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Seminar Convener:

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Co-ordinator, Placement & Counselling Cell,

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Dr. Bimal Debnath

Assistant Professor, Dept. of Management

Dear Sir/Madam

The Seminar Organizing Committee of the Department of Management, North-Eastern Hill University, Tura Campus, Meghalaya (India) invites Researchers, Scholars and industry expertise from all around the world more particularly from the Asian (developed and developing) countries to exchange their research results and experience in the International Seminar on "Human Resource Management and Development in the Digital Age" to be held on 23rd & 24th June 2017. The Seminar will focus on evidence based research findings in number of prominent areas including position and status of human resource in digitised organisation, transparency and ethical code in virtual organisation, bridging people through CRM, socio-cultural implications of digitisation, strategic choices for corporate houses like banks, telecommunication, automobile, oil & petroleum companies etc in the digital age, contemporary issues in HRD, Learning, Training and Development, Employee and Labour Relations and more. This seminar will bring together researchers, scholars, academicians, practitioners and experts from all around the world, especially from Asian countries' perspective to present their studies and research activities. This association is expected to trigger new insights and ideas in these areas of research.

Background and Scope:

Human resource is the most important resource in management and needs to be used efficiently. This is because success, stability and growth of an organization depend upon its ability in acquiring, utilizing and developing the human resources for the benefit of the organization. The digital revolution is reshaping the way we live our lives and the way we work. As business strategies undergo a fundamental re-think, people strategies and re-design of work is taking a new paradigm shift. The speed of change makes it almost impossible to predict the future with any degree of certainty. Technology has advanced further and faster than anybody could have imagined over the last few years. Whereas ten or twenty years ago the majority of people were using more sophisticated IT in the workplace than at home, this trend has now reversed, with office technology often lagging behind in terms of the gadgets and tools available to help employees do their jobs. From a people management perspective, new technologies have provided a multitude of new ways for HR to communicate and engage with the workforce, not to mention new ways to gather feedback and track progress of engagement strategies and other initiatives. HR directors opine that technology has changed the way they communicate with the workforce, with results of enabling better collaboration and allowing increase in two-way communication with employees. But with such enthusiasm for new innovations and the benefits they can bring, HR must also be mindful of the potential downsides and ensuring all employees are onboard with the rapid changes occurring in how they do their jobs. For many workers the influence of technology is positive which brought in addition of efforts in their performance facilitating more flexible ways of working and keeping them motivated in their job. On the other hand, the growing impact of technology can be unsettling, with its repercussion on the role challenges through technology and issues in terms of work-life balance having the lines between work and personal life becoming blurred. Whatever technological innovations are ahead, it's the people that will make the difference between eventual success and failure. That's why CEOs need a people strategy for the digital age. The technological advances of the digital age have allowed the global workforce to be better connected, more collaborative, and have greater personal impact than ever before. More information is immediately available, through more channels, than at any time in history. Workplaces are now optimized for high levels of workforce engagement. The digital age can enable us to do more than merely claim our humanity. It can foster a renaissance for human achievement in organizations. A great first step is creating workplaces



Department of Management
North-Eastern Hill University
(NEHU)

Tura Campus, Tura- 794002, Meghalaya (India)

Organises

International Seminar

On

**"HUMAN RESOURCE MANAGEMENT AND
DEVELOPMENT IN THE DIGITAL AGE"**

23rd & 24th June 2017

Important Dates

Submission of Abstract: 15th April 2017

Last date for Submission of Full Paper: 30th April 2017

Intimation of Acceptance of Full Paper: 5th May 2017

Payment of online Registration fee (on or before) : 31st May 2017

Seminar Date: 23rd & 24th June 2017



About Department of Management, NEHU (Tura Campus)

The North-Eastern Hill University is a premier academic institution and the oldest Central University in the North-Eastern Region. The Department of Management was established in 2006 at Tura Campus with an objective to provide the students with an appropriate combination of conceptual framework and practical insight into managerial challenges and business opportunities for grooming entrepreneurial initiatives. The department has been making synergy with doyens of management and professionals across Academia to bring an integrated approach from International, National and Regional perspectives. The Department is running two MBA programs viz., MBA(General) and MBA(Services Management). The MBA programme is a full time course with an exhaustive course curriculum, regular industrial visits, winter internship, regular interaction with industry experts and visits to rural enterprises for exposure to Indigenous knowledge and systems. Currently the department is running its tenth batch of students (2016-18). The department also runs full time PhD programme in the campus.

