, Mobile Technology, Digital Literacy.

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**Entrepreneurship in the era of digital transformation**

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**Abstract:**

Digital transformation revolves around the integration of technology into all aspects of a business, including processes, operations, and customer experiences. It has a significant impact on entrepreneurship as it provides an opportunity to make use of digits and technology to transform the traditional business as well as to create and run a new business venture with the aim of generating profits or creating social impact.

Entrepreneurs aim to innovate, grow and create value for their business by embracing data-driven decision making, building an online presence, leveraging automation and artificial intelligence, and collaborating with digital partners to stay ahead of the curve and succeed in today's fast-paced digital economy. Nevertheless, it also presents challenges in managing data privacy and security, dealing with technology infrastructure, and adapting to rapidly changing technology trends.

Rapidly changing technology brings in dynamism in the business environment and a reworked digital business model adopted by an entrepreneur needs to be analysed as to its having the potential of being a strategic partner in the digital entrepreneurship within the macro aspect it's economic and environment sustainability in the longer run.

A study by the Boston Consulting Group has found that SMEs that use digital marketing tools have on average 2.5 times higher revenue growth compared to those that don't. Likewise, with a growing number of internet users and increasing smartphone penetration, digital technologies have opened new opportunities for entrepreneurs in India. This article/presentation, thus, ponders as to how accepting new technologies may help entrepreneurs effectively utilize them to obtain more valuable capabilities by means of skill development and then translating the skill for creating value in the business through improved productivity, access of finance, enhanced marketing and sales and a happy customer experience.

**Keywords:** Digital transformation, technology, digital economy. SMEs, customer

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## **Adoption of AI in transforming Hearing Aid**

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### **Abstract**

Artificial Intelligence (AI) relates to the ability of computers to handle complex situations around us through advanced complex solving approach. It is used in everyday work of life. We can see its application in as robotic vacuum cleaners or running shoes in consumer durable. Its application can be seen in advanced aeronautic navigation systems as well as in medical computer imaging systems. Many of the scholars have tried to provide a clear distinction between advanced, complex solutions possible in computers and the way the human concepts of "consciousness" and "thinking" (McCarthy, 2003). Digital technology fulfills major requirements and challenges of the hearing aid. In the year 1996 digital technology was first seen its application in Hearing aid (HA). There are many situations in which uni-dimensional prediction do not capture the true complexity of sound. A better technique does confirm that signal processing achieves the desired outcome. AI Hearing Aids generally uses Machine Learning (ML) or Deep Neural Network (DNN) for sound synchronization and amplification. This article tries to understand the application of AI in Hearing Aids in the last two decades. In noisy challenging environment when it is difficult to hear AI application have been identified. The improvement in sound processing, reduction in background noise, masking the unwanted sounds are some of the effects it has introduced. Further, the development of technology does brings in the data log which provides the preference pattern and changes accordingly. The article tries to revolve all the development in AI in its future application in HA.

**Keywords:** Artificial Intelligence, Deep Neural Network, Hearing Aids, application, technology

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**Harnessing digital technology with small and marginal farmers for sustainable business performance of Farmer Producer Organisation**

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**Abstract**

Small and marginal farmers render significant contribution towards building the agrarian economy as they produce a substantial portion of the world food supply. It is also imperative to mention that they often live in poverty and are malnourished. They buy significant inputs in high retail price and sell their produces in low wholesales rates. In the existing ecosystem of agrarian market FPO is a legal platform for the primary farmers, which enables them to aggregate farm produces and establish a strong link with the mainstream market for better price realization and enhances their bargaining power with the volume of produces. This paper emphasises the need of technological interventions, which would further strengthen the FPOs to mainstream their business performance in the form of APP based real time tracking and monitoring of produces starting from aggregation from the farmgate to selling of produces in market. The promotion usage of Information Communication Technology (ICT) based tools and techniques for knowledge enhancement of farmers and production standardization and digitalization of business transitions also empower the small and marginal farmers make quick decisions and maintain transparency in the business process. The author deliberates upon the conceptual framework of technological solutions the vital aspect of sustainability business performance of FPO and further propounds that these technological interventions, based on the synthesis of a conceptual model, shall be designed to depict the interconnections and linkages to ensure the sustainability in business performance of the FPOs.

