

1st International Conference on Digital Transformation & Sustainability of Business (ICDTSB)

Digital transformation and sustainability are two critical aspects of modern business strategy, and are understood as the fundamental rewiring of how an organization operates. When digital transformation and Sustainability are integrated effectively, business can experience a competitive advantage with improved customer experience. If businesses don't continually evolve through digital transformation, the risk of being overtaken by competitors or shut down by start-ups will increase that are more efficient, more effective and more engaged with their customers. A growing number of organizations are integrating sustainability into their business strategy realizing they can do well by doing so to the environment & society. Sustainable business strategies are unique to each organization & can help improve financial performance while fostering public support. The integration of digital transformation and sustainability is a powerful strategy that can lead to enhanced business outcomes, like increased operational efficiency, enhanced customer satisfaction and long-term resilience. It's essential to align these strategies with the core values of the business and consistently measure and communicate progress towards the objectives.

Theme of the Conference:

Digitization is a mega trend and had already significantly changed our everyday life and wide areas of production & communication. Digital transformation results in organizations becoming more agile, and also inculcating restructuring of processes which further reinforces standardization and automation, that optimizes the business processes. Though digitization is not a new phenomenon, challenges and opportunities that are associated are changing constantly. The challenges involved are both the disruption of concepts and technologies, as well as the speed of this digital transformation. The digital transformation presents enormous opportunities, and will allow organisations to not just survive, but build a sustainable business model that will see them through the new era our society is entering.

The conference is intended to launch an exchange of ideas and an objective and differentiated discussion on sustainable digitisation in the areas of marketing, finance, HR, Operations etc., The conference will appeal to researchers and academicians whose interests include exploring the digital economy, as well as to the managers who integrate digital solutions into real-world business practice. The ability of the present conference is to light up current potential and future possibilities and will make it an inimitable addition to the literature.

Objectives:

- To examine the enhanced efficiency in business outcomes through Digital tools.
- To demonstrate integration between the Innovations & digital technologies
- To relate SMART objectives for creating a sustainable business strategy.
- To Execute Sustainable business strategy for enhanced operational & financial outcomes.

Outcomes:

- Digital tools and technologies increase the business performance.

- Innovations in products, services and Business models are happened due to digital technologies.
- Incorporated sustainable business practices into all aspects of business strategy.
- Enhanced efficiency of different verticals through sustainable business strategy.

Sub-Themes

Marketing

- Sustainable Brand Resonance
- Sustainable Influencer Partnerships
- Eco-Innovations
- Rethinking Consumer Behaviour
- Digital Storytelling
- Green Marketing
- Neuro Marketing
- E Mail Marketing
- AI driven Marketing
- Data-Driven CSR
- Ethical Consumer Engagement

Human Resources Management

- Sustainable Employee Engagement
- Sustainable Employee Productivity
- Leveraging Digital Platforms
- HR Analytics
- Digital Work life Integration
- Virtual team Dynamics
- Digital Employee Development
- Tech-Enhanced Strategies
- Gender Equality

Finance & Accounting

- Financial Transparency in Digital Economies
- Financial Value Creation
- Eco-FinTech
- Block chain for Financial Integrity
- Financial Econometrics
- Green Finance
- Digital Identity & Financial Inclusion
- Responsible Investment in digital Revolution
- Financial Analytics
- Neuro Finance
- AI in Finance

Operations & Supply Chain Management

- Smart Manufacturing
- Circular Supply Chains
- Predictive Logistics
- Block chain for Ethical Sourcing
- IoT driven Sustainability
- Resilient Logistics
- Sustainable Procurement
- Block chain in Traceability
- AI-Optimized Operations
- Responsible Production and Consumption

Strategy & Entrepreneurship

- Innovative Business Models
- Strategic Resilience
- Eco-Entrepreneurship
- Digital disruption Strategies
- Sustainable Scaling
- Industry, Innovation & Infrastructure

Education & Economy

- Digital Learning
- Ed Tech solutions for Growth
- Skills for Sustainable Economies
- Digital Literacy
- Economic Policy
- Ed Tech Ventures
- Green Economy Education
- Quality Education
- Sustainable cities & Communities

- Decent Work & Economic growth

- Academic Credit bank

Information Technology

- Green IT solutions
- Cyber security for sustainable business
- Cloud Innovation for IT
- Responsible AI Deployment
- Eco-Friendly Data Centers
- AI Governance to sustainable Innovations
- Edge Computing: Applications & challenges
- Digital Security