

Dr. Rammanohar Lohia Avadh University, Ayodhya



INTERNATIONAL CONFERENCE ON

“Digitalization & Business Innovation: A Road to Viksit Bharat@2047”

Organized By

Department of Business Management & Entrepreneurship Dr. Rammanohar
Lohia Avadh University, Ayodhya



In Collaboration with

Indo-Gulf Management Association, Dubai

**“Digitalization & Business Innovation: A Road to Viksit
Bharat@2047”**

Conference Dates:

21-22

MARCH 2025

ABOUT THE CONFERENCE

The International Conference on "Digitalization & Business Innovation: A Road Ahead to Viksit Bharat@2047" will aim to explore futuristic solutions and strategies that drive India towards its vision of a developed nation by 2047. The event will serve as a hub for intellectual exchange, promoting the latest advancements in digital technologies and business innovation.

ABOUT THE AYODHYA

Ayodhya, located in Uttar Pradesh, India, is one of the most ancient and revered cities in the country, known as the birthplace of Lord Ram, a central figure in the Hindu epic *Ramayana*. Situated on the banks of the Sarayu River, it is celebrated as a spiritual and cultural hub, attracting millions of devotees and tourists annually. Ayodhya holds immense religious significance for Hindus and is also associated with Jain and Buddhist traditions. The city has been a focal point of historical, cultural, and political importance, especially due to the Ram Janmabhoomi movement, which led to the construction of the grand Ram Mandir. Ayodhya's heritage is reflected in its temples, ghats, and festivals, such as the spectacular *Deepotsav*, where the city lights millions of lamps to celebrate Lord Ram's return to Ayodhya. Today, it stands as a symbol of faith, tradition, and development in modern India.

ABOUT THE UNIVERSITY

The government of Uttar Pradesh, established Avadh University, Ayodhya, initially as an affiliating university by its notification No. 1192/fifteen-10-46(6)-1975 dated 04 March 1975 and appointed Prof. (Dr.) Surendra Singh as the first Vice-chancellor. In 1993-94, it was renamed as Dr. Rammanohar Lohia Avadh University, Ayodhya in the memoriam of late Dr. Rammanohar Lohia, an epic socio-economic ideologue and freedom fighter par excellence. The university initially started its office in a rental building at Civil Lines, Ayodhya. The land acquisition process for the varsity's formal office started in 1976. Ultimately, the then Chancellor and the Governor of state Shri G.D. Tapase laid the foundation of the present administrative building of the varsity on 02 May 1978. The university assumed the shape of an affiliating cum residential varsity in April 1984. The residential segment became functional with the opening of four PG departments in the campus viz. History, Culture & Archaeology, Economics & Rural Development, Mathematics & Statistics and Physics & Electronics. Four more departments viz. M.B.A, Bio-Chemistry, Microbiology and Environmental Sciences were added to its academic paraphernalia in 1993-94 which in turn brought recognition of the varsity under 12B scheme of U.G.C. In 2000-01, the Institute of Engineering & Technology was established on the campus with B.Tech. (in Mechanical Engineering, Information Technology, Computer Sciences and Electronics & Communication Engineering) and M.C.A. courses. In the same year, some other courses like M.C.J., M.S.W., B.Lib. and M.Lib. were also added to widen the academic spectrum of the residential setup. In addition, several PG programs like M.Sc-Biotechnology, M.T.A., M.P.Ed., M.Ed. and UG programs like B.B.A., B.C.A. and B.P.Ed. became functional on the campus from the session 2005-06. The university started five new courses in campus from session 2017-18. Presently, the university is catering education to about 5 lakhs regular/private students through its nine residential PG departments and on-campus Institute of Engineering along with more than 600 affiliated colleges.

ABOUT THE DEPARTMENT

Department of Business Management and Entrepreneurship was established in December 1993 (having an initial intake of 30 students) with the approval of AICTE and UGC. The Department's intake was increased to 60 in the MBA program and two new professional Undergraduate and job-oriented programs – Bachelor of Business Administration (BBA) and Bachelor of Computer Application (BCA) started from the session 2005-06. With the demand in the industrial sector for multi-specialized management graduates, the department introduced the system of dual specialization (Major and Minor) in MBA and BBA programs along with offering all the important functional areas e.g. Marketing, Finance, HRD, and IT. The department has introduced two new courses M.B.A. (Agri-Business), and M.B.A. (Finance & Control) from the academic session 2018-19 and Session 2019-20 two more popular professional programs, MBA (Hospitality Management) and MBA (Tourism Management). Now it has become the largest department amongst the State Universities with Students' Strength more than 1000 and 30 faculty positions. The department has organized more than two dozen programs such as seminars, workshops, training, youth festivals, and various extracurricular activities for enriching and adding value to the knowledge, and overall personality development of the students. The students of the department have been placed in various multinational and national organizations thereby building a strong alumni base. From the Session 2021-22 B.Com. program has started in the department under NEP 2020 with an intake of 60 Students.

SUB-THEMES

- Digital Transformation in Key Sectors
- Emerging Technologies and Business Innovation
- Startups and Entrepreneurship in the Digital Era
- Bridging the Digital Divide
- Sustainable Digital Practices
- Digital Skill Development
- Policy and Governance in the Digital Age
- Global Competitiveness through Digital Innovation
- Financial Inclusion and FinTech Revolution
- Future of Work and Business Models
- Role of Digitalization in Tourism and Hospitality

GUIDELINES FOR PAPER SUBMISSION

- Only original and unpublished work is to be sought.
- The author and Co-author should registered separately
- Abstract and full paper should be submitted in MS Word format only.
- Paper format: Single Column, A4 Size, 1.5 line spacing.
- Font Style: Times New Roman, Font Size 12.
- Word Limit: Total word limit for each paper should be between 2500-3000 words.
- Reference should be arranged using APA style.
- First page: Title, Author(s), Affiliation(s), Email.
- Abstract between 200-300 words with 3-5 keywords.
- The paper should be free from plagiarism (not more than 10%).
- The paper should be sent through email to **seminarbarmil@gmail.com**
- Selected papers will be published in an international peer-reviewed Journal.

Important Dates:

Last Date of Online Registration- 15th March, 2025

Abstract Submission- 05th March, 2025

Full Paper Submission- 10thth March, 2025

Registration Fee

Industrialist	Rs. 1500
Faculty	Rs. 1000
Research Scholars	Rs. 800
Students	Rs. 200

Bank Details

Bank Name: State Bank of India

Account Name: Dr. Rammanohar Lohia Avadh University, Ayodhya

Account No.37307313683

IFSC Code: SBIN0018450

Registration Link-

<https://forms.gle/gJFrWARRVB2QPNL7>

CONFERENCE COMMITTEE

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Prof. Pratibha Goyal

Vice Chancellor, Dr. Rammanohar Lohia Avadh University, Ayodhya

Convenor

Prof. Himanshu Shekhar Singh
(Head & Dean)

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