**Key words:** Digital Technology, ICT based tools, Farmer Producer Organisation, Sustainable business performance, standardization, business transition.

## **Need of Cyber security In Digitalization Age**

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### **Abstract:**

Cyber security means Protection of networks ,data, programs and other SENSITIVE INFORMATION from unauthorized access ,change and destruction is known as CYBER SECURITY. Cyber security is a major concern in the Era of DIGITALISATION where the use of computers has become ordinary for everyone. With the development and the internet's availability to most of the public , the pathway of CYBER CRIME has also increased. CYBER VULNERABILITY, it is in computer system or network , its security procedures ,internal controls or design and IMPLEMENTATION, which could be exploited to VIOLATE the system SECURITY POLICY. Cyber security is an essential for Digitalization or Digital transformation

- There will be MULTIFACETED benefits for everyone but there will also be new vulnerability.
- As transactions are initiated and processed via digital mediums ,massive amounts of sensitive PERSONAL AND FINANCIAL DATA will be created , stored and exchanged over the network.
- This poses an increased risk of CYBER FRAUD. Identify thefts and misuse of personal information.
- Agencies must recruit the right solutions ,so digital transformation does not comprises. The INTEGRITY of the data.

Cyber security – no room COMPLACENCY

- There is no room for complacency when is comes to cyber security .
- Data breaches are happening with increasing regularity and customer data is a prime data.

**Keywords:-** sensitive information, cyber security, digitalization , cyber vulnerability , implementation, violate , personal and financial data , cyber fraud , integrity, complacency.

**Transforming Marketing with Artificial Intelligence: Improving Customer Experience and Driving Business Growth**

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**Abstract**

Artificial intelligence (AI) has transformed many industries in recent years, and in marketing it is the use of machine learning algorithms to analyze customer data and behavior, and to identify patterns and insights that can inform marketing strategies. This can include predicting customer preferences, identifying opportunities for personalized marketing, and optimizing marketing campaigns based on performance data.

AI is having a significant impact is in the development of chatbots and virtual assistants. These intelligent agents use natural language processing to understand customer queries and provide relevant information and support. They can be used for a range of marketing purposes, including customer service, lead generation, and sales support. It is also being used to improve the accuracy and efficiency of marketing analytics.

Perhaps the most exciting application of AI in marketing is the potential for predictive analytics. By using machine learning algorithms to analyze vast amounts of data, marketers can gain insights into consumer behavior that can help them predict future trends and opportunities. This can be invaluable for developing marketing strategies that are both effective and future-proof.

However, there are also concerns about the use of AI in marketing. One of the main issues is the potential for bias in algorithmic decision-making. If AI algorithms are trained on biased data sets, they may produce results that perpetuate existing inequalities and discrimination. Additionally, there is concern about the potential for AI to replace human jobs, particularly in areas such as customer service and sales.

Despite these challenges, the use of AI in marketing is likely to continue to grow in the coming years. As marketers seek to leverage the power of data to improve customer experiences and drive business growth. Ultimately, the key to success will be in finding the right balance between automation and human expertise, and ensuring that AI is used in a responsible and ethical manner.

