



Gujarat Technological University

GOVERNANCE IN E-COMMERCE: CONTEMPORARY ISSUES & CHALLENGES

4th International Conference on Governance Systems (ICGS-2016)

Jointly Organized by:

Centre for Governance Systems (CGS) & Centre for Marketing Excellence (CME)

Important Dates:

Last Date For Abstract Submission:

25th June, 2016

Abstract Acceptance:

30th June, 2016

Last Date For Full Paper Submission:

25th July, 2016

Full Paper Acceptance:

10th August, 2016

Last Date For Payment of Registration
Fees:

16th August, 2016

Conference Dates:

2nd – 3rd September, 2016

Conference Website:

<http://cgs.gtu.ac.in/>

Venue:

Gujarat Technological University
Chandkheda Campus, Ahmedabad, India

Email Id:

cgs@gtu.edu.in

ABOUT GTU

Gujarat Technological University has been set up under Gujarat Technological University Act of 2007. During the short span of 8 years of its existence, GTU has bagged many national and international awards like The Best Jury Award for Interface between Academia and Industry in Higher Education, the Information Communication Technology (ICT) Enabled University of the year award in E-India 2009, Manthan Award 2009, Digital Learning WES 2011 Award, AIMS International Innovative University Award 2013, World Education Award 2013 for its project on Active Learning 2013, Best University in Internationalization of its Faculty and Students under Government University category - CCI Technology Education Excellence Awards 2013, CMAI's NTA ICT World Communication Award 2013 for being a Pioneer in ICT Education, Best Higher Education University of the Year award by ASSOCHAM India.2014, etc.

GTU has established 14 Post Graduate Research Centres, which are designed to work as examples of good and relevant research. The Centres are to work as catalysts for infusing the spirit of innovation and research in the Colleges through multi-College joint research projects and by actively involving postgraduate students in research, development and consultancy projects. These Centres are required to establish active linkages with the industry and research institutions in India and abroad.

ABOUT CGS

GTU has started working as a Monitor for Good Governance, which will make it possible to objectively determine how well the governance

systems are working. It is initiating studies in the field of Governance System in Businesses, Industries, Universities, Hospitals, NGOs and Governments, which may help organizations improve their working, through new policies or through modification of existing policies, protocols and management structures. The Vision and goal CGS is to be a leading Centre for Excellence in Research, Teaching, Training and Advocacy in the field of Governance through capacity building, knowledge creation, and dissemination. The PG Research Centre for Governance Systems (CGS) at GTU organizes its flagship event "CEOs in the Classroom" throughout the academic year.

ABOUT CME

Research Center at GTU Center for Marketing Excellence (CME) is one of the Post Graduate Research Center which specifically focuses on the continuous research activity to be carried out for the betterment of Businesses, Industries, Universities, Hospitals, NGOs and Governments through right marketing practices. As part of its effort to update and upgrade its MBA curriculum, GTU has initiated for specialist education related to the marketing in various businesses, Industries, Universities, Hospitals, NGOs and Governments through Marketing skill council. This centre would be a link, facilitator and helping hands for the society, which find out the potential for new opportunities for marketing effectively to the consumers, Marketers as well as country development. The Mission of the centre for Marketing Excellence: is to educate future marketing professionals with the capability to understand business problems and opportunities and translate them into actionable Information needs. By combining resources from academics and industry, the CME's concentration will be to produce future marketing professionals who can gain superior insights from customer and market place perspective. Kotler's incubator for Ayurvedic medicine project has been researched under center for marketing excellence.

GOVERNANCE IN E-COMMERCE

The fast development of telecommunications technology in the past few decades is changing many aspects of our lives – how we search for information, how we travel and not at least how we buy products or services. Although classic shop-based retail is still preferred, e-commerce or electronic commerce, namely the buying and selling of products and services exclusively through electronic channels, is gaining ground. The most well-known forms of e-commerce or electronic commerce are business to consumer e-commerce (B2C), business to business e-commerce (B2B) and consumer to consumer (C2C), as in the example of eBay or other similar websites.

With an expected 33 percent of the global market in 2015 and over 37 percent in 2018, the Asia Pacific region is becoming the leader of the e-commerce industry. In fact, China, due to its unprecedented economic boom, is becoming the world largest market in terms of e-commerce. India is another emerging market in terms of e-commerce in Asia. Recent statistics show that retail e-commerce sales in India have grown tremendously, from 2.3 billion U.S. dollars in 2012 to an estimated 17.5 billion U.S. dollars, representing an almost eight-fold growth. According to recent data, the number of digital buyers in India alone is expected to reach 41 million by 2016, representing some 27 percent of the total number of internet users in the country.

