



## INTERNATIONAL SEMINAR

ON

### E-COMMERCE & DIGITALIZATION OPPORTUNITIES & CHALLENGES

# (EDOC - 17)

*In Association with*

## CEED

(Centre for Environment Education & Development)

Feb 11<sup>th</sup>, 2017 (Saturday)



## SEMINAR THEME

Modern business is dynamic. If there is any single word that can best describe today's business, it is change. Business environment includes such factors as socio-economic, technological, supplier, competitor and the government. There are two more factors, which exercise considerable influence on business. They are physical or natural environment and global environment. Technology changes fast and to keep pace with it, businessmen should be ever alert to adopt changed technology in their businesses. Business obtains all its needed inputs from the economic environment and it absorbs the output of business units. Thanks to liberalization, Indian companies now view business issues from a global perspective.

In 20th century the people were moving manually but their life became changed in 21st century and they are accomplishing every work/task through sound technology. Technology has written the new successful story to the world in special reference to livelihood. If we see through our eyes, that whole surroundings have been covered under the beneath of single technological umbrella. Technological innovation and development are making easier livelihood. In this regard, E-Commerce starts playing significant role in doing business at its optimum level. Today's most of the people linked directly in digital world and they shall access everything/anything in less time as well in less effort through E-Commerce. Due to sound technology, various organizational products are reaching at every single unit of the society. Therefore, the organizations are increasing their profit as well as wealth.

The terms E-Commerce and E-Business are often used interchangeably. Digital consumerism has a bright future and scope for patronage in India. The online shopping setting in India is changing very rapidly with the advent of big brands, international competitors & brands, augmented investments and development of niche kind of e-commerce companies. Digitalization is the process to capture an analog signal to digital era. Aim of the digitalization is to enhance access and improve presentation. By digitalizing of their collection such as libraries can make information accessible that was previously only available to select group of researchers. Digital projects allow users to search collections rapidly and compressively from anywhere at any time. In the post independence era India has achieved commendable success on many fronts.

## SEMINAR OBJECTIVES

This International Seminar on E-commerce & Digitalization: Opportunities & Challenges is being organized by the Faculty of Commerce & Management, Rama University, Kanpur so as to an opportunity to all concerned including students, teachers, researchers, policymakers, governmental and non-governmental organizations to introspect, deliberate and devise the strategies for e-commerce & digitalization development. Seminar will bring the leading academicians, corporate, researchers and research scholars to exchange and share their idea, opinion, experiences and research results.

## AREAS OF INTEREST/ SUB-THEMES

### Emergence of E-Commerce

- Emerging Trends of E-Commerce
- E-Commerce in Trading
- E-Commerce in Retailing
- E-Commerce in Marketing
- E-Commerce in Business
- E-Commerce and Technology
- Implications of E-Commerce by Government

### Recent Trends in Marketing

- Service/Product Quality Management
- Advertising on the Internet & Branding
- Customer Relationship Management
- Entrepreneurship/New Technology Start-Up
- The Integration of Technology and Business
- Supply Chain Management
- Inventory Management Systems

### Innovations in Technology

- Role of IT in Digital Era
- Global Challenges in IT
- Cyber Security in Digital Era
- Emerging Trends in Global IT
- Role of ERP in Digital Era
- BPR & IT
- Online Transaction Processing

### Growth of Digitalization

- Digitalization of Financial Activity
- Digitalization of International Trade
- Digitalization of International Business
- Digitalization of Media
- Digitalization of Law
- Digitalization of Administration
- Digitalization of Government (Central/State) Plans

### Digitalization in Economy

- Economic Implications of Digital Era
- Economic Growth in Digital Era
- Economic Growth and Technology
- Globalization of Economy in Digital Era
- Digitalization of Rural & Urban Agriculture
- Digitalization of Government Plan
- E-Governance & E-Government



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### Registration Dates

Abstract Date	:	December 7, 2016
Abstract Acceptance Date	:	December 9, 2016
Full Paper Date	:	December 31, 2016
Acceptance of Final Full Paper	:	January 7, 2017
Final Camera Ready Papers	:	January 11, 2017

## ABOUT THE UNIVERSITY

Rama University is a renowned name in the world of education. Recognized by the UGC and the Government of India, the University is rising as one of the largest educational establishments in the country. Involved in imparting world class education, Rama University has shaped more than 10,000 professionals so far and offers more than 100 courses across 09 specialized fields. Based out of Delhi-NCR and Kanpur, Rama University has two hi-tech campuses spread across more than 150 acres of collective area. With lush green environment, serene surroundings and all the necessary facilities available within the campus, the University promises to be a perfect place for learning. Rama University has 9 constituent faculties, 3 teaching hospitals and state-of-the-art research centers to efficiently cater to the students from all over the country. Rama University offers education at par with global paradigms. The dynamic environment in the University not only ensures enormous growth potential but also promotes intellectual as well as personal growth. The University offers specialized courses across 9 professional streams such as Basic & Clinical Medical Sciences, Dental Sciences, Nursing, Paramedical Sciences, Biotechnology, Engineering, Commerce & Management, Fine Arts, Arts, Journalism, Library Science and Home Science.

## REGISTRATION FEE

Industry/ Corporate	Rs. 800/-
Academicians	Rs. 700/-
Research Scholars	Rs. 300/-
Students	Rs. 300/-

## IMPORTANT SCHEDULES

- Abstract & Full paper Submission to be sent to mail ID: [isfcmru2017@gmail.com](mailto:isfcmru2017@gmail.com)
- Joint papers are accepted but all the authors should get separate registration
- Three Best papers selected on the basis of Anti-Plagiarism will be published in ISSN Journal.
- In-Absentia can be communicated well in advance
- Soft copy of registration form and payment must reach the Convener by November 10, 2016
- Mode of payment can be Cash/DD or Online Payment

3 BEST  
PAPER AWARD

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