

## International Research Conference

# DIGITAL TRANSFORMATION FOR BUSINESS ADVANTAGE

21-23 February, 2019  
SIBM-Hyderabad Campus

Submit your Paper/ Abstract Today

## ABOUT THE CONFERENCE

SIBM-ASMA International Research Conference 2019 is a golden opportunity to learn, present and disseminate authentic research work in the field of "Digital Transformation for Business Advantage". We invite faculty members from Universities/ Institutions from India and abroad, research scholars, management practitioners, industry representatives, students of higher education, freelancer/ consultants to present their work in the form of Research Papers/ Practice Papers/ Case Studies etc.

## CONFERENCE THEMES

### Track-1

- Digital Strategy
- Usability / Design
- Geo Targeting & Optimization
- Content Marketing

### Track-2

- Mobile Marketing
- Customer Engagement & Experience
- Search Marketing
- Social Media Marketing

### Track-3

- Data Science & Big Data
- Web Analytics
- Data Privacy
- Business Automation & AI

### Track-4

- HR IS & Analytics
- Block Chain & e-Business
- Fintech & Financial Inclusion
- Embracing Digital Economy

## CONFERENCE HIGHLIGHTS

Selected research papers will be published in various listed national and international journals | Best papers will get an opportunity to present at the conference | Select research papers will get published in ASMA India Trends Study 2019 | Best Paper in each track will be awarded | Various expert-led workshops will be organized during the event.

### IMPORTANT TIMELINE

**19**  
January 2019

Abstract  
Submission

**30**  
January 2019

Confirmation of  
Acceptance

**9**  
February 2019

Full Paper  
Submission

**16**  
February 2019

Registration  
& Fee payment

### REGISTRATION FEES

Academicians	Rs.2,500/-
Research Scholars	Rs.2,000/-
Students	Rs.1,000/-
Industry Professionals	Rs.4,500/-
Paper in Absentia/Skype	Rs.3,000/-
Foreign Participants/Delegates	USD 200

For Abstract/Paper Submission, Login: [www.easychair.org](http://www.easychair.org)

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