**Keywords** – Marketing , Artificial intelligence, Customer experience, Machine learning

**Theme :Digital Transformation in Strategy**

**Experiments In Neuro - Economic Decisions**

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**Abstract**

Decision-making is as old as Civilization with Economics being the fulcrum. In a way, undisputedly, economic decision-making represents the evolution and revolution of Economics as an accepted extension of Science. Economic decision-making is critical in the sense that a correct tactic needs to be adopted to make a balance between economics as a science and also an offshoot of interdisciplinary scholarship in the 21<sup>st</sup> Century. The foundation of stimulus has been neuro-economic decision explorations (merger of philosophies from cognitive science and management. Recently, neuro-economic decision-making has arisen as an interdisciplinary determination that counterparts advance cognitive science in the economics play-field. Some research issues addressed in this paper are; how decision preferences advance through the brain pathways; how the brain considers sources of data and, what intrinsic processes embody conflicting values are shaped through repeatedly producing 'rational' preferences. In short; how does the economic decision-maker choose via? Neurofeedback and what part of the brain aids perform economic decision creation? The aim and objective(s) of this paper are; through the brain's cabling diagram, the paper highlights the potential cause-effect linkage between biology and economics in explaining how economic decision-makers deal with judgment dynamics. The purpose of this paper is to focus on the role of neuro-dynamics to understand decision strategy. The aim is to exhibit empirical mosaics in 'neuro-trajectory feedback tectonic shifts(s)' of 'business' economic decision circuit'. The primary aim is to archetype neuro-feedback by using brain waves (ECG). The objective is to monitor the undercurrents of neurobiological in understanding economic decision behaviour. As regards Methodology, based on 'modulated sound - injections', the study examines neuro-economic fluid conditions and consequential behaviour of 03 (three) economic decision makers and provides the setting for future research. This offers a solution to the lack of understanding of fluid intellect through the measurement of brain activity. The study exhibits key findings and explains how neuro apparatuses explore 'business economic decision - tectonic shifts(s)' through a biological basis. Results suggest that neural signatures cannot simmer down to a single network or a few brain regions. The paper concludes with specific propositions towards rethinking the foundations of economic decision dynamics by providing alternative taxonomy for decision problems.

**Key Words:** Neuro-Economics, Decision, EEG, Alpha Waves, SVG, Neuro-Trajectory and Neuronal Shifts.

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## **Skill Development Programmes for successful Digital Transformation: A Pressing Need**

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### **Abstract**

#### **Abstract:**

In the context of digital transformation, the value of skill development cannot be emphasized further. Individuals and organizations who are unable to keep up with the rapid changes in technology risk becoming obsolete. Organizations and individuals are required to set themselves up for future success by putting money into skill development and embracing digital transformation. This paper studies the current skill ecosystem in India vis a vis its preparedness for Industry 4.0. It highlights the pressing need of aligning the skill development programmes in India with technological advances that Industry 4.0 brings with it to prepare the twenty-first century new age workforce.

**Keywords:** Industry 4.0, Digital Transformation, Skill India, Technical Skills, Workforce

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## **Digital Transformation in Neuro Marketing: Leveraging Technology for Improved**

### **Consumer Understandings**

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#### **Abstract:**

As companies look to better sell their goods and services by understanding the intricate processes of the human brain, the discipline of neuromarketing has grown quickly in recent years. Since the development of digital technology, neuromarketing has been used to improve consumer insights through a variety of digital tools and methodologies. An overview of the digitalization of neuromarketing and how it has affected consumer insights is given in this study. The introduction of the study defines neuromarketing and the techniques employed to acquire customer insights. The impact of digital technology, including the application of artificial intelligence, machine learning, and data analytics, is then examined in relation to the discipline of neuromarketing. The report also looks at the potential and difficulties brought on by the digital transformation of neuromarketing, including ethical issues. According to the research, digital transformation could completely change neuromarketing by introducing new methods and instruments for gathering consumer insights. They include software for facial recognition, eye-tracking, and wearable technology. The use of digital technology in neuromarketing does present certain difficulties, though, including privacy issues and ethical issues. The paper's conclusion emphasises the value of a balanced approach to digital transformation in neuromarketing, one that uses technology to improve customer insights while making sure that ethical considerations are taken into account.

