

PREFACE

We are currently on the door of Digital era, where we can expect great change in the way businesses are carried out. Organization needs to see opportunities of digital era, manage the risks associated with operating under this environment and strategically work for not only sustain in market but also grow well.

This conference is jointly organized by Symbiosis University of Applied Sciences (Indore), and AIMS International -The Association of Indian Management Scholars.

The Conference proceedings consist of 24 papers. We hope these proceedings will serve as a valuable reference to managers and academics for many years to come.

Several people have worked hard behind the scene to organize this conference and produce the proceedings. We wholeheartedly thank the Conference Patron Dr S. B. Mujumdar, Conference Co-Patron Dr Swati Mujumdar, Conference General Chair Dr. Prithvi Yadav and Conference Co-chair Dr. Ajit Singh Tomar for their support. We are also grateful to Mrs. Punam Makwana for their valuable contribution in the preparation of the proceedings.

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