

School of Management Studies, Ansal University
invites you to

**International Conference on
Digitalization, Entrepreneurship and Skilling
(IC-DES 2017)**

March 16 – 17, 2017



Background

India is fortunate to have a large and young workforce. But simultaneously it is a challenge for the government to provide and generate employment opportunity for this workforce. The Digital India, Make in India and Skill India Mission are amongst the most popular initiatives of the current government to contribute towards employability, giving strong impetus to both entrepreneurship and skill development for achieving sustainable economic growth. Against this backdrop, a two-day International Conference is being organized by School of Management Studies on *Digitalization, Entrepreneurship and Skill Development (IC-DES 2017)*. The conference aims to deliberate, discuss and conduct research around the prevalent issues, challenges and prospects of the basic pillars of education, skill development, government role and policies, in-house manufacturing, digitalization, entrepreneurship, innovation etc. There are huge skill gaps that exist in the country. The initiatives taken up by the current central government are unique in nature and hence attract the research community for the study. The conference strives to provide a platform for academicians, research scholars, practitioners, government officials and students to contribute their research work and present their ideas.

About the Organizer

Ansal University is dedicated to providing an advanced quality of education with a futuristic approach for students drawn from around the world in the disciplines and professions that have the greatest bearing on the future of India and the World. It provides a stimulating teaching and learning environment, where the best teachers and researchers apply innovative pedagogical techniques and encourage young minds to explore the frontiers of research, creating the knowledge and wisdom that equips mankind for the challenges of our collective future. The event has been conceptualized by the **School of Management Studies (SMS)**, which is a leading business school in the region, offering under-graduate, post-graduate and doctoral level courses in management. The school differentiates itself from other business schools by providing students the culture of innovation, creativity, team spirit and problem solving ability. Apart from the curriculum, the students undertake various courses on value added certificates, transdisciplinary learning, soft skills and life skills.

Who is this Event for?

Participants who would be interested in this academic confluence will be persons from academia, researchers, corporate professionals, government sector, students, voluntary sector and individuals interested in the area of the conference theme.

Tracks for the Conference

<i>Make in India</i> <ul style="list-style-type: none">- New Initiatives- Ease of Doing Business- FDI- Indian Manufacturing- Innovation of Products and Services- Capacity Building- MSME Challenges and Issues- Smart Cities- E-Commerce & its role in Make in India- Banking and Financing Options for Make In India- Opportunities in Marketing, Human Resources, Operations, Supply Chain, IT for Make In India	<i>Start-up India</i> <ul style="list-style-type: none">- Start-ups: Opportunities and Issues- Manufacturing opportunities- Role of NGOs in promoting Start-up India- Opportunities in Marketing, Human Resource, Manufacturing, Operations, Supply Chain Management, and IT for Start-up India- Tech Startups- Funding to Start-ups – Issues & Challenges- Industry-Academia Partnership and Incubation- Sustainability of Ventures
<i>Digital India</i> <ul style="list-style-type: none">- Role of IT in various sectors- Digitalization- E-Learning- E-Banking and digital initiatives in banking- Digitalization and Government- Public Internet Access Programme- e-Governance- eKranti	<i>Skill India</i> <ul style="list-style-type: none">- Contribution of Skilled Workforce in Economic Development- Migration of Workers and skill development- Skill Development & Training of Workers- Skill Development Initiatives- Women and Skill Development
<i>Entrepreneurship</i> <ul style="list-style-type: none">- Issues and challenges for Entrepreneurs- Angel Investors- Innovation and Leadership- Social Entrepreneurship- Business Opportunities- Women Entrepreneurs	<i>Others</i> <ul style="list-style-type: none">- Sustainable Development- Inclusive Growth- Corporate Social Responsibility

Note: Above list is suggestive but it is desirable that all contributions have relevance to the main theme of the Conference.

Publication

The selected papers would be published in the form of an edited book with ISBN Number, for dissemination to a larger audience. All rights of publication of research papers accepted in the conference shall rest with the organizers. The selected research papers will be published in bi-annual international journal of Ansal University Business Research AUBR (ISSN: 2320 -0502).