**Keywords:** neuromarketing, digital transformation, Consumer, ethical

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## **Effectiveness of Digital Marketing in the Challenging Phase: An Experiential Study**

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### **Abstract:**

Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firms' sales. Additionally the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. The examined sample consists of one hundred fifty firms and fifty executives which have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analyzed with the help of various statistical tools and techniques.

**Keywords:** Digital marketing, consumers, tools and techniques

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## **Comparative Study Using Machine Learning Method for Demand Prediction**

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### **Abstract**

This paper presents a comparative analysis of machine learning methods for demand prediction in commerce advertising. The study aims to explore and evaluate the performance of different machine learning algorithms in predicting the demand for various products and services. The machine learning methods evaluated in this study include linear regression, decision trees, random forests, and neural networks. The results indicate that the neural network outperformed the other methods, followed by the random forest method. These findings have significant implications for commerce advertising businesses as they can leverage machine learning techniques to improve their demand prediction accuracy and consequently enhance their overall sales and revenue.

**Keywords:** Machine Learning, Demand prediction, Comparative Analysis

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**Theme :Digital Transformation and ESG**

**Digitalization and its competency to transform Indian Logistics Industry to adapt Green Logistics**

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**Abstract**

Through this paper, in brief, I have tried to illuminate the logistics emergence and growing importance for Industry in respect to delivery of best customer service, optimizing logistics cost. Here in this research paper, it has been tried to emphasize that how logistics, although being, very important arm of industry, is also responsible for increasing carbon emission. To that context along with whole world, India being a responsible country and emerging power, has also committed, to reduce the carbon emission of its part. Now it is a very challenging part of the whole scenario. On one side India must maintain growth trajectory and on the other hand, sufficient effort is enforced to reduce pressure on environment. To balance the equation, digitalization has put forward various option to honour environmental requirement on one hand and maintain growth trajectory on other side. With concept of Industry 4.0, the concept of logistic 4.0 has also gained ground. There are many solution with which, logistics can contribute to reduce the carbon foot print in its domain. In this paper I got opportunity to analyse the matter.

**Keywords:** Logistics, Green Logistics, Digitalization, Supply chain, IOT in Logistics, Blockchain, Logistics 4.0

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**Social and Responsible Capital Scenario and Corporate Sustainability – A Study of Selected Companies from Indian Manufacturing Sector**

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**Abstract**

Social and Relationship capital has gained strong foothold in the arena of business. Days are gone when corporates considered social obligations as discretionary. However, there were some companies which always cared for the society and did noteworthy work for the upliftment and betterment of the society. But the Section 135 of the Companies Act, 2013 acted as a game changer.

The mentioned section states that every company having net worth of rupees five hundred crore or more, or turnover of rupees one thousand crore or more or a net profit of rupees five crore or more during any financial year must spend every financial year, at least two percent of the average net profits of the company made during the three immediately preceding financial years, in pursuance of its Corporate Social Responsibility Policy.

Now companies from various sectors incur expenditure on various activities covered under social and relationship capital, i.e., corporate social responsibility (CSR) such as eradicating hunger, poverty and malnutrition, promoting health care including preventive health care and sanitation; promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects; Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources etc.

In this research paper, the scenario of social and relationship capital (CSR) will be focused for selected companies of Indian manufacturing sector, as it has been observed that emission of carbon / GHG (Green House Gases) emission tends to be higher in case of manufacturing sector-based organisations. The sample of companies that will be considered for the research study will be eclectic, i.e., companies from diverse industries covered under the manufacturing sector of India, i.e., cement, steel, crude oil, fertiliser and automobile. From each mentioned industry two companies will be selected randomly for undertaking analysis of social and relationship capital. Relevant statistical tools will be used to draw inferences pertaining to the social and relationship capital scenario of the companies selected from the above mentioned industries. Further, this research paper will also make an endeavour to reconnoitre the sustainability of the selected companies by gauging their performance on vital financial parameters.

