



2nd Global Strategic Management Conference [GSMC 2021]

Workplace Digitalisation: Challenges, Opportunities & Future Trends

13th - 20th November 2021
By DME Management School

Delhi Metropolitan Education, Noida (DME) is a premier educational institution affiliated to GGSIPU, New Delhi. DME imparts education in the fields of Law, Management and Journalism, with the law courses approved by the Bar Council of India. The institute is located in the Sector 62, Noida.

About the Conference

The DME Management School is organizing its Annual Conference - Global Strategic Management Conference (GSMC 2021) on "Workplace Digitalisation: Challenges, Opportunities & Future Trends", in the month of November. The eight-day Conference aims at discussing the upcoming trend of Workplace Digitalisation in the current times. This trend presents myriad prospects and difficulties for both employers and employees in all sectors of the economy. GSMC 2021 is a platform to provide an opportunity to the participants to understand varied viewpoints and perspectives on Digitalisation of workplace from several parts of the world.

Not only GSMC 2021 has invited Technology Experts, CHRO/VP HR and Head-HR professionals but also Professors from around the globe for intensive deliberations on this topical issue. The Conference aims at blending the cross-cultural thoughts and experiences of the Corporate, Academicians and researchers. GSMC 2020 had a participation across ten countries and was on Remote Working Scenario across the Globe with a dedicated Conference Special UGC Care List Issue.

Major Themes and Sub themes

[Not limited to the below mentioned themes, Papers aligned to the broad themes are also invited which have clear connection with Workplace Digitalisation]

Track 1: Technology Usage in Finance, Insurance and Accounts workplace [FINTECH]

Fintech: Understanding, Landscape and Practices
Fintech and New Tech [Financial decision making based on new technologies]
Fintech User Research [Relation with business models such as B2B, B2C, B2G, G2C etc]
Fintech Entrepreneurship & Startup Case studies and Papers
Fintech in areas of Digital Currency and Cryptocurrency
New Fintech Innovations: Distributed Ledger Technology (DLT), Smart contracts, Open Banking, RoboFin Advisors etc
Insuretech Industry and Regtech Industry

Track 2: Technology usage in Marketing workplace [MARKTECH]

Understanding Marktech Landscape, and Practices
Marktech and New Tech [Marketing decision making based on new technologies]
Marktech User Research [Relation with business models such as B2B, B2C, B2G, G2C etc]
Marktech's Expanding horizons and new trends
Marktech Entrepreneurship & Startup Case studies and Papers
New Marktech Innovations: Marketing Attribution Software, Content Management Software, Customer Experience S/W, CRMS/W, Market Automation S/F etc
IT enabled Marketing Analytics
New Tools in the area of Digital Marketing, Conversion Optimisation

Track 3: Technology usage in Human Resource workplace [HRTECH]

Understanding HRtech Landscape & Practice
HRtech and New Tech [HR decision making based on new technologies]
HRtech User Research [Relation with business models such as B2B, B2C, B2G, G2C etc]
HRtech's Expanding horizons and new trends
HRtech Entrepreneurship & Startup Case studies and Papers
New HRtech Innovations: Electronic Performance Management, Workforce Management, eT&D, eTalent Acquisition and Retention, Employee self-service (ESS), Application tracking solutions.
Legalities in HR-Technological Integrations
HRTech-Analytics and AI enabled solutions to Workplace disruptions due to Pandemic
Tech solutions in Performance Management and Continued Learning & Development
Remote workforce IT enabled management, Virtual workspaces management etc

Track 4: Technology usage in Education/Academic workplace [EDTECH]

Understanding Edtech Landscape & Practices
Edtech and New Tech [Academic decision making based on new technologies]
Edtech User Research [Relation with business models such as B2B, B2C, B2G, G2C etc]
Edtech's Expanding horizons and new trends
Edtech Entrepreneurship & Startup Case studies and Papers
New Edtech Innovations: AI Exam systems, Academic ERP, LMS, Digital Campus etc
Digital reforms in Indian Education System during Pandemic, NEP and Digital education
EdTech Learning Models: Self-paced learning, Digital International Education, App Based Schools
Use of IT & ICT in Teaching and Learning Processes
Online mentoring models and Tools

Theme of the Conference:

Workplace Digitalisation: Challenges, Opportunities & Future Trends

Call for Papers:

- Academicians/ Research scholars/ Students
- Management professionals

*The selected papers post review shall be considered for publication in Scopus and UGC Journals.

Important Dates:

Last date for Abstract Submission:

10th September, 2021

Last Date for Submission of Full Paper

10th October, 2021

Intimation of Acceptance/Modifications/
Suggestions after Review

15th October, 2021

Submission Guidelines:

Manuscript Title: The title must be clear and concise and provide information about the content of the paper.

Author(s): For every author, state the complete name and organization affiliation.

Abstract: The abstract will provide concise information about the content of the manuscript, the methodology used, the results and conclusions. Not more than 200 words

Keywords: Specify up to 5-6 words that provide the reader with information about the article. The keywords will help the reader to find relevant articles in his research/ interest domain.

Referencing: APA (7th Edition)

Word limit for full paper: 4000 to 6000 (subject to the Journal for which the abstract is selected)

File Format: The file format should be preferably MS Word.

Plagiarism: The policy for plagiarism will depend on the journal in which it is selected. As an institute policy we allow 20 percent plagiarism on turnitin.

Conference Track: Author must clearly mention the conference track under which they are submitting the paper.

Review Process: Publication shall be subject to a thorough review process and plagiarism shall be checked using Turnitin. The author/s must ensure that the work submitted by them in the research paper or article has neither been published previously nor under consideration for publication elsewhere.

Publication Opportunities

Authors have the following Publication Opportunities:

1. UGC CARE Listed Journal
2. Scopus Indexed Journal
3. DME Journal of Management ISSN Journal [With allotment of DOI with each published article]
4. Chapters in a book with ISBN

The papers shall be published in the above mentioned journals post a review as per journal policy. The names of the journal shall be intimated in due course of time. Publication fee will be separate as per the journal policy and shall be intimated later.

For submissions and in case of any queries write to us at:
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