Information asymmetry is the most important problem of B2C E-Commerce. As India is the emerging market of E-Commerce, many small scale and medium sized businesses has started their online businesses, but many of them don't deliver products on time & the quality of product does not match the information provided to the user. Incomplete information by sellers and availability of products during high demand are another issues. Information security and payment frauds are some of the major issues in E-commerce. There are many cases of fake seller and buyers. There are also some governance issues in cash on delivery decision while transacting online. Further all this adds on to the cost of the e-marketing companies.

Although this kind of issues are being governed by Information Technology Act 2000 and compliance with other statutory laws in India like Indian Contract Act and Foreign Investment Regulations Act. These regulatory bodies are playing their role by supplying infrastructural and policy support. Together with the enlargement of e marketing trends, the governance issues and pitfalls involved when trading on the internet are also mounting up. One of the major issues in e marketing governance is grievance redressal where for all the companies based on e marketing have their prime focal point on the customer's experience.

In recent times as Internet has become more widespread, many business houses are taking advantage of this to expand their business. However along with new opportunities for commerce, the Internet, as a new business environment, also brings along new opportunities for unethical behaviour. Further, the global aspect of the internet makes it difficult to implement legal codes, since e-commerce spans national jurisdictions.

These are some basic questions which are needed to address first:

- Are ethical issues related to marketing on the Internet basically the same as ethical issues rose with other forms of marketing in organizations?
- Do companies consider ethics when planning their Internet strategy?
- Should companies have or develop a code of ethics for Internet marketing?
- Are their differences in the way the advertising agencies and advertisers perceive ethical issues surrounding marketing on the Internet?

We solicit your ideas and observations on any relevant topics to be presented in the conference. We anticipate contribution from many delegates from every corner of the world. Some related topics are mentioned below. However the mentioned topics are just for directions and researchers may come up with their unique conceptual research papers, applied researcher papers, and case studies in the related area of service governance.

THEME OF CONFERENCE

Governance In E-Commerce : Contemporary Issues & Challenges

SUBTHEMES

THEME-1: PAYMENT SYSTEM & ISSUES

- ✓ Users Perception Regarding Acceptance of Electronic Payment Systems
- ✓ Lack of technology usability
- ✓ Lack of Security
- ✓ Issues with e- Cash
- ✓ Lack of Trust
- ✓ Lack of Awareness
- ✓ Online Payments are not Feasible in Rural Areas
- ✓ Repayment System
- ✓ Cyber security in E-commerce
- ✓ Payment fraud
- ✓ Internet auction fraud
- ✓ E- Business and Internet Computing
- ✓ Web cramming
- ✓ M-Commerce business models & applications
- ✓ Privacy, security, ethical, and social issues
- ✓ Authentication in e-business
- ✓ Online credit and reputation evaluation
- ✓ Payment of Bill & Taxes
- ✓ Cash/E-cash on delivery system & Issues
- ✓ Electronic Payment Issues

THEME-2: QUALITY MANAGEMENT

- ✓ Quality of service delivery
- ✓ Knowledge Engineering and Discovery
- ✓ Information Quality Management
- ✓ Process re-engineering.

THEME-3: PRODUCT SPECIFICATION AND INFORMATION DISPLAY

- ✓ Transparency in pricing
- ✓ Innovation & Technology in New Product
- ✓ Multiple channels of product delivery
- ✓ Production cost-efficiency & User satisfaction
- ✓ User customization and personalization

THEME-4: MERCHANDISING POLICIES

- ✓ Responsibility issues and challenges in merchandising policies
- ✓ Role of e-commerce companies in implementing merchandising policies
- ✓ Significance of merchandising policies to a brand's success in e- retailing
- ✓ Governance of merchandising policies in e- retailing
- ✓ Value creation through merchandising policies
- ✓ Strategy and policy implications
- ✓ Integrity and accuracy of merchandising policies

THEME-5: EXPANSION OF LOCAL MARKETS OUTSIDE NATIONAL BOUNDARIES

- ✓ International retailing- *prospects and challenges*
- ✓ Strategic issues in international retailing
- ✓ Legal and regulatory framework for international retailing
- ✓ Rationale for international retailing
- ✓ Globalisation of trade through e- retailing
- ✓ Managing cross- cultural issues in international retailing
- ✓ Global and regional trends
- ✓ Measuring the e-Commerce readiness of countries