**Keywords:** Genesis of CSR; Social and Relationship Capital Scenario; Gauging Sustainability.

JEL Classification Code: M14 (Corporate Culture • Diversity • Social Responsibility)

**Theme :Digital Transformation for inclusive growth**

**Digitalisation in Rural India: Present Scenario**

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**Abstract:**

The purpose behind digitalisation of rural India is to provide them to increased employment possibilities that demolish unemployment that guarantee an increased. It created economic opportunities and make rural India an integral part of economic. However, a lack of trust in digital facility like digital payments and also shortage of affordable. This paper research about the challenges of digitalization in rural India and its growth. To answer these questions, I used India Forbes acritical GOING digital: A bubbling revolution in rural India by ZARINA SCREWVALQA and also some other articles from different of sites. My research shows how digitalization affect India and its benefit, the help startups do make rural part of India go digital and tech savvy. The growth and digital literacy. The internet presence of rural part of India is 20 percent higher compare to urban India. Government of India are also launching new scheme like “Pradhan Mantri Gramin Digital Saksharta Abiyan” for the digital literacy in rural India. The Rural Development Ministry has allocated 1,57,45 crore in Union Budget for 2023. The rural areas house up to 70 percent of India’s population that cover major part of Indian population.

**Keyword:** digitalisation, A bubbling revolution, digital literacy, Pradhan Mantri Gramin Digital Saksharta Abiyan, economic opportunities, internet

## **Market Placement and Study in Business using Artificial Intelligence**

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### **Abstract**

The fast pace of artificial intelligence and automation is propelling strategists to reshape their business models. This is fostering the integration of AI in the business processes but the consequences of this adoption are underexplored and needs attention. This paper offers a methodical literature analysis that makes an effort to clarify how businesses leverage AI technologies in their operations and explain the value-generating processes. We create a three-dimensional research model based on Neo-Schumpeterian economics and its three forces, innovation, knowledge, and entrepreneurship, to assess this entire influence. The first dimension relates to AI innovation and research. The impact of AI on the global market, digitization and the strategic goals of organizations is explored in the second dimension, while the third dimension looks at how AI is altering corporate environments.

The important enablers and inhibitors of AI adoption and use are highlighted in our research, along with the types of AI use in the organizational setting, first- and second-order impacts. Organizations must comprehend these issues and the technologies' potential for value addition if they are to realize the potential benefits of AI. Yet, the current AI research is more concerned with understanding how AI is adopted technologically than it is with finding the organizational issues connected to its application.

By giving a synthesis of the existing body of knowledge and creating an agenda that can assist progress our knowledge, we try to fill this gap in this work. As a result, we conduct a systematic collection of the available literature, present a narrative review by summarizing the body of literature, and provide a thorough report that directs future research. At last, we will also discuss the negative aspects of AI. This paper will also provide a better understanding on how AI can transform the business environment and thus global economy.

**Keywords:** Artificial Intelligence, Automation, Digitization, Innovation, Business Contexts, Neo-Schumpeterian model.

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## **The Perceived Business Benefit of Cloud Computing: An Exploratory Study using Artificial Intelligence**

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### **Abstract**

The goal of the research is to investigate how cloud users perceive these benefits and how moderating factors affect the association between cloud computing type and perceived benefit. Cost savings, more functionality, and improved scalability were the three benefits of cloud computing that were examined in the study. According to the findings, the perceived value of cloud computing differs based on the cloud computing type, the value chain activity where it is used, and the size of the firm. Moreover, firms gain more from expanded scalability than from cost savings and improved company performance. Businesses that use cloud computing have greater capabilities in supporting activities than in core ones. The composite benefit among Software, however, does not significantly differ from one another. concerned with understanding how AI is adopted technologically than it is with finding the organizational issues connected to its application.

