

**National Conference  
(online)**



**HUMAN RESOURCE MANAGEMENT AND  
INTERNATIONAL BUSINESS  
TRANSFORMATION IN THE DIGITAL ERA**

September 21, 2022



**Department of Management Studies,  
Faculty of Management Studies  
Jamia Millia Islamia, New Delhi- 110025**

**Central University  
NAAC A++ Accredited; NIRF (2022)  
University Rank 3rd in India**

## About Us

Jamia Millia Islamia, a Central University, renowned for its highly glorious past and an equally promising future, has more than 22,000 students, 800+ full-time teaching faculty, 9 faculties of learning, 39 teaching and research departments, over 30 centres of learning and research, and more than 200 courses. Jamia Millia Islamia is NAAC A++ accredited university and has secured 3<sup>rd</sup> rank among all the universities in the Ministry of Education's National Institutional Ranking Framework (NIRF) 2022. The university has improved its position significantly in the 'research' category where it secured 19<sup>th</sup> rank, improving its position from 30<sup>th</sup> in NIRF 2021.

The Department of Management Studies (DMS) was established in 2003 as Centre for Management Studies. It has a very rigorous process of selecting students for its MBA programmes with specialisation in Finance, Marketing, Human Resource Management, and International Business.

DMS offers PhD in Management, MBA (Full Time), MBA-International Business, MBA-Executive, and MBA-Entrepreneurship and Family Business. Our students are placed in highly reputed and multinational companies.

## Conference Theme

There is a paradigm shift of business from physical space to cyber space which can be termed as 'business transformation. Business activities across the globe are influenced by digitisation which is inevitable. There is hardly any nation which is not touched by cyberspace and electronic commerce. Although the nation-states have an understanding of online, World Wide Web, information and communication technology there is a dire need to understand those ICT-driven activities through business perspectives. The present conference aims to understand how digital era impacts 'Human Resources Management and International Business Transformation'.

Internet of things and advanced technologies are expected to replace all the conventional tools and systems at workplaces with their digitized versions by 2022 in all the top 10 economies of the world. If a company ignores these types of platforms, their business is doomed and can only expect to encounter negative effects.

Research in this area would not only help practitioners in managing current and impending challenges better, but would also create knowledge that is needed to fill the huge gap in this area. Management education too would also benefit as there is a need to align classroom teaching with the challenges that digitization has brought forth across domains and sectors.

The various functions of Management certainly counted along with the following themes; hence the academician, researchers, business activists, budding managers, research scholars and institutions committed to the same area of research can contribute to the conference and publication.

## **Chief Patron**

- Prof. Najma Akhtar

The Vice-Chancellor, Jamia Millia Islamia

## **Chief Mentor**

- Prof. Furqan Qamar, DMS, FMS, JMI

## **Mentors**

- Prof. Amirul Hasan Ansari, Dean, FMS, JMI
- Prof. Pankaj Kumar Gupta, Head of Department, DMS, JMI

## **Conference Convenors**

- Dr. Yasmeen Shamsi Rizvi, Asstt. Professor, DMS, FMS, JMI
- Dr. S. Veeramani, Asstt. Professor, DMS, FMS, JMI
- Ms. Rachna K Gedam, Asstt. Professor, DMS, FMS, JMI

## **Conference Advisors**

- Prof. Abad Ahmad, Former Pro-Vice-Chancellor, Delhi University, India
- Dr. Ahmed Ali, University of Mumbai, India
- Prof. Atanu Ghosh, Former Dean IIT Jodhpur, India
- Prof. Intakhab Alam Khan, King Abdulaziz University, Kingdom of Saudi Arabia
- Prof. Jones Mathew, Great Lakes Institute of Management, Gurgaon, India
- Dr. M Muzamil Naqshbandi, University of Brunei, Darussalam, United Arab Emirates
- Dr. Muhammad Fareed, Universiti Utara Malaysia, Malaysia
- Prof. Pushpendra Priyadarshi, IIM Lucknow, India
- Prof. R.L. Raina, VC, Jaipur National University, Rajasthan, India
- Dr. Samma Faiz Rasool, University of Hradec Kralove, Czech Republic
- Prof. Zillur Rahman, IIT Roorkee, India

## **Members of Organising Committee at DMS, FMS**

- Prof. Shahid Akhtar
- Prof. Kavita Chauhan
- Dr. Saiyed Wajid Ali
- Dr. Taufeeque Ahmad Siddiqui
- Mr. Syed Shaamikh Ahsan
- Prof. Rahela Farooqi
- Prof. Naushadul Haque Mullick
- Dr. Saif Siddiqui
- Dr. Sunayana

## Call for Paper and Suggested Topics

Original papers on the following indicative topics, but not limited to, are welcome to be submitted for the conference:

