



PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH DEWAS

(Affiliated to Vikram University Ujjain and approved research center of Vikram University, Ujjain)

(Approved by AICTE, New Delhi, State Govt. and ISO 9001: 2015 Institute, Host Institute for MSME Business Incubation)

Campus: Ram Bag, Vikas Nagar, AB Road, Dewas – 455001
Website: www.pimd.edu.edu.in | Email: info@pimd.edu.in

Growing with
Industry



PRESTIGE
IS ABOVE ALL

PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, DEWAS

Approved by AICTE, Govt. of India & Govt. of M.P., Permanent Affiliation with Vikram University, Ujjain

PrCon 2025

5th
**INTERNATIONAL
CONFERENCE**
On
**DIGITAL
TRANSFORMATION:
CHALLENGES,
OPPORTUNITIES
& PRACTICES**

FEB. 7th – 8th, 2025

PrCon 2025

5th INTERNATIONAL CONFERENCE *On* DIGITAL TRANSFORMATION: CHALLENGES, OPPORTUNITIES & PRACTICES

About the Institute

Prestige Education Foundation in its endeavor to develop highly skilled human resource, established the first management institute of Dewas in 2001. Prestige Institute of Management & Research, Dewas is perceived as a value-based Institution of management, information technology and training. The Institute was launched with the solemn objective of spreading the knowledge based education and develop skilled manpower nurturing to the educational and training needs of large number of young boys and girls irrespective of caste, creed and nationality they belong to.

The uniqueness of the Institute is in its provision of on-job training, semester pattern of university examinations, minor/major projects, industrial visits, interactive sessions, training, building cultural values and development of effective overall personalities

The Institute has approval of All India Council for Technical Education & the State Government and affiliated to Vikram University Ujjain. The institute offers M.B.A., B.B.A. B.C.A. & B.Com.



About the Conference

Prestige Institute of Management & Research, Dewas is organizing fifth International Conference PrCon 2025 on "Digital Transformation: Challenges, Opportunities & Practices." Digital transformation is the incorporation of computer-based technologies into an organization's products, processes and strategies. Digital transformation is the pivotal process that leverages digital technologies to create new or modify existing business processes, corporate culture, and customer experiences to align with evolving market dynamics.

Organizations undertake digital transformation to better engage and serve their workforce and customers, and thus, improve their ability to compete. This reimagining of business towards digitalization transcends traditional roles like sales, marketing, and customer service. Instead, it encompasses a reorientation that begins and ends with how your business thinks about and engages with customers.

This digital transformation process involves evaluating the process, overcoming cultural roadblocks, and adapting to changing customer expectations and legacy applications.

**DIGITAL TRANSFORMATION:
CHALLENGES, OPPORTUNITIES & PRACTICES**

Who Can be Beneficiaries?

FOREIGN DELEGATES

ACADEMIC DELEGATES

INDUSTRY DELEGATES

RESEARCH SCHOLARS

STUDENTS

Call for Papers

PIMR, Dewas Fifth International Conference on the theme “Digital Transformation: Challenges, Opportunities & Practices” invites researchers, educators, practitioners, and students to share their research and practice-based perspectives by presenting original and unpublished papers. The submissions should bring forth research findings obtained through theoretical, conceptual, and empirical studies, qualitative modeling, and case studies in all areas of business. The prospective participants can refer to the following sub-themes for their submissions. We also

welcome papers on other subjects related to the conference objectives.

Note: Selected Paper would be published in PIMD PACE and a few selected in ABDC/Scopus Indexed Journals on the basis of merit. The concerned processing fee will be admissible as per their guidelines. All the papers will be checked for plagiarism through turnitin Software. Papers with a 10% or less similarity index will only be selected for publication.

Conference Tracks

Track 1 : Marketing

- Data Driven Marketing Strategies
- Emerging trends in Digital Marketing.
- Social Media Marketing
- Neuro-marketing/ Sensory
- Role of AI in Marketing
- MSP Marketing (Managed Service Provider)
- Digital Advertising
- Search Engine Optimization (Digital Marketing)
- Ethical and Legal Considerations in Digital Marketing
- Cobra Marketing
- Marketing Intelligence
- Affiliate Marketing



Track 2 : Finance

- AI driven financial forecasting
- Fintech Solutions
- Financial Innovations
- AI and Data Analytics in Financial Services
- Digital Banking
- Digital Payment and Block Chain Technology
- Regulatory challenges in digital financial services
- AI in Stock Market
- Money Parking
- Financial Crimes