Platform as a Service (PaaS), Infrastructure as a Service (IaaS), and Software as a Service (SaaS) are three advantages of cloud computing (IaaS). Moreover, there is a negligibly significant interaction impact between the different cloud computing models and the size of the company. The major goal of the current work is to analyse the many definitions of cloud computing put out by various researchers, identify areas of "consensus," and develop such a "generic" definition of cloud computing from the viewpoint of business. The goal of the paper is to contrast academics' and industry specialists' definitions of cloud computing.

By giving a synthesis of the existing body of knowledge and creating an agenda that can assist progress our knowledge, we try to fill this gap in this work. As a result, we conduct a systematic collection of the available literature, present a narrative review by summarizing the body of literature, and provide a thorough report that directs future research.

**Keywords:** Cloud Computing, Innovation, Business Contexts, PaaS, IaaS, SaaS, IaaS, AI.

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**Plastic Money: A Study of its Recent Trends, Issues and Challenges**

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**Abstract**

Money is regarded as a payment tool and also as a medium of exchange. Over the years money has changed form from coins to paper and eventually it has transformed into electronic money or plastic card. The Indian economy is expanding at a rapid pace at more than 7.5% per annum, the cashless transactions in middle -class India is also increasing. The growth in the use of plastic money primarily credit and debit cards has been astounding. After the Demonetization, these plastic cards have caught on in a big way amongst the educated population of the country. The most important characteristic of cashless is its transnationality. Digital cash does not recognize national borders. The unprecedented efficiency of international payments with cashless may indeed increase the instability of the global monetary system. The present paper tries to analyse the recent trends, issues and challenges and its impact on the Indian Economy.

**Keywords:** *Digital Cash, Economy, Money, Monetary System, Plastic Cards.*

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**A Fuzzy Optimization Approach to Staff Selection Problem**

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The staff selection problem is a crucial task in an organization that aims to identify the best candidates for a given job position. It is a multi-criteria decision-making (MCDM) framework that aims to identify the most suitable candidate for a given job position based on a set of criteria. Traditional staff selection methods typically involve the use of objective criteria, such as education, experience, and skill sets, to evaluate and rank candidates. However, these methods often overlook subjective factors, such as personality traits and soft skills, which can be equally important for job performance. Fuzzy optimization approaches offer a promising solution to this problem by allowing decision-makers to incorporate both objective and subjective factors in the staff selection process. In this paper we consider the number of officers required at each period to be uncertain/fuzzy. The reason being shortage and scarcity has led to constraint of available human resources. One has to work with optimal matching between personnels and job. Also sensitivity analysis that has been done in the process of minimizing personnels with a maximal satisfaction level. A numerical example explains our methodology.

**Keywords:** Fuzzy Optimization, Fuzzy sets, Multi-criteria decision-making (MCDM), Personnel Selection Problem

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**Adoption of LinkedIn for Job Search using Technology Acceptance Model (TAM)**

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**ABSTRACT**

Effectiveness of HR functions at any organization is hugely dependent on the quality and quantity of the recruits. Substantial integration of digital technologies with HR functions has braced recruiters and candidates with innovative recruitment processes. LinkedIn – a social networking platform has made its mark for domestic as well as international recruitment process. It has emerged out as a successful avenue for recruiters and prospects for job search, notifications and a professional community to support and spread it for better reach. The current study attempted to examine the candidate's perception on the use of LinkedIn as a source of job search. The study summarizes the issues and possible implications towards adoption of LinkedIn by potential recruits, using Technology Acceptance Model (TAM). 100 respondents were considered, with those having an account on LinkedIn platform and carrying at-least 02 years of work experience. Technology adoption regarding LinkedIn was accredited to user convenience, along with high information noise.

