

**NCMAT 2018**



**CALL FOR PAPERS**

DES's Navinchandra Mehta Institute of Technology and Development (NMITD),  
Dadar, Mumbai

**National Level Conference  
on**

**'Managing Business and Technology in the  
Knowledge Economy'**

**24<sup>th</sup>February,2018**

**ABOUT DES's NMITD**

It is our proud privilege to introduce **Navinchandra Mehta Institute of Technology and Development**, which has MCA and MMS programme of University of Mumbai. NMITD belongs to Deccan Education Society, Pune, which is in the field of academics since last 130 years. Some of the famous institutions run by DES are Fergusson College, Pune, Willingdon College (Sangli), IMDR (Pune). Some famous alumni of our Society include:

- Ex Prime Minister Mr. NarsimhaRao
- Ex Prime Minister Mr. V.P.Singh
- Cricket Legend Sachin Tendulkar
- The Ace Rifle shooter Anjali Bhagwat
- Chief Information Officer in the Obama government USA, Mr. NitinPradhan

Visit [www.nmitd.edu.in](http://www.nmitd.edu.in) for more details

D.E.S's Navinchandra Mehta Institute of Technology & Development,  
Veer Savarkar Marg, Kirti College Road, Dadar (West), Mumbai 400028,  
, Maharashtra, India. Phone : 022 33914561.

# NCMAT 2018



## CONFERENCE THEMES

- **Managing Technology in the Knowledge Economy**
- **Managing Business in the Knowledge Economy**

## SUB THEMES

### Managing Technology in the Knowledge Economy

- Business Intelligence and Data Analytics for Knowledge Economy
- Big Data and Cloud Computing in the Knowledge Economy
- Data Mining for Decision Making in Knowledge Economy
- Role of IT Infrastructure in Knowledge Economy
- Role of ICT in the Knowledge Economy
- Role of e- Learning in Knowledge Economy
- Role of Social Media in Knowledge Economy
- Role of Software Engineering Methodologies for Product Development in Knowledge Economy
- Security Challenges for Cloud Computing Infrastructures in Knowledge Economy

### Managing Business in the Knowledge Economy

- Knowledge Economy in the twenty first century
- Innovative Management Practices for Knowledge Economy
- Talent Management in the Knowledge Economy
- Role of Marketing in the Knowledge Economy
- Role of ICT in the Knowledge Economy
- Cash to Cashless in the Knowledge Economy – Challenges and Opportunities
- GST and Digital Economy – Impact on Business, Trade and Commerce and Public Finance
- Role of Knowledge Economy in the Service Sector
- Financial Accounting Based Systems and Knowledge Economy
- Role of HRM in Knowledge Economy

The knowledge economy represents an intangible economic configuration whereby knowledge is valued as a key factor in production. Economic growth in leading world economies is increasingly based on knowledge, in addition to tangible assets such as capital and labor. Knowledge is notable in the twenty first century as an important resource, which grows as it is frequently used. Knowledge tends, therefore, to play an increasingly significant role in economic development.

Visit [www.nmitd.edu.in](http://www.nmitd.edu.in) for more details

D.E.S's Navinchandra Mehta Institute of Technology & Development,  
Veer Savarkar Marg, Kirti College Road, Dadar (West), Mumbai 400028,  
, Maharashtra, India. Phone : 022 33914561.

## NCMAT 2018

Further, increasing knowledge-intensity takes two forms: the rising education level of the workforce (living or subjective knowledge) and the growing scientific and technical knowledge materialized in new equipment and new products (embodied or objectified knowledge).

Access to global knowledge needs to be modified for generation of local knowledge which will empower local groups to solve local challenges and also make significant contributions to the wealth of global knowledge. The Conference will ponder over the questions like, Are knowledge networks leading to information asymmetry and increasing concentration of power? How can developing nations overcome the digital divide as well as the knowledge gap? How can one make technology to be all inclusive to create sustainable business models? Can the universities and academic institutions strengthen the ties with Information Technology firms to create globally networked knowledge communities?

The average life span of an US Corporation in 1920's was 67 years, by 2013; the life span had reduced to, 15 years. The business environment of the knowledge economy is aggressive, highly competitive, volatile, uncertain, complex and ambiguous (VUCA). Managing Business in the knowledge economy would center around creating, nurturing and sustaining learning in the organization. Learning would be the critical differentiator and the key business driver for the organization in the knowledge economy. We live in an era of rapid, almost dizzying, innovation in products and processes. These innovations have increased consumer welfare through the introduction of new goods and services, improvements in the quality and lower costs of existing products, and an increase in the amount of information about available products. Human Resources would not be doing the traditional role of "Managing People" but would be responsible for capabilities that people create and the network that needs to be nurtured for creating these capabilities. Marketing in the knowledge economy would focus around value creation, total customer value management and global value chain. Further, access to high-quality data, artificial intelligence (AI) programmes can ensure messages to and communications with customers hit the correct target time after time. The more an AI programme knows about a client's preferences and priorities, the better it can meet and even anticipate future needs

### FOR WHOM

The conference will add immense value to all categories of delegates, viz.

