



IMPRESS- ICSSR Sponsored

**INTERNATIONAL CONFERENCE ON
DIGITAL COMMUNICATIONS: A CHALLENGE FOR DEVELOPING NATIONS
9-11 November, 2019**

Organised By



Makhn Lal Chaturvedi National University of Journalism and Communication,
Vikas Bhavan, Zone 1, Press Complex, Bhopal- 462011 (M.P.)
Phone no. 0755-2574516, Website- www.mcu.ac.in

About the Conference:

Digital Communication have been transforming the global economy. Development Sector is in the process of discovering the potential of New Media. The new age communication is focusing on learning and developing programmes and schemes that can be accessed, reviewed and analysed through digital world. Understanding how public can be stimulated and engaged politically towards innovative, inclusive, sustainable development strategies is important. Public dialogue around international commitments, aid budgets and the future of development co-operation is crucial to creating better-informed citizens committed to sustainable development. It can also provide impetus to the global development debate and help secure renewed political engagement for both the design and the implementation of development goals. Communication plays a crucial role in intensifying support, creating political space for policies and mobilizing resources. Particularly in the time of economic crisis, public dialogue is an important instrument for sustaining commitment to fighting poverty.

Objectives of the conference:

The main objectives of this conference is to provide a platform for academicians, researchers and practitioners to:

- Disseminate research, providing insights into the challenges, opportunities, emerging strategies and analytical tools in the domain of Digital Communication;
- Present case studies on application of tools and techniques;
- Explore cutting- edge ideas, results and share experiences.
- The conference will feature a number of workshops and panel discussions led by experts from academia and industry.

This conference aims at bringing together international & national academicians, researchers, students, public servants, policy makers and practitioners in the infrastructural domain to discuss issues and trends, recent research, innovation advances and on-the- field experiences related to governance, infrastructure, and business with a special focus on developing countries.

The Conference solicits high-quality papers, reporting research results, case studies

and/or experimental results on 'Digital Communications for Developing Countries'. Submissions will be judged on their originality, significance, clarity, relevance and technical correctness. Accepted papers will be published in reputed digital library.

Conference themes:

Research Paper presentation on related tracks:

- Media : Challenges and Opportunities
- Social Media in Developing Nations
- Media and Marketing
- Data Journalism and New Media
- Digital Communication in Practice
- Digital Accounting and Finance
- Digital Economics
- Entrepreneurship and Strategic Management
- Information Systems and Technology
- Innovation & Design Thinking
- Logistics Management
- Production Management
- Marketing and Consumer Behavior
- Advertising and Public Relations
- Organisational Behavior and Human Resource Management
- Procurement and Sourcing
- Project Management
- Public Policy Issues and Management
- Quality Management and Lean Operations
- Service Operations
- Sustainability, CSR and Humanitarian Operations
- Healthcare Management
- Travel and Tourism Management

Submission of Abstracts and Full Papers:

You can send the abstracts and full paper (in either languages: English or Hindi) to MCNUJC, Bhopal. All the abstracts will be peer reviewed by review committee of the respected disciplines. Only abstracts accepted for presentation would be notified for submitting the final and full papers. Accepted papers will be published in the conference proceedings. Some outstanding papers will be shortlisted to be published in the university quarterly journal 'Media Mimansa'.

Important dates:

Conference Dates :	9-11th November, 2019
Deadline for Abstract Submission :	7th September, 2019
Deadline for notifying Abstract Selection:	14th September, 2019
Deadline for Full paper Submission :	11th October, 2019
Deadline for notifying Authors :	15th October, 2019
Last date for Early Bird Payment :	20th October, 2019

Regular Registration will continue after 20th October, 2019. On spot registration will be also available during the conference for participation.

The Abstracts, Full paper, Application form and all other correspondence should be sent by email to **digi2019impress@gmail.com**.

Registration fees:

Nationality	Category	Early-bird Registration	Regular Registration
Delegate from India	Corporates	INR 3000	INR 4000
	Faculty	INR 1500	INR 2000
	Students	INR 1000	INR 1500
Delegate from other Nations	Corporates	USD 100	USD 125
	Faculty	USD 75	USD 100
	Students	USD 40	USD 60

Registration & payment details:

The Registration form will be sent on request through e-mail. You can fill and send the scanned copy of the same.

The Registration fee can be paid in the form of:

- Demand Draft drawn in favor of Registrar, Makhnalal Chaturvedi National University of Journalism and Communication, Bhopal. Please mention your name and the purpose behind the Demand Draft.
- Online money transfer through NEFT/ Bank (State Bank of India, A/c no. 30780804099, IFSC CODE: SBIN0003867, E-3/113, Arera Colony, Bhopal) or
- Cash at the Counter

Conference Organization:

Chief Patron: Shri. Deepak Tiwari, Vice-Chancellor

Convener: Prof. Pavitra Shrivastava, Head & Dean Academics

Organizing Committee Members:

Prof. C P Agrawal	Prof. Shrikant Singh	Prof. Avinash Bajpai
Dr. Sanjeev Gupta	Dr. Rakhi Tiwari	Dr. Arti Sarang
Dr. Sunita Dwivedi	Prof. P. Sasikala	Prof. Sanjay Dwivedi
Prof. Manish Maheshwari	Prof. Anurag Seetha	Prof. Kanchan Bhatia

Co- Conveners: Dr. Jaya Surjani, Dr. Gajendra Singh Awasya

For Conference related assistance:

Contact: Landline no. 0755-2574516

Prof. Pavitra Shrivastava (9827258572),

Dr. Jaya Surjani (9827594979),

E-mail- digi2019impress@gmail.com.

Prof. Avinash Bajpai (9425392448),

Dr. Gajendra Singh Awasya (9827791007)

For Travel and Accommodation:

There are several hotels of different categories in Bhopal offering competitive tariff, close to the venue. Attendees can book accommodation as per their choices. In case of assistance, kindly contact: Dr. Gajendra Singh Awasya (9827791007, picasso.gajendra@gmail.com)

Venue:

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