The Department has its own library with 750 titles (several of them multiple copies), 26 journals and magazines with requisite staff. Besides, there is computer lab with broadband optical fibre internet connection for students and faculty for updating their knowledge at par with their contemporaries across the globe.



For details contact:

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optimized for workforce engagement. It's time for the traditional HR function to move away from its transactional comfort zone and start to contribute to the strategic Digital debate and help businesses position themselves to take advantage of Digital Business of the new millennium.

Under this backdrop, research papers will be discussed and debated around number of HRM and HRD related themes related to increasing the effectiveness of workforce while revealing and concerning recent innovations, trends, and practical challenges in order to encounter the solutions adopted in the field of Human Resource Management and Development in the digital age.

Research scholars who are undergoing doctoral and related research studies on various sectors in the gamut of human resource management and development will get a platform to showcase their progress and development of their research endeavour from across various Institutions and Universities of the world, especially from Asian countries (both developed and developing). Both ground-breaking research papers and evidence-based case studies are sought.

Technical Track

Topics of interest for submission include the following sub themes, but are not limited to:

- Position and status of human resource in digitised organisation
- Transparency and ethical code in virtual organisation
- Bridging people through CRM
- Socio-cultural implications of digitisation
- Digital Technologies and Talent Gap
- Gamification in Employee learning and development
- Strategic choices for corporate houses in the digital age (viz., banks, telecom, automobile, oil & petroleum sectors etc)
- Crowd sourcing and performance assessment in HR
- HRMS and HR cloud systems
- Current HR IT systems: prospects and limitations
- Employer branding and Social media
- Value creation and HR Strategy in the digital age
- Need of Hi-tech innovators and 'hybrid' workers
- Workforce analytics
- Innovation and Development in HR
- Emerging Technologies for HR Effectiveness
- People Development in the Digital Age
- CSR in the digital age
- Strategic communications in the digital age
- Strategic constraint of HR in the digital age
- Leadership in the digital age
- Career development in the digital age
- Recruitment and selection in the digital age
- Employee engagement in the digital age

Objectives of the Seminar:

- Offer a platform to the research scholars, academicians, business leaders and policy makers from around the globe to share ideas, debate and deliberate on the theme of the seminar.
- Provide a critical assessment about the current trend of human resource management and development in the digital age around the world and more particularly in the asian countries.

Academic Output:

- Select quality papers accepted for the seminar presentation will be published under a reputed publishing house with ISBN.
- Few quality papers will be further reviewed for publication in the Departmental International Journal Of Applied Management Research, ISSN 2347-2839.
- Best Paper Award with certification to budding researcher.

Paper Submission Guidelines

All submissions must be in MS word form in about 1500-3000 words, typed in Times New Roman 12 font size, space 1.5 cm and 1" margins. Each paper should indicate title page containing title of the paper, Name(s), Affiliation(s), Complete mailing address, telephone and fax number along with e-mail id. Only those papers which adhere to the guidelines will be considered for review. An abstract (not more than 150 words, 3-5 key words) are to be submitted by electronic mail to: intseminar.nehumba@gmail.com; abhigyan09@rediffmail.com

Registration: (includes seminar kit, refreshment and lunch on seminar days)

Group	Without Accommodation	With Accommodation (For two nights)	Foreign Participant/ NRI's
Corporate / Industry/Professionals	2000 (INR)	4000(INR)	\$150
Academicians	1000 (INR)	3000 (INR)	\$100
Students/ Research Scholars	500 (INR)	2000 (INR)	\$ 50

Mode of Payments: Bank Transfer/ Western Union:

Account Name : Placement & Counselling Cell, NEHU Tura Campus
Account Number : 36287965363
Type of Account : Current
Bank Branch Name : State Bank of India, Chandmari Branch, Tura
IFSC : SBIN0007332

On- the- spot Registration accepted without accommodation

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