Keywords: LinkedIn, Technology Acceptance Model (TAM), Recruitment, Digital HR

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## About ICFAI University Jharkhand

### About Us

The ICFAI University, Jharkhand (IUJ) was established under the provision of the Institute of Chartered Financial Analysts of India University Act, 2006 (Jharkhand Act No. 08 of 2007), vide Notification dated June 17, 2008 of the Government of Jharkhand. The University is sponsored by the Institute of Chartered Financial Analysts of India (ICFAI), a not-for-profit educational society established in 1984 under the Andhra Pradesh (Telangana Area) Public Societies Registration Act, 1350 F (Act No.1 of 1350F) with the objective of imparting training in finance and management to students, working executives and professionals in India. The IUJ is included in the list of universities maintained by University Grants Commission (UGC) under section 2(f) of the UGC Act, 1956 vide their letter no F.8-17/2009(CPP-I) dated 01 Dec 2009. The ICFAI University, Jharkhand (IUJ) is a part of ICFAI Group that is well known for its quality of education and ethics. It is the first Private University that was set up in Jharkhand, as per the State Legislative Act and is recognized by UGC, as per Section 2(f) of UGC Act, 1956. The University offers a range of Under-Graduate, Post-Graduate and Doctoral Programs in Engineering, IT, Law and Management disciplines.

The University believes in creating and disseminating knowledge and skills in core and frontier areas through innovative educational programs, research, consulting and publishing, and developing a new cadre of professionals with a high level of competence and deep sense of ethics and commitment to the code of professional conduct. The University is committed to grooming its students into competent professionals, by providing contemporary knowledge, equipping them with industry-relevant skills and inculcating good values. The University was ranked among the top ten in East Zone and among top 50 in the Country during 2020, as per various independent rating and ranking agencies.

### Faculties of the IUJ

The IUJ has two faculties; i) Faculty of Management Studies (FMS) and ii) Faculty of Science & Technology (FST). While FMS is committed to provide quality education and training along with research in the field of management by helping the students to develop business and personal competence through their exposure to real business problems, case-based analysis and industrial interaction, FST is devoted to offer advanced industry-oriented education in the field of technology.

### FMS offers:

- **MBA** (Masters of Business Administration), a two-year campus-based program for graduate students.
- **MBA-WP** (Masters of Business Administration for Working Professionals), a two-year campus-based program for working graduates.
- **MCA** is a three-year campus-based program for **Graduate(10+2+3)** students in any discipline.
- **BBA** (Bachelor of Business Administration), a three-year campus-based program for 12<sup>th</sup> Class (any Group) pass students.
- **BCA** (Bachelor of Computer Application), a three-year campus-based program for 12<sup>th</sup> Class (any Group) pass students.
- **B. Com. Honours** in Banking/ Financial Services/ Insurance, Accountancy and Computer Application, a three-year campus-based degree program for 12<sup>th</sup> Class (any Group) pass students.
- **B.SC (Physical Science)** is a three-year Campus-based program offered with a view to impart in-depth knowledge and broad understanding of Physical Sciences- Mathematics, Physics and Chemistry.
- **BBA-LL.B(Hons)** Program is a 5-year full-time program, offered with the outlook of imparting a thorough and deep knowledge of the law courses to the students.
- **LL.B Program**: The LL.B Program is a 3-year full-time program, approved by the Bar Council of India (BCI) for graduation pass students.
- **Ph.D.** Program (Part-Time) in Management, for the working executives and academicians with 2 years Post-graduation and work experience of three years. It is compliant with UGC Regulations.

### FST offers:

- **B.Tech.**, of our year campus-based degree program for the students of Class 10+2 Science (PCM group) offered in Computer Science & Engineering (CSE), Data Sciences and AI (DS&AI), Mechanical Engineering (ME) and Mining Engineering (MN).
- **B.Tech.(Lateral Entry)**, a three-year degree, campus-based degree program for the students in respective branches of Engineering with minimum 50% marks offered in Computer Science & Engineering (CSE), Data Sciences and AI (DS&AI), Mechanical Engineering (ME) and Mining Engineering (MN).
- **DIT**: The Diploma in Technology (Polytechnic) Program is a three-year, six-semester, full-time, campus-based program, offered in Computer Science & Engineering (CSE), Mechanical Engineering (ME) and Mining Engineering (MN).

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