

ICDAM-2021
International Conference on Data Analysis and Management
*Organized Jointly by JAN WYZYKOWSKI UNIVERSITY, POLAND & PANIPAT INSTITUTE
OF ENGINEERING & TECHNOLOGY, HARYANA, INDIA*

On 26th June, 2021.

***** **CALL FOR PAPERS** *****

SPECIAL SESSION ON

Business Technology, Digitalization & E-Commerce

SESSION ORGANIZERS:

- **Dr Arvind Kumar Bhatt**, GL Bajaj Institute of Management and Research.PGDM Institute, Greater Noida, abh2001@gmail.com
- **Prof. Dr Ajay Kumar, Director**, GL Bajaj Institute of Management and Research.PGDM Institute, Greater Noida

EDITORIAL BOARD: (Optional)

[Name, University or Organization, Country, e-mail]

SESSION DESCRIPTION:

Technology advancements provide opportunities to utilize the technology in many businesses. Digitalization of business model created opportunities for new age entrepreneurs. Business transformation through the internet opened e-commerce and marketing innovations. This also changed global marketing strategies as well as discovery of new application areas. Now, the Internet of Things devices (IoT) gives us information collected from billions of devices, the cloud lets us store, process and forward this and AI gives us tools to analyze information, predict and make smart decisions. Utilizing these numerous technologies entrepreneurs can build products that enable the market, finance, HR, operational areas; these advanced solutions for health systems, transportation, education, manufacturing, agriculture, and many other areas.

RECOMMENDED TOPICS:

- **New Opportunities using Technology in Health, Agriculture, logistics, and Cyber Physical Systems**
- **Managing Globalization Challenges during COVID-19 times through technology.**
- **Business Model Innovation in new Technologies**
- **Business analytics**
- **E-governance, E-Commerce, E-business, E-Learning**
- **Sentiment analysis techniques on social media**
- **Community Information Systems**
- **Branding through technological tools**

SUBMISSION PROCEDURE:

Researchers and practitioners are invited to submit papers for this special theme session on **Business Technology, Digitalization & E-Commerce** *on or before 20th April,2021*. All submissions must be original and may not be under review by another publication. INTERESTED AUTHORS SHOULD CONSULT THE CONFERENCE'S GUIDELINES FOR MANUSCRIPT SUBMISSIONS at http://icdam-conf.com/paper_submission.html. All submitted papers will be reviewed on a double-blind, peer review basis.

NOTE: While submitting paper in this special session, please specify [**Business Technology, Digitalization & E-Commerce**] at the top (above paper title) of the first page of your paper.

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