- Academicians
- Research Scholars
- Policy Makers
- Corporate Practitioners
- Entrepreneurs
- Technology and Managements Students

Visit [www.nmitd.edu.in](http://www.nmitd.edu.in) for more details

D.E.S's Navinchandra Mehta Institute of Technology & Development,  
Veer Savarkar Marg, Kirti College Road, Dadar (West), Mumbai 400028,  
, Maharashtra, India. Phone : 022 33914561.

# NCMAT 2018

## EVENT HIGHLIGHTS

- Impact Factor of NCMAT Journal, 2017 was **2.1992(UIF)**.
- Research paper published in UGC approved list of journal
- Eminent personalities from industry as well as academia shall share their thoughts on the theme and its relevance in managing in the knowledge economy.
- Panel Discussions: Elite panelists from diverse domains will share their experiences.
- Networking with Industry Leaders, Senior Academicians and Research Scholars.

## IMPORTANT DATES

|  |                                 |
|--|---------------------------------|
| Full length paper can be Submitted up to | 10 <sup>th</sup> January, 2018  |
| Intimation of acceptance of Paper        | 30 <sup>th</sup> January, 2018  |
| Last date of Registration                | 10 <sup>th</sup> February, 2018 |
| Conference Date                          | 24 <sup>th</sup> February, 2018 |

## REGISTRATION FEES

**(Including GST):**

Management/ Technology Students: Rs. 1,200/-

Research Scholars: Rs. 1,200/-

Academicians: Rs. 1,800/-

Industry Delegates: Rs. 2,400/-

Corporate Practitioners: Rs. 2,400/-

Entrepreneurs : Rs. 2,400/-

Visit [www.nmitd.edu.in](http://www.nmitd.edu.in) for more details

D.E.S's Navinchandra Mehta Institute of Technology & Development,  
Veer Savarkar Marg, Kirti College Road, Dadar (West), Mumbai 400028,  
, Maharashtra, India. Phone : 022 33914561.

# NCMAT 2018

## NOTE

Registration Fees can be remitted through Demand Draft drawn in favor of "DES's NMITD" payable at Mumbai and sent to The Director, NMITD, Veer Savarkar Marg, Kirti college Road, Dadar (West), Mumbai: 400028. For joint papers, each author will have to register separately.

Even online payment can be done on the following saving bank account details:

ACC. No.: 30397197614

Bank Name: State Bank of India

Customer Name: D.E. SOC's NMITD

IFSC Code: SBIN0005355

## GUIDELINES FOR AUTHORS:

- **Review Process:** All contributions submitted for publication will be subjected to peer-review. The Chief Editor reserves the right of making editorial amendments in the manuscript to meet the journal's standards.
- **Format:** Articles/Papers (3000-8000 words), and book reviews should be neatly typed as Word document with 1.5 spacing in Times New Roman, 12-point font size justified text. The author(s) must also submit the soft copy of article/paper through e-mail.
- **The paper** should be accompanied with an Abstract (150-300 words) and a list of keywords.
- **Footnotes** to the text should be avoided. If required, they should be numbered consecutively and presented as endnotes.
- **References** should be indicated in the text by giving the name of author(s), with the year of publication in parentheses. All references should be alphabetically listed at the end of the paper in the standard APA format.
- **The authors** should submit the copyright form in the given format.
- **Copyright** of all accepted papers for publication and use in any form/format will vest with D.E.S's NMITD.
- **E-Submission:** All manuscripts should be submitted through Email to: **desnmitd@gmail.com**

# NCMAT 2018

## CONFERENCE PROCEEDINGS:

Short listed papers/contributions of only registered delegates will be published in journal with ISSN.

## Conference Convener:

Dr. Samadhan K. Khamkar, Director-NMITD

## Conference Co- Conveners:

Dr. Anita P. Bobade: 09820808105

Smt. Rasika Mallya: 09819682436

## Conference Co-ordinators:

Dr. Kasturi Naik: 07506547888

Shri. Pratik Desai : 09867498362



Visit [www.nmitd.edu.in](http://www.nmitd.edu.in) for more details

D.E.S's Navinchandra Mehta Institute of Technology & Development,  
Veer Savarkar Marg, Kirti College Road, Dadar (West), Mumbai 400028,  
, Maharashtra, India. Phone : 022 33914561.