THEME-6: DEVELOPMENT OF DIGITAL MARKETING

- ✓ Innovations in digital marketing
- ✓ Opportunities & challenges in development of digital marketing
- ✓ Infrastructural and policy support for digital marketing development
- ✓ Access/ Reach of digital marketing
- ✓ Expectations of stakeholders from digital marketing
- ✓ Enhancing customers' experience through digital marketing
- ✓ Value creation through digital marketing

THEME-7: POST-DELIVERY PROBLEMS

- ✓ Fake Customers
- ✓ Reliability of customers
- ✓ Issues related to Warranty & Guarantee of products
- ✓ Issues related to counter-feited/ fake products
- ✓ Issues related to damaged products
- ✓ Return/refund/replacement policies
- ✓ Perception of consumers related to deviances in online viewed products & received products

THEME-8: LOGISTICS

- ✓ Plant location and layout
- ✓ Inventory management
- ✓ Location and management of warehouses
- ✓ Choices of carriers, mode of transport
- ✓ Packaging decisions
- ✓ Value Chain Analysis
- ✓ Cross border transport

THEME-9: LEGAL RIGHTS

- ✓ Issues of Documentation
- ✓ Issues of Consumer protection
- ✓ Issues related to differentiation in National & Local tax structure
- ✓ Grievance Redressal System
- ✓ Ecommerce laws and standards
- ✓ Cyber laws in E-commerce
- ✓ Mapping the legal landscape in E-Commerce

THEME-10: OTHER CONTEMPORARY ISSUES IN GOVERNANCE OF E-COMMERCE

- ✓ Any other issues related to Governance in E-Commerce

GUIDELINES FOR REGISTRATION

Kindly refer the below given link for detailed guidelines for registration
http://cgs.gtu.ac.in/admin/Uploads/registration_guidelines.pdf

PAPER SUBMISSION GUIDELINES

Selection of papers for presentation and publication will be based on a detailed abstract of about 200-400 words. The abstract must include a clear indication of purpose of research, methodology, expected results, and implications

The manuscript should conform to:

| | |
|---------------------------------------|--|
| Length: | Abstract: 200-400 words excluding title / cover page Full Paper: 3000-6000 words excluding title / cover page |
| Line Spacing: | 1.5-inch |
| Page Margins: | 1-inch all around |
| Page/Chart/Table Numbering: | Consecutively Numbered |
| Page Length: | Full Paper: not exceeding 08-15 pages which includes abstract, tables, figures and references. |
| Title Page: | Title, author(s), affiliation(s), e-mail (s) & Contact No(s). |
| Reference Style: Paragraph Formatting | APA Referencing Style Justified in one column |

ABSTRACT SUBMISSION GUIDELINES

Kindly refer the below given link for detailed guidelines on abstract submission: <http://cgs.gtu.ac.in/admin/Uploads/abstract.pdf>

FULL PAPER GUIDELINES

Kindly refer the below given link for detailed guidelines on full paper submission:
<http://cgs.gtu.ac.in/admin/Uploads/FULL PAPER FORMAT.pdf>

DECLARATION

Kindly refer the below given link to download declaration form:
http://cgs.gtu.ac.in/admin/Uploads/Declaration_Form.pdf

REVIEW CRITERIA

The abstract must include a clear indication of the objectives, methodology, major results, implications, and key references. All abstracts will be subject to blind review and only those abstracts approved by the reviewers will be selected. The criteria for evaluation by the reviewers are on the basis of Relevance, Methodology and Originality.

BEST PAPER AWARDS

Five best Papers will be awarded in the concluding ceremony of the conference.

PUBLICATION AND CERTIFICATE

- ✓ Selected peer reviewed papers will be published in a book and/or CD or Both with ISBN, subject to the approval of the review committee.
- ✓ The decision of the conference committee will be final in case of any dispute/discrepancy.
- ✓ The certificate will be issued to the author(s) who will remain present on all the days of the conference.
- ✓ For Presentation Certificate the author(s) must present his/her Research Paper before technical session chair(s).
- ✓ Certificates will be distributed after valedictory session.

