INTERNATIONAL CONFERENCE ON DIGITAL COMMUNICATION:
A CHALLENGE FOR DEVELOPING NATIONS
9th-11th NOVEMBER 2019

Organized by:-

MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND COMMUNICATION, BHOPAL. (M.P.)
ABOUT

MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND COMMUNICATION, BHOPAL (MCNUJC)

Makhanlal Chaturvedi National University of Journalism and Communication (MCNUJC) was established in 1990 by the Madhya Pradesh Government, MCNUJC is named after Pt. Makhanlal Chaturvedi, the great editor, poet, litterateur and freedom fighter. It is a leading institution of the country in the field of Mass Communication, Media, Journalism, Computer Applications, Digital Media and Management Education. It is the academic centre of learning driven towards excellence, where professionals are crafted in Communication, Media and IT disciplines through traditional and modern methods of learning relevant to the current media needs. The University is recognised under section 12(B) of UGC. Sticking to the newest trends of Media and Information Technology, the University conducts postgraduate, undergraduate as well as skill-oriented diploma courses in Journalism, Broadcast Journalism, Advertising and Public Relations, Electronic Media, New Media, Computer Applications, Media Management and Communication Research. Today, the university is also providing education to the remote rural areas with a wide network of over more than 1700 associated study institutes, where annually over one lakh students are studying in different programmes.

OUR COUNTRY

India has a unique culture with one of the oldest and greatest civilizations of the world. It has a fusion of several customs and traditions, which are reflective of the rich culture and heritage of the Country. The history of the nation gives a glimpse into the magnanimity of its evolution - from a Country reeling under colonialism, to one of the leading economies in the global scenario. It has achieved all-round socio-economic progress during the last 73 years of its Independence. India has become self-sufficient in agricultural production and is now one of the top industrialized countries in the world and one of the few nations to have gone into outer space to conquer nature for the benefit of the people. More than anything, the nationalistic fervor of the people is the contributing force behind the culmination of such a development. This transformation of the nation instills a sense of national pride in the heart of every Indian within the Country and abroad.

BHOPAL

Bhopal, known as the City of Lakes, is the capital of the state of Madhya Pradesh. Founded by Raja Bhoj, in the 11th century, the city has many natural and artificial lakes and it is one of the greenest cities in the country. Bhopal has retained its old world charm despite industrialization, with the old part of the city being full of narrow alleys and crammed markets, while the new part of the city is better planned and is full of parks and gardens. The city has immense archaeological, historical and political importance. Weather is pleasant during winters. It is well connected to nearby tourist attractions like Sanchi, Bhimbhetika, Pilgrimage like Ujjain, Maheshwar, Omkareshwar, Wild life sanctuaries and many dams. The city is well connected by air, road and railways with all parts of the country. City transport is easily accessible through public/private cabs and buses at nominal charges.
INTRODUCTION TO 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 analyzed digitally. 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 sustainability. 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.

SPONSORED BY
Impactful Policy Research in Social Science (IMPRESS)
Indian Council on Social Science Research (ICSSR), New Delhi

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.

The 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 and/or experimental results on Digital Communication for Developing Countries. Submissions will be judged on their originality, significance, clarity, relevance and technical correctness.
CONFERECE THEMES

Research Paper presentation on related tracks:

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<tr>
<th>Media : Challenges and Opportunities</th>
<th>Marketing and Consumer Behavior</th>
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<tr>
<td>Social Media in Developing Nations</td>
<td>Advertising and Public Relations</td>
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<tr>
<td>Entrepreneurship and Strategic Management</td>
<td>Organisational Behavior and Human Resource Management</td>
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<td>Data Journalism and New Media</td>
<td>Procurement and Sourcing</td>
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<td>Digital Communication in Practice</td>
<td>Project Management</td>
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<td>Digital Accounting and Finance</td>
<td>Public Policy Issues and Management</td>
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<tr>
<td>Digital Economics</td>
<td>Quality Management and Lean Operations</td>
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<td>Media and Marketing</td>
<td>Service Operations</td>
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<tr>
<td>Information Systems and Technology</td>
<td>Sustainability, CSR and Humanitarian Operations</td>
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<tr>
<td>Innovation &amp; Design Thinking</td>
<td>Healthcare Management</td>
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<td>Logistics Management</td>
<td>Travel and Tourism Management</td>
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<td>Production Management</td>
<td>Artificial Intelligence and Robotics</td>
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BENEFIT TO THE POLICYMAKERS

The media industry has been facing lot of criticism in the context of flow of information, paid news, sting operations, fake news, authenticity and political influence with many other problems. The conference will bring in a large set of contributors together speaking on various developmental communication issues that will give a broad vision for the communication policy makers to think upon and further incorporate the future policies related to the whole set of issues mentioned in the objective. This conference hopes to bring in awareness of the responsible dissemination through digital communication, shape out many laws and ethics for media world that would emphasize transparency and trust, develop sensitivity towards the mankind in terms of communication exchange in the digitized era.

SUBMISSION OF ABSTRACTS AND FULL PAPER

You can send the abstracts and full paper (in either languages: English or Hindi) to MCNUJC, Bhopal. Abstracts should limit to 250-300 words, with atleast 4 keywords. 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 abstracts will be published in the conference proceedings. Some outstanding papers will be shortlisted to be published in the edited book.
IMPORTANT DATES

Conference Dates: 9th-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 Application form and all other required documents should be sent by e-mail to digi2019impress@gmail.com

REGISTRATION & FEE

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<tr>
<th>Nationality</th>
<th>Category</th>
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REGISTRATION FORM & PAYMENT DETAILS

The Registration form can filled online/offline through university website (www.mcu.ac.in). Forms can also be downloaded and filled scanned copy can be sent through e-mail (digi2019impress@gmail.com).

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)
- Cash at the Counter
CONFERENCE ORGANISATION

CHIEF PATRON
Shri. Deepak Tiwari
Vice-Chancellor

CONVENER
Prof. Pavitra Shrivastava
Dean Academics

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Dr. Jaya Surjani  Dr. Gajendra Singh Awasya

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E-mail- digi2019impress@gmail.com.

FOR TRAVEL AND ACCOMODATION
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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