

2023

**INTERNATIONAL
CONFERENCE**



Organized by DMS, DCA, IQAC & MICS



Dr. Biju Pushpan
Inaugural Address



Prof. Achuthsankar S. Nair
Keynote Address



Daniel McConaughy
International Speaker



Mathew Joseph
Guest of Honour



Alex James
Speaker

**14,15 SEP
2023**

**‘Empowering Business through
Digital Transformation’**

Mar Athanasios College for Advanced Studies Tiruvalla

Affiliated to MG University Kottayam and Approved by AICTE, NAAC ‘A+’ Grade

A minority Institution of the Corporate Educational Agency of the Catholic Archdiocese of Tiruvalla

Tiruvalla, Kerala, India-689101, Tel: +91469 2730300, 2730303

www.macfast.org

MACFAST

Mar Athanasios College For Advanced Studies Tiruvalla (MACFAST) is a premier post graduate research institute, established in 2001 with the objective of offering the best courses in Business Management, Information Technology and Biosciences to mould eminent professionals over the years to confront the challenging demands of the corporate world and the world of science & technology. MACFAST is owned and managed by the Corporate Educational Agency of the Catholic Archdiocese of Tiruvalla, with His Grace Dr. Thomas Mar Koorilos as the President and Patron.

Department of Management Studies

DMS in MACFAST provides a postgraduate programme in Management Studies (MBA) affiliated to MG University, Kottayam, and approved by AICTE, New Delhi, and a three-year B.Com programme that aims to groom students into competent and responsible leaders who are adaptable to the global dynamic business environment, oriented to achieve excellence, and maintain high ethical standards. DMS integrates a challenging curriculum with meticulous career-oriented co-curricular and extra-curricular activities with a focus on grooming future business leaders.

Department of Computer Applications

The Department of Computer Applications offers a two-year Master's Degree programme (MCA) approved by AICTE and affiliated to the MG University Kottayam, with an intake capacity of 120 students, and a three-year BCA programme with an intake capacity of 40 students. The objective of this course is to mould eminent professionals with creative minds and sound practical skills in cutting edge technologies to confront the challenging demands of the world of science and technology.

About the Conference

Digital Transformation is an opportunity for companies to fundamentally transform the way work is done so that the organisation can grow and remain competitive over time. It's not about "if" the company should make a digital transformation, but about "how".

Digital transformation affects all sectors of society. Companies now have the opportunity to radically change their business models thanks to new digital technologies like social networks, mobile, big data, the Internet of Things, and other innovations like blockchain. This mostly involves changes to the core business operations and modifies products and processes, as well as organisational structures, as companies ought to set up management practices to conduct these complex transformations. Consequently, society overall is facing a radical change due to the development of digital technologies and their extensive implementation in all markets.

Target Audience

The conference aims to bring together leading academic scientists, research scholars, and Students to exchange and share their experiences and research results on all aspects of management, economics, education, and technology towards business transformation.

The conference will be conducted in four tracks: Track 1 for academicians, Research scholars, and industrialists; Track 2 for PG students; Track 3 for UG students; and Track 4 for MACFAST students. The Department of Management Studies and Computer Applications, MACFAST, invites profound research works on the above main theme and the following sub themes:

General Management

- Digital transformation in business and management
- Enterprise digital transformation and production
- Digital Potential
- Multidisciplinary reflection and research on digital transformation
- Technology to transform a connected nation
- Digital transformation and cultural management
- Digitization in leadership and talent Management
- COVID -19 and Digital Journey

Marketing Management

Digital Marketing Strategies/ Customer Relationship Management
Data-driven Marketing
Omni-channel Marketing
Influencer Marketing and Brand Advocacy
E-commerce and Digital Sales
Social Media Marketing
Digital Consumer Journey
Mobile Consumer Behaviour
Consumer Insights from Big Data
Digital Product Marketing
Platform and Ecosystem Strategies

Computer Application

Blockchain for Social Impact
Signal Processing
Robotics and Automation Process
Artificial Intelligence (AI) and Machine Learning (ML) - in Business
Social Network Analysis and Algorithms
Social Network Analysis (SNA)
Risk Assessment and Management using Cyber Security
Data Analytics in Business

Finance & Banking

Digital Financial payments Services
Cashless societies
Sustainable Financial Ecosystem
Digital Technology in financial transformation
Digital Economy and Fintech companies Smart Financing
Universal Financial Accounting Systems Solutions
Plastic money

Human Resource Management

Digital Recruitment and Talent Acquisition
Digital Learning and Development
Digital Performance Management
Digital Employee Engagement and Communication
Digital HR Analytics and Insights
Digital Workplace Well-being
Digital Diversity and Inclusion
Digital HR Governance and Ethics
Digital Transformation Leadership and Change Management
Digital HR Strategy and Future of Work

Operations Management

Digitizing Operations
Supply Chain Optimization
Agile & Responsive Supply Chain
Digital SCM
Supply Chain Analytics

***The scope of the conference is not limited to the mentioned themes. Any topics related to the main theme or sub-themes relevant to various industries or sectors.*

Registration Fee :

Students [PG/UG]: ₹ 150

Research Scholars: ₹ 300

Faculty members: ₹ 500 (online) , ₹ 750 (Offline)

Industry delegates: ₹ 1000

International Presenters: \$ 50

Account Details

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Important Dates :

Abstract Submission: 4th September 2023

Intimation of Abstract acceptance: September 6th 2023

Full Paper submission: September 11th 2023

Guidelines for Authors :

The author should adhere to a word limit of 250 words for the abstract and 3000 words for the full paper, with a maximum of 5 key words. Times New Roman 12 point font with line spacing of 1.5 and a margin of 1 inch should be followed. The title page should contain the author's name, affiliation, and contact details. Use APA style for references. A soft copy of the full-length paper in MS Word should be sent to conference@macfast.org

022@macfast.org

Publication Opportunity

Selected papers will be published as edited chapters of an ISBN eBook or in subsequent issues of the Journal of Science, Technology, and Management with ISSN No. 0974-8334 (postal charges may apply).

Best Paper Awards :



Conference Committee :

Fr. Dr. Cherian John Kottayil (Director)
Dr. Varghese K Cheriyan (Principal)
Dr. K.R Sukumaran Nair (Academic Director)
Dr. Sudeep B Chandramana (HoD DMS)
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