Guidelines for Submitting Research Papers

Research Papers will be accepted on their originality, structure, research methodology and findings. Authors may submit case studies as well. The paper should not exceed 10,000 words and must be accompanied by an abstract (about 150 words), brief bio data of the author (s) and a declaration that the research paper is an original and unpublished work. Research paper should be typed in A4 page setup, with Times New Roman 12 size Font and 1.5 line spacing in MS Word. They should be properly formatted and inclusive of title, abstract, keywords, text and references (APA Style).

The research paper should be mailed to the Convener, IC-DES-2017 through e-mail at: **icdes2017@ansaluniversity.edu.in**. The Organizers reserve the right to accept or reject any work without assigning any reason.

Absentia

In case the authors wish to submit their in absentia, it is possible.

Presentation Guidelines

At least one of the authors needs to present their paper on the day of the event. The presentation will be through MS Powerpoint. Presentation time allocated for each presenter is 5-6 minutes, followed by Question/Answer round.

Registration Fees (per author/participant)

Category of Delegate	Indian Nationals (INR)	Foreign Nationals (USD)
Industry / Government	5,000	US \$ 250
Individuals/ Faculty / Research Scholars	2,000	US \$ 150
Students	NIL	NIL
Absentia participation	2,000	US \$ 150

Registration Fees includes kit, lunch and tea on both the days.

Registration Fee is payable by DD / Crossed cheque / Online payment, in favor of "Ansal University," payable at Gurgaon. The payment should be sent to the Convener and should be accompanied by details of the authors/participants i.e. name, designation, institution/organization, mailing address, telephone/mobile no. and e-mail as per the enclosed Delegate Registration form. Online payment details are:

Account Name	ANSAL UNIVERSITY
Bank Name	Axis Bank Ltd.
Branch	DLF Gurgaon
Bank A/c Number	916010056453972
IFC Code	UTIB0000131
Branch Address	Ground Floor, GL-5,6,7,8 Cross Point, DLF City Phase IV, Gurgaon 122009 Haryana

Important Dates

Last Date for Submission of Paper
Communication of Acceptance
Registration
Conference Dates

10 January, 2017
30 January, 2017
10 February, 2017
16-17 March, 2017

Certificates

All participants who register for the event will get Participation Certificate. All those authors who register for the event will be given Author Certificate.

Venue

The two-day conference will be held at Ansal University Gurgaon. Nestled at the foothills of the Aravallis and next to the Corporate Hub of the Millennium City, Ansal University is only 5 km away from HUDA Metro Station.

Accommodation

Ansal University extends assistance to accommodation in hotels in Gurgaon at the expense of participant. Information about hotels in Gurgaon is available at conference website.





Conference Secretariat

Chief Patron

Mr. Sushil Ansal, Chancellor, Ansal University

Patron

Prof. Raj S. Dhankar, Vice Chancellor, Ansal University

Conference Chairperson

Dr. A.K. Malhotra, Dean - SMS, Ansal University

Convener

Dr. Sona Vikas, SMS, Ansal University

Organizing Secretaries

Ms. Aparna Sethi, Faculty – SMS, Ansal University

Email: aparnasethi@ansaluniversity.edu.in

Dr. Inderjit Kaur, Faculty – SMS, Ansal University

Email: inderjitkaur@ansaluniversity.edu.in

Mr. Navdeep Barwal, Faculty – SMS, Ansal University

Email: navdeepbarwal@ansaluniversity.edu.in

Ms. Suman Dahiya, Faculty – SMS, Ansal University

Email: sumandahiya@ansaluniversity.edu.in



DELEGATE REGISTRATION FORM
International Conference on Digitalization, Entrepreneurship and Skilling
(IC - DES 2017)
March 16 – 17, 2017

Name of the Participant

Category of Participant (Tick as Applicable):

Industry / Individual / Academician / Research Scholar / Student

Designation:

Organization:

Mailing Address:

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Telephone No.:..... Mobile:

E-mail id:

Payment Details: DD No. / Cheque No.:

Date: Amount: Drawn on Bank Name:

..... / Online Payment Receipt

Note: Fee is payable by DD in favour of '**Ansal University**' payable at Gurgaon.

Please write your name at the back of the DD/Cheque No. (Kindly fill separate form for each delegate) Please send this form duly filled in along with the DD/Cheque No. to:

Dr. Sona Vikas

Convener – International Conference-DES 2017

Ansal University, Sector 55, Golf Course Road, Gurgaon

(M)+91-9810669548, (O)+91-124-4750448