FEES STRUCTURE

| Category | Fees (For National Authors) | Fees (For Foreign Authors) |
|--|-----------------------------|----------------------------|
| Corporate Representative | Rs.1000/- | US \$50 |
| Faculty / Research Scholar /Academician | Rs.700/- | US \$50 |
| Student/Alumni# | Rs.400/- | US \$50 |
| Delegates (Only for Attending Conference)* | Free | Free |

- Indian Student will have to bring ID card of the institute where he is perusing full time Degree.

* - For Delegates Registration is free but Mandatory. Confirmation of seat availability will be given via email.

- Author(s) have to submit fees within the specified dates on the website only after intimation of the paper acceptance via e-mail.
- Fees will be accepted only through online payment mode.
- In case of non-payment of fees, paper will be treated as rejected and author(s) will not be allowed to participate in conference.
- Fee includes tea, breakfast and lunch for two days. Fee does not include accommodation facility

FEE PAYMENT METHOD

Kindly refer the below given link for detailed guidelines for payment of fees
http://cgs.gtu.ac.in/admin/Uploads/Fees_Payment_Method.pdf

WHY TO ATTEND?

This conference is aimed at educators, researchers and practitioners in the area of Governance. The conference will have a balance of lectures and presentations from the academic as well as the practitioners' perspective and will have renowned speakers. It is aimed at creating a platform for a healthy exchange, debate and development of ideas and emerging issues in the area of Governance. It also provides an opportunity to present your research work at international level and a chance to publish research paper in the book on conference proceedings with ISBN Number.

IMPORTANT INSTRUCTIONS

Registration fee includes Conference Proceedings, conference Kit, breakfast, tea and lunch served during the conference. The organizer reserves the right to change the schedule and/or venue of the conference with prior notice. Fees are subject to change without notice. Registration fees once paid will not be refunded. All International delegates will be required to remit in equivalent foreign currency in US \$. All delegates need to register and make payment through online mode only.

HISTORIC CITY OF AHMEDABAD



million.

Ahmedabad got its name from Sultan Ahmad Shah who founded it in 1411 AD. Situated on the banks of river Sabarmati,

Ahmedabad has emerged as an important economic and industrial hub in India. It is the second largest producer of cotton in India, and its stock exchange is the country's second oldest. Cricket is a popular sport in Ahmedabad, which houses the 54,000-seat Sardar Patel Stadium. The effects of liberalization of the Indian economy have energized the city's economy towards tertiary sector activities like commerce, communication and construction.^[8] Ahmedabad's increasing population has resulted in an increase in the construction and housing industries resulting in recent development of skyscrapers.

Ahmedabad one of the liveliest cities in India and major industrial as well as cultural centre in India has often been called the 'Manchester of the East'. Ahmedabad is the largest city in the Gujarat State and the sixth largest City in India with a population of more than six



and 'Kite Festival'. The city has many places to visit, like the 'Science City', 'Akshardham Temple', 'Gandhi Ashram', 'Sabarmati Riverfront', and 'Sidi Sayed Mosque'.



Kms), Dakor, a place famous for 'Ranchod Rai Temple' (45 Kms).

Ahmedabad is known for its beautiful monuments of historical and archeologically importance. Today, the city has developed itself into a leading industrial centre and has become the industrial capital of Gujarat. Ahmedabad offers to celebrate all year round that ranges from celebration of 'Deepawali' and 'Dushera' to the 'Ras Garba'

The weather of Ahmedabad is very pleasant during the month of March. Gujarat attracts several tourists to visit spots near Ahmedabad, like 'Nalsarovar Bird Century' (80 Kms), 'Adalaj Step Well' (10 Kms), 'Lothal' 4500 years old Harappan settlement (85 Kms), 'Sun temple' of Modhera (95

CONFERENCE COMMITTEE

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MEMORIES OF ICGS – 2015

3rd International Conference on “Gujarat Model of Governance: Lessons & Future Scope (ICGS-2015)” was organised during 25th – 26th April 2015 at GTU Chandkheda Campus. ICGS-2015 has received 120 abstracts and 90 full papers. After a peer review, 39 papers were sent for publication in the book titled “Gujarat Model Of Governance: Lessons & Future Scope” (ISBN: 978-93-85271-13-7, 380-pages). We have also published a book titled “SARANSH” (an introduction to 3rd International Conference on Gujarat Model Of Governance: Lessons & Future Scope, 138-pages). The full conference proceeding is available online on: <http://gtuelibrary.edu.in/Conference.aspx>.

