

# FIIB Business Review (FBR)

## Call for Papers

**Special Issue:** Digitalization as Vehicle for Innovation, Organizational Growth and Effectiveness

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Digitalization, as we call it today, is sweeping across every aspect of our daily lives in all possible ways. Right from gathering the news we find in newspapers every morning to the billing process at our neighbourhood grocery shop, it is digital technology that is making tasks faster and more accurate. Digitalization has swept across all aspects of management.

Digitalization has brought a paradigm shift to the traditional ways of manufacturing, handling, storing and transporting things. Computer aided designing and manufacturing processes have revolutionized the manufacturing industry and the deployment of industrial robots (which are digitally controlled) have become the order of the day across industries.

The scope of digitalization is immense and its role in the transformation of our lives may span across innumerable business sectors. As a part of the society, Prestige Institute of Management, Gwalior decided to address ever-increasing competition in the market due to digitalization and innovation, wherein majority of businesses have developed a formal methodology for innovation, and many have R&D groups that explore the frontiers of science. Virtually, every organization on the planet has in recent years, worked systematically to reinvent its business processes for the sake of growth and effectiveness. In current situation where organizations and their existence has been threatened by COVID-19 global pandemic, digitalization has proved to be a boon. The digitalization has along with evolved telecommunication technology has enabled organizations to function efficiently and effectively.

To discuss the critical issues related to digitalization utilized as tool for innovation, organizational growth and effectiveness. FIIB Business Review invites papers for a Special Issue on Digitalization as Vehicle for Innovation, Organizational Growth and Effectiveness. The special issues covers (1) digitalization of marketing, (2) digitalization of human resource management, (3) digitalization in productions, and (4) digitalization of financial activities. The objective of this special issue is to highlight important role played by digitalization across the management discipline resulting in enhancing innovations, efficiency and effectiveness. The purpose is to develop the understanding of the contemporary issues associated with the "digitalization of organizations" and how it can be accomplished in the present global scenario. Along with taking cues from the organizations already implemented digitalization, and its effect of their performance.

This special issue is targeting academicians, researchers, and managers. However, the aim is to impart noteworthy original knowledge to practitioners, professionals, and consultants. Selected papers presented during 12th International conference at Prestige Institute of Management will be given a priority in the special issue on the recommendation of the Special Issue Editors. However, the Special Issue is not limited to the conference papers. Editor's decision remains final.

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**Topics include, but are not limited to, the following:**

- Application of Artificial Intelligence in Business
- Digital Security
- Internet of Things (IoT)
- Process Digitalization
- Quality Management
- Leveraging Digitalization for Organizational Success
- Creating the Future of Finance
- Integrating Business with Fintechs'
- Digital, Social Media and Tech Innovations in Financial Services
- Successful Transformation for Digitally-Savvy Financial Services Organizations
- Digital Auditing
- Digital Financial Services
- Exponential Banking
- Digital Finance Ecosystem
- Digital Financial Supply Chain
- Fraud Management in Digital Financial Services
- Digital Human Resources Management
- IT Enabled HR Practices
- Digitalization of Hr Management
- HR Analytics

Submission of the manuscript will be accepted online through Sage Track  
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Final versions due by: April 30<sup>th</sup>, 2021

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