### 1. Human Resource Management Transformation in Digital Era

- Aligning the digital business environment with strategic HRM function
- HR innovation practises revolutionising areas including people, processes, performance, communication and engagement at work
- Mapping digital HR competencies for developing personal effectiveness, business results and stakeholder value
- Leader's role as human capital developer for building next-generation capabilities
- Leveraging technology for mobilising information in digital space
- Use of digital HR for accessing, analysing and acting on structured and unstructured data
- Work flexibility and remote work management
- Role in managing the talent lifecycle in a digital environment
- Creating digital recruitment channels to market the modern organization in a competitive environment
- Deploying digital HR initiatives for enhancing employee well-being, emotional and mental health
- Attracting individuals who are digitally savvy and socially aware
- Providing employees with the tailored learning and development framework to transition them to digital mode
- Up-skilling employees to cope with the cultural and digital shift
- The role of technology service platforms in streamlining HR's administrative work
- Need for HR analytics and technology-driven innovations for evidence-based decision-making
- Engaging and communicating with key stakeholders (internal or external to the organization) in deciding, designing and delivering a digital organization
- Setting clear costs, risks, mitigations and benefits of the digital transformation
- Deciding on the types of change management interventions needed to guide the organization through the digital transformation journey
- Enabling digital leaders in the organization by equipping them with the required essential skills and furthering their leadership characteristics
- Offering opportunities for employees to make an impact during digital transformation and reward them for it
- Enabling a learning environment integrated with digital platforms
- Developing and offering education programs through a variety of channels
- Employee retention by investing in employee engagement initiatives
- Role of digital HR in sustaining diversity, equity and inclusion (DEI)
- Reimagining organizational culture: internal values to an external identity in the marketplace
- Evolution of HR analytics/information during COVID-19

### **1.1 Research topics in interdisciplinary area**

- HR response to the changing context of business (COVID-19, political toxicity, technology, ESG, social patterns)
- Alignment of artificial intelligence with human capital
- HR challenges of the robotics revolution
- Role of the Internet of Things (IoT), machine learning, and artificial intelligence in providing digital information
- Challenges faced by digital platform gig workers
- Using big data and cloud storage in the digitization of health care records by HR administration

### **2. International Business Transformation in Digital Era**

- Evolving theories of international business
- Intellectual property rights in international business
- Export import and future of international trade
- International business regulation
- International taxation
- Services trade: Indian perspective
- Gender issues in international business
- Consumer protection in E-business
- Electronic commerce and cyber space: business perspective
- International trade blocs and agreements
- ODR (Online Dispute Resolution)
  - Business diplomacy and international relations
  - War and business: international perspectives
- Labour standards- service industry specific
- Environmental issues in international business- green business perspective
- FDI- trends, patterns and research
  - MNCS and International Business
- Foreign entry strategies
  - Deemed exports
- International outsourcing
- Conflicts of laws- international business perspective
- Foreign institutional investors
- International marketing and research
- International financial management
- Business transformation across continents
- Transfer of technology
- International institutions: operations and implications in the digital era



## 2.1 Research Topics in Interdisciplinary Area

- Political economy of digitisation
- State, institutions and regulations on digitisation
- Net neutrality and its implication
- Governance and public policy in the digital era
- COVID-19 pandemic and emerging order in the business environment
- COVID-19 pandemic and global inequality
- Sustainable development agenda of organizations in the digital era

The themes are not exhaustive; presentations and papers are invited from all areas of management studies and research and social sciences which are interdisciplinary in nature.

**Selected papers will be published in a peer-reviewed journal and edited book.** Authors may need to pay publication fees subject to the journal's/publisher's policy.

## Contact Details

Conference Convenors (Faculty):

- Dr. Yasmeen Shamsi Rizvi: [yrizvi@jmi.ac.in](mailto:yrizvi@jmi.ac.in)
- Dr. Veeramani Siva: [veeramani@jmi.ac.in](mailto:veeramani@jmi.ac.in)
- Ms. Rachna Gedam: [rgedam@jmi.ac.in](mailto:rgedam@jmi.ac.in)

Contact Numbers: 08800180690, 09654331545

Conference Email: [events.dms@jmi.ac.in](mailto:events.dms@jmi.ac.in)

Students Organising Team:

- Ms. Aleena Ilyas, PhD Scholar: 9891023104
- Ms. Sonakshi Singh, PhD Scholar: 7897457961
- Ms. Asma Nabi, PhD Scholar: 9911965189
- Ms. Anam, PhD Scholar: 9599226295
- Mr. Saad Rizvi, MBA (IB) II year: 9971901975
- Mr. Saiyad Shaukat Zaidi, MBA (EFB) II year: 8650011796
- Ms. Shoa Falak, MBA (IB) II year: 8840629220
- Ms. Fatima Zia, MBA (FT) II year: 7060143688

**Participation Fees:** Nil

## Important Dates

Submission of full paper/extended abstract	September 5, 2022
Acceptance of paper / extended abstract	September 10, 2022
Conference date	September 21, 2022
Submission of camera-ready proof for publication	October 5, 2022

**Registration link:** <https://forms.gle/dd4saFb2ZXdKEBFRA>

## Submission and Selection of Papers

- Abstract and papers must be submitted in MS Word format (not PDF) at: [events.dms@jmi.ac.in](mailto:events.dms@jmi.ac.in)
- Mention the track number and topic to which you are submitting your paper/abstract (**1, 1.1, 2, or 2.1**) as mentioned in the topics list above
- APA 6th edition referencing style must be adopted
- All submitted papers shall be subject to double-blind review and a strict plagiarism check on Turnitin software
- The advisory committee of the conference may not recommend a paper for publication due to plagiarism or may request the authors to remove any plagiarised content before recommending it for publication
- Selected papers will be published in edited books and peer-reviewed/ indexed journals. The publication cost will be paid by the authors

