

# INTERNATIONAL CONFERENCE

## ADVANCEMENT OF DIGITAL TRANSFORMATION ACROSS INDUSTRY AND ACADEMIA (ADTIA-2025)

30<sup>th</sup> - 31<sup>st</sup> JANUARY 2025

Organized by:



**INSTITUTE OF HOSPITALITY,  
MANAGEMENT AND SCIENCES  
KOTDWAR**

Call for more information

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## About The Institution

*Institute of Hospitality, Management and Sciences (IHMS) is situated in the natural beauty of Kotdwar at the bank of the Sukhro River on the foothills of Shivalik mountain range. IHMS has been a hub of educational excellence since 2006 under the aegis of Shri Balbhadra Singh Negi Educational Society. IHMS offers courses in the field of Management, Hospitality, and Computer Science, blending quality education with innovation and research. IHMS equips student's education along with strong industry ties and a focus on hands-on learning for successful careers while inspiring and empowering future leaders.*

## Objective of the Conference

*The "International Conference on the Advancement of Digital Transformation across Industry and Academia" aims to bring together thought leaders, researchers, and practitioners from diverse fields to explore the transformative impact of digital technologies on industries and educational institutions. The conference seeks to foster collaboration between academia and industry to address the challenges and opportunities of the digital era. By sharing innovative practices, emerging technologies, and groundbreaking research, the event aspires to drive sustainable digital growth, enhance skill development, and shape the future of work and education in an increasingly connected world.*

## Themes

### 1. Commerce & Management

1. Role of Digital Transformation in Enhancing Leadership Effectiveness in Organizations
2. Impact of Digital Transformation on Human Resource Management Strategies
3. Role of FinTech Innovations in Modernizing Business Operations
4. Role of FinTech in Revolutionizing Financial Inclusion in Emerging Markets
5. New Technologies in Employee Performance Evaluation and Feedback Systems
6. Personalization Strategies in Digital Marketing Using AI Algorithms
7. Blockchain's Role in Enhancing Banking Service Capabilities.
8. Digital Transformation's Impact on Management Decision Making
9. Ethical Considerations in Using AI for Talent Acquisition and Retention
10. Role of digital transformation in developing production capabilities

### 2. Information Technology (IT)

1. Role of AI and Machine Learning in Enhancing Cyber security Measures
2. Impact of Blockchain Technology on Secure Data Sharing and Transactions
3. Role of Cloud Computing in Accelerating Digital Transformation Across Industries
4. New Technologies in IT Infrastructure: The Rise of Edge Computing
5. Impact of Quantum Computing on Future IT Innovations and Industry Applications
6. Role of Automation in IT Operations: Enhancing Efficiency Through RPA
7. Big Data's Impact on Real-Time Business Intelligence and Decision-Making
8. New Technologies in Human-Computer Interaction for Enhanced User Experience
9. Role of Digital Transformation in Strengthening IoT Security Frameworks
10. AI-Driven Innovations in Software Development and Engineering Practices

### 3. Education

1. Role of Digital Transformation in Redefining Teaching and Learning Practices
2. Impact of AI on Personalized Learning Models in Higher Education
3. Role of Augmented Reality in Enhancing Experiential Learning in Classrooms
4. New Technologies in Digital Assessment: AI-Powered Evaluation Tools
5. Impact of Gamification on Student Engagement and Learning Outcomes
6. Role of E-Learning Platforms in Expanding Global Access to Education
7. Digital Transformation's Influence on Lifelong Learning and Continuing Education
8. AI-Driven Adaptive Learning for Inclusive and Personalized Education
9. Role of Virtual Labs in Enhancing Practical Education in STEM Fields
10. Impact of Micro-Credentials and Online Certifications on Traditional Education

### 4. Hotel Management

1. Role of AI in Predicting Guest Preferences for Personalized Hospitality Services
2. Impact of Big Data Analytics on Revenue Management in the Hospitality Sector
3. Role of Blockchain in Securing Guest Data and Payment Transactions in Hotels
4. Digital Transformation in Enhancing Customer Experience in Food and Beverage Services
5. New Technologies in Virtual Tours and VR for Hotel Marketing and Promotion
6. Impact of Digital Marketing Analytics on Guest Satisfaction and Retention Strategies
7. Role of IoT in Creating Smart Hospitality Spaces for Enhanced Guest Comfort
8. AI-Driven Chatbots and Virtual Assistants in Hotel Customer Support
9. Sustainability in Hospitality Through Digital Innovations and Smart Technologies
10. Role of Digital Transformation in Streamlining Hotel Supply Chain Management

### 5. Science

1. Role of AI and Machine Learning in Advancing Scientific Research and Innovation
2. Impact of Big Data Analytics on Climate Change Research and Environmental Studies
3. Role of IoT in Enhancing Environmental Monitoring and Sustainability Initiatives
4. New Technologies in Bioinformatics for Advancing Digital Health Solutions
5. Role of Digital Twins in Enhancing Scientific Simulations and Experimentation
6. Cloud-Based Collaborative Platforms for Advancing Global Scientific Research
7. Impact of Automation and Robotics on Laboratory Research Processes
8. Blockchain's Role in Ensuring Data Integrity in Scientific Research
9. Role of Digital Transformation in Accelerating Discoveries in Life Sciences
10. New Technologies in Cyber-Physical Systems for Scientific Innovation

## ADVISORY BOARD

**Prof. Narayanan Kulathuramaiyer**, Director, Institute of Social Informatics, University of Malaysia, Kuching, Malaysia

