



**Maharaja Agrasen Institute of Management Studies**  
Department of Business Administration

**Under the Aegis of IQAC**

**MAIMS International Conference (MIC) on**

**“Impact of Digitization, Education, Management Sciences, Information Technology,  
Law Enforcements & Media”**

**3-4 December 2020**

**Report**

Two-day MAIMS International Conference (MIC 2020) was organized in collaboration with the prestigious Faculty of Business and Accountancy, Lincoln University College, Malaysia. The International Conference, organized under the aegis of IQAC of MAIMS and ThinkQuest Club of MACS on 3rd and 4th December 2020. The inaugural event of the conference began with the Conference Convener, Dr. Parul Kumar’s welcome address. She in her welcome address highlighted some important research aspects.

Prof S.K.Garg (Director General) MAIMS said that Covid 19 pandemic can’t stop people from learning and enhancing knowledge. He also added that COVID-19 forced many organizations to adopt technology as a new style of working for survival. Prof.(Dr) Neelam Sharma, Director MATES stated that technology can’t replace teachers, and students have to learn from books not from online apps. She further added the role of digital technologies has improved and added more value to the learning and teaching processes. Digitization in education has proved to be the right method for saving resources, sharing information easily.

Prof. Amiya Bhaumik, President and Founder Vice Chancellor of Lincoln University College, Malaysia said that Digitization has now penetrated in all the spheres of human lives. He expected that the conference would add valuable contribution to society. Chief Guest of the conference, Prof. M. L. Singla, Faculty of Management Studies, Delhi University has redefined Maslow hierarchy needs model by adding three more needs namely battery of cell phone, Net and cashless economy. He gave Examples of Parle -G, Urban Clap , Big Basket.

Dr. Nand Kishore Garg, Founder Chairman and Chief Advisor, Maharaja Agrasen Technical Education Society and Chancellor, Maharaja Agrasen University expressed his thoughts about the families and their emotional concerns. He also added how fake news on social media misleads masses. Then, Ms Sarita Garg, Conference Convener concluded with the vote of thanks. The entire theme of the conference was based on digitization which is the need of the hour in this tough time.



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An edited book titled 'Management Dynamics in Digitalization Era' was published and released on Thursday December 3, 2020 by Dr. Nand Kishore Garg Ji, Founder and Chief Advisor, MATES. This book consists of selected papers presented in the conference. The book was edited by Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS, Prof. (Dr.) Sangeeta Malik, Dean, MAIMS, Dr. Parul Kumar, Assistant Professor, MAIMS and Ms. Sarita Garg, Assistant Professor, MAIMS.

**\*Faculty Conveners –**

**Dr. Parul Kumar, Assistant Professor**

**Ms. Sarita Garg, Assistant Professor**

## Glimpses