Track 3: Human Resources And Organizational Behavior

- Reinventing HRM
- Digital Platforms for Performance Management
- Workforce Analytics
- Digital Workplace/ Hybrid Culture
- Change Management
- HR Analytics
- Digital Learning and E- Learning Platforms
- Employee Experience and Digitalization
- Algorithm Based Talent acquisition
- AI acceptance in HR Practices
- Leveraging AI for workload optimization



Track 4: IT & Systems

- Data Analytics and Business Management
- Digital Transformations and sustain ability
- Cyber security and Risk Management in Digital Transformation
- Block chain & Cloud Computing
- Emerging Technologies and Innovation
- Data Management and Analytics for Decision Making
- Data Warehousing & Mining
- Virtual Reality and Augmented Reality



Track 5 : Productions & Logistics

- Industry 5.0
- AI Driven Smart Forecasting Models
- Supply Chain Digitalization
- Real Time Tracking
- Six Sigma
- AI Driven Inventory Management
- Smart Manufacturing Processes
- Sustainability and Green Logistics



Major Attractions

RENDEZVOUS
ON INDUSTRY 5.0

BEST RESEARCH
PAPER AWARD

BEST PH.D.
THESIS AWARD

PUBLICATION OPPORTUNITIES
IN ABDC & SCOPUS

Best Ph.D. Thesis Award

Guidelines for this Contest

1. The contest is open to full-time faculty members of Management/ Social-Science/ Computer Science Institutes in India and Abroad.
2. The abstract/summary of the thesis must be accompanied by proof of the award of the degree/ University Notification.
3. One soft copy of the abstract/ executive summary of the Ph.D. thesis duly typed in double space must be submitted in Times New Roman, Font Size 12, in MS Word by the contestants.
4. The Abstract/Summary should contain the topic of the thesis, rationale, objectives, method (study, design, sample, and tools), salient findings, and implications of the study.
5. To be eligible for admission to the contest, the Ph.D degree must have been awarded between January 2019 to January 2025,
6. A panel of Subject Experts will shortlist the Abstracts/ Summaries of the five best candidates. These short-list candidates will be invited to make it before Jury members as per schedule.
7. Host Institute Faculty members can not participate in Contest.

Abstract & Paper Submission Guidelines

1. Original papers are invited from Academicians, Professionals, Researchers and Students engaged in the transformation of B-School students.
2. Kindly send the abstract and full paper in soft copy to the E-mail id: conference@pimd.edu.in.
3. Abstract of a minimum of 150 to 200 words must be typed clearly in Times New Roman font of size 12; mentioning the Title of the Paper, Name, Affiliation and Contact Details of the Author(s) with at least three keywords.
4. Full Paper must be submitted in English, with MS Word docx format, typed clearly in Times New Roman font of size 12; mentioning the Title of the Paper (typed in font of size 14 in upper the lower case letters, bold and flush the left margin) on A4 size paper in 1.5 line-spaced with adequate margins on both sides. Use a single-column layout with left and right margins justified. The paper should be well structured with proper indexing. You are required to use your unique ID provided by organizers as your MS Word file name.
5. The paper must be accompanied by the author's name (s), affiliation (s), full postal address, email ID, and telephone number along with the title of the paper on the front page. No other page should contain the above said details as the papers will be sent for blind review. Selected full research papers will be published in indexed journals.
6. For the presentation of the paper at the conference, the contributors are requested to register themselves at an early date. Registration and presentation of the paper by at least one author at the conference are mandatory to ensure the inclusion of the paper in the Journal (if qualify as per guidelines)

Important Dates

Early bird Registration	15 th December 2024
Last Date for Receiving Abstract	5 th January 2025
Last Day for Submission of Full Paper	15 th January 2025
Intimation of Full Paper Submission	17 th January 2025
Last Day for Registration	20 th January 2025



Registration Fees

Category	Indian Delegates		Foreign Delegates	
	Resident	Non-Resident	Resident	Non-Resident
Industry Delegates	₹5,500	₹3,000	\$200	\$175
Academic Delegates	₹5,500	₹2000	\$200	\$150
Research Scholar	₹5,500	₹1500	\$200	\$130
Students	₹4,500	₹1000	\$150	\$100

Accommodation Per Candidate for 2 Days

Registration Fee for Online Participant ₹1000

- In case of group registration from a single institute (more than 2), then a flat discount of 10% will be offered. In the case of early bird registration until, 10th January 2024, a 10% discount will be provided.
- For residential candidates, the fee covers only one person registered. It includes breakfast, lunch, tea (at the conference venue) and a stay at the hotel along with a conference kit. In Hotel Breakfast/dinner/ Refreshments will invite extra cost as per Hotel Policy.