**Prof. Ana Cristina Horta Corvo Dias Pego** Senior Researcher at CICS, Nova University of Lisbon

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**Prof. Amit Dixit**, Dean Research, Quantum University, Roorkee, India

**Prof. Vishnu Nath**, COER University Roorkee, India

## KEYNOTE SPEAKERS



**PROF. AHU COŞKUN OZER**  
Marmara University,  
Istanbul Turkey



**MR. AMRISH TRIPATHI**  
GM, Bharat Electronics Ltd,  
Uttarakhand, India



**PROF. ABHAY SAXENA,**  
Dev Sanskriti Vishwavidyalaya,  
Uttarakhand,India

## PATRONS



**MR. B. S. NEGI**  
(Managing Director)



**LT. COL. B.S. GOSAIN (RETD.)**  
( Director Administration)



**MR. AJAY RAJ NEGI**  
(Executive Director)

## CONFERENCE CHAIR



**DR. ASHWANI SHARMA**  
Director Academics  
Institute of Hospitality, Management and Sciences  
(IHMS Kotdwar)



## ORGANIZING CONVENORS



**MR. SURENDRA SINGH JAGWAN**  
HOD, Dept. of Management



**MR. PRADEEP BHATT**  
Asst. Professor, Management

## ORGANIZING SECRETARY



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HOD, CS & IT



**MR. PANKAJ KUKRETI**  
HOD, Hotel Management



**MR. ANIL YADAV**  
Co-cordinator, IQAC

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**Mr. Sandeep Kumar,**  
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Asst. Professor, CS & IT

### INFORMATION CHAIR

**Mr. Pradeep Bhatt,**  
Asst. Professor, Dept. of Management

**Mrs. Mamta**  
Asst. Professor, Dept. of Management

## PAPER SUBMISSION GUIDELINES

Please carefully adhere to the following guidelines to ensure a smooth submission and publication process:

### Abstract:

- Prepare an abstract with a maximum length of 150-200 words.
- Clearly summarize the objectives, methodology, key findings, and implications of your research.

### Paper Length:

- The maximum length for the paper is 20 pages, including references, figures, and tables.
- The minimum length for the paper is 5 pages.

### Publication:

Category I- Online Publication of full papers in Quality Edited Book with ISBN Number.

Category II – Online Publication of Full Papers in IJHMS

### Presentation:

- At least one of the authors is required to attend the conference and present the work.
- Prepare a short presentation highlighting the key aspects of your research.

## Rule & Regulation

Research Paper shall be Original work, abstract and unpublished research paper/articles/case study/posters.

Plagiarized work would lead to disqualification.

Separate Registration needs to be done for Certificate

## Language and Formatting:

- Ensure that your paper is written in correct English.
- Use a standard font such as 12 pt Times New Roman.
- Set 1-inch page margins on all sides.
- Apply double line spacing throughout the document.
- Include a title page with the title of the paper, names of authors, affiliations, and contact information.
- If submitting for publication, insert a running head on every page, usually including the title of the paper or a shortened version of it.
- Indent every new paragraph by ½ inch.
- Apply APA heading styles for section headings and subheadings.
- We strongly recommend that you carefully proofread and edit your paper before submission. Make sure it adheres to the formatting guidelines and is free of any grammatical or typographical errors.
- Please refer to the conference website or submission platform for specific instructions on how to submit your paper and the submission deadline.
- If you have any questions or need further clarification, do not hesitate to contact the conference organizers.

*We look forward to receiving your submission and having you join us at the conference.  
Good luck with your research!*

## REGISTRATION FEES

### ONLINE MODE

	Indian (Rs)	Foreign (USD)
<b>Corporate</b>	<b>1500</b>	<b>25</b>
<b>Academician</b>	<b>500</b>	<b>15</b>
<b>Research Scholar/Students</b>	<b>300</b>	<b>10</b>
<b>Attendees</b>	<b>200</b>	<b>05</b>

### OFFLINE MODE

	Indian (Rs)	Foreign (USD)
<b>Corporate</b>	<b>2000</b>	<b>35</b>
<b>Academician</b>	<b>700</b>	<b>20</b>
<b>Research Scholar/Students</b>	<b>500</b>	<b>15</b>
<b>Attendees</b>	<b>300</b>	<b>10</b>

*Registration fees include conference proceedings, certificate, breakfast and meals on Conference Days. Registration fee does not include Accommodation Cost.*

## BENEFITS TO AUTHORS

- Conference Proceeding will be published in an ISBN no. edited book.  
Selected Papers will be Published in IJHMS, a peer -review journal.

Registration Link: <https://forms.gle/pVZoVSVgUf7QfMGi9>

## IMPORTANT DEADLINES AND DATES

**Abstract Submission: 20 January 2025**

**Submission of Full paper: 23 January 2025**

**Notification of Full paper acceptance: 25th January 2025**

**Registration: 20th Dec2024 to25 th January 2025**

**Conference Dates: 30th January -31th January 2025**

### CONFERENCE VENUE

Confrence will be held in Hybrid Mode both online and offline at

### SEMINAR HALL- 01

II Floor

at I.H.M.S, Balbhadrapur, B E L Road, Kotdwar, and Uttarakhand 246149

Registration Link : <https://forms.gle/pVZoVSVgUf7QfMGi9>

Payment gateway will be share after the acceptance of Abstract

### Call for more information

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