Details of Registration & Mode of Payment

Registration Form Link- <https://forms.gle/ghPHAZSECgAH7dKi9>

- The registration fee is non-refundable. However, a change in nomination(s) is acceptable.
- In the case of more than one author, the presentation certificates would be given to only those who register for the Conference and present the paper in the Conference.
- You can register by paying the registration fee through NEFT / RTGS / Online Payment (UPI Bank Transfer). For online payment please find the following information.

For Registration
Kindly Scan



Account Name: Prestige Institute of Management Dewas

- Bank: Punjab National Bank
- Branch: Bajarangpura Branch
- Account No.: 1505002100001511
- IFSC Code: PUNB0150500
- Branch Code: 150500
- MICR Code: 455024001

QR CODE



Major Attractions in & around Dewas

Mahakaleshwar Jyotirling

Chamunda Maa Temple

Keladevi Temple

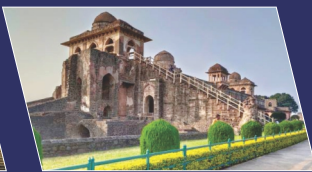
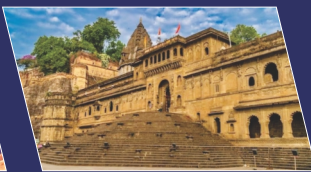
Bilawali Mahakal Temple

Omkareshwar Jyotirling

Ujjain Mahakal-lok

Maheshwar

Mandav



Connectivity to Dewas

By Railway

Dewas railway station of Dewas city is well connected to nearby Stations such as Indore (INDB) and Ujjain via an electrified rail line.



By Road

Dewas is well connected to major cities across the state and country, via both National and State level highways. NH-47 and NH-52 connect Dewas to Indore and other cities. MP SH-18 connects Dewas to Bhopal, Ujjain and Ahmedabad.



By Air

Dewas does not have an airport or an airstrip of its own. The nearest airport is Devi Ahilya Bai Holkar Airport in Indore, which is about 40 km (45 minutes.) away by road.



Our Patrons

Padma Shri Dr. Nemnath Jain
Founder, Prestige Group

Dr. Davish Jain
Chairman, PEF

Shri Dipin Jain
Vice-Chairman, PEF

Shri Himanshu Jain
Director, PEF

Er. Ketan Jain
Director, PEF

For More Details Contact to:

Conference Chair/ Co-Chair

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Event Coordinators

Best Ph.D. Thesis Award Date : 07 Feb 2025

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Dr. Jyotsana Soni
HOD Finance
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Email: jyotsana@pimd.edu.in

Student National Summer Internship Project Contest Date : 07 Feb 2025

Ms. Nikita Agrawal
Assistant Professor
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Dr. Anjali Singi
Assistant Professor
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Email: anjalisingi@pimd.edu.in

National Business Plan Contest for Student Date : 08 Feb 2025

Ms. Bhagyashri Sendhav
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Ms. Archana Rajpoot
Assistant Professor
Mobil: 70893 59066
Email: archana@pimd.edu.in

Student Best Research Paper Contest Date : 08 Feb 2025

Ms. Nikita Agrawal
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Ms.Nisha Thakur
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E-mail: nisha@pimd.edu.in

Mr. Karan Jethwani
Assistant Professor
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Email: karan@pimd.edu.in

Rendezvous on Industry 5.0 Date : 07 Feb 2025

Mr. Vikas Sharma
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BEST Ph.D. THESIS AWARD



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CHALLENGES, OPPORTUNITIES & PRACTICES**










BEST Ph.D. THESIS AWARD

The best Ph.D. thesis award is based on the review of current literature, research methodology, future scope for research and style used such as APA, IEEE, Harvard, MLA etc. The best Ph.D. thesis would be evaluated in each discipline by renowned academician and finally declared in

the conference valedictory with proper citation and certificate. To be conferred in the valedictory session of PrCon 2025 Fifth PIMD International Conference (Feb. 7th, 2025)

GUIDELINES FOR BEST THESIS AWARD CONTEST

1. The contest is open to full-time faculty members of following streams:

	• Management		• Commerce
	• Economics		• Engineering (All streams)
	• Pharmacy		• Education
	• Law		• Social- Science
	• Liberal Arts		

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Event Coordinators

Conference Chair

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