



**A Two Day  
National Seminar On  
Public Administration In Digital Era -  
Issues, Challenges and Prospects**

**On 21.07.2023 and 22.07.2023**

Sponsored by  
**TSCHE & ICSSR - SRC**  
Osmania University, Hyderabad- 500007

Organised by  
**DEPARTMENT OF PUBLIC ADMINISTRATION**  
University College Of Arts and Social Sciences (UCA&SS)  
Osmania University, Hyderabad-07,  
Telangana State (TS), India

**Venue**  
**Auditorium, PGRRCDE,**  
Osmania University, Hyderabad

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# About the Seminar

The Department Of Public Administration, University College Of Arts and Social Sciences, Osmania University is Organizing Two day National Seminar On “**Public Administration In Digital Era - Issues, Challenges and Prospects**”, On 21.7.2023 and 22.07.2023 Sponsored by TSCHE (Telangana State Council for Higher Education), ICSSR- SRC (Indian Council Of Social Science Research - Southern Regional Centre).

The rapid advancement of digital technologies has brought about significant changes in various sectors, including public administration. As governments across the globe strive to embrace digital transformation, it becomes crucial to understand the issues, challenges, and prospects that arise in public administration in the digital era. In light of this, a two-day national seminar is being organized to delve into the intricate aspects of public administration in the digital era. The seminar aims to gather experts, practitioners, scholars, and policymakers in the field of public administration to discuss and analyse the multifaceted dimensions of this emerging paradigm. Through comprehensive discussions, the seminar will explore the challenges faced by governments in adapting to the digital era and offer insights into the potential prospects that lie ahead.

Key issues to be addressed during the seminar include the impact of digital technologies on governance structures, service delivery mechanisms, and citizen participation. The seminar will also examine the challenges related to data privacy, cybersecurity, Artificial intelligence and ethical considerations in the context of public administration in the digital era.

By bringing together diverse perspectives and experiences, the seminar aims to foster a deeper understanding of the implications of digitalization on public administration. Participants will engage in stimulating discussions, share best practices, and propose innovative solutions to address the challenges that arise in the digital era. Furthermore, the seminar will provide a platform for networking and collaboration, fostering partnerships that can drive future research, policy development, and implementation. The seminar also deliberates on changing the pedagogy and curriculum of Public Administration in the changed context. The outcomes of the seminar will contribute to the body of knowledge in public administration, inform policymakers and practitioners, and shape the future discourse on effective governance in the digital age. The knowledge and insights gained through this seminar will play a crucial role in guiding governments towards harnessing the potential of digital technologies while addressing the associated challenges.



# Osmania University

Established in 1917, Osmania University is a centre for academic excellence and a shining beacon for higher education. It takes pride in being the third-oldest university in South India and the oldest in the state of Telangana. It was founded by His Exalted Highness Mir Osman Ali Khan, Asaf Jah VII, the Nizam of Hyderabad. Up until the middle of the 1950s, it was the first university to offer higher education in Urdu as the primary language of instruction. Since then, English has been the primary language of instruction.

Osmania University, which has more than 1000 colleges affiliated with it, used to be the largest affiliating university in Asia. Nearly 3.5 lakh students are being served by eight campus, five constituent, five district PG, and 721 affiliated colleges located throughout the districts of Hyderabad, Ranga Reddy, Sangareddy, Medchal-Malkajgiri, Siddipet, and Medak. It received "A+" rating from the NAAC in 2017 for its third cycle of accreditation.

Additionally, the UGC has awarded the University "Category I" status in 2018. According to the National Institutional Ranking Framework for 2022, it is ranked number 22 among universities in India. It has appeared in rankings for "**Emerging Economies Universities Ranking**", "**Top 250 Asian Universities**," "**QS India Ranking**," "**QS BRICS Ranking**," etc.

With over 68 academic fields and 53 departments dispersed among its colleges, Osmania University is a multi-faculty and multi-locational institution that offers a comprehensive education. Since its founding, the university has grown and has contributed to the creation and sharing of knowledge across all academic areas, including science and technology. In addition to research through PhD, it offers roughly 90 courses at the post graduate level and 34 courses at the undergraduate level (with 125 combinations) 65 different disciplines.



# About The Department

The Department of Public Administration was established in 1956 with a two-year PG Diploma course and one-year certificate course for the benefit of under-graduate employees in both public and private organizations. The Department became a full-fledged one with the introduction of Public Administration as an independent subject at the under-graduate level in 1958. It witnessed further expansion in 1961 when Master's programme was offered on a regular basis. The basic aim of introducing the M.A. bcourse was to enable students to take up careers in government service and public affairs. The research activity got a fillip with the introduction of doctoral programme in 1964 and M.Litt, (now called M.Phil.), in 1970. A number of faculty members and officers of the government registered themselves for research work. Public Administration was introduced at the Plus Two level (Intermediate) in Andhra Pradesh in 1980-81 in selected colleges. From then on, Public Administration is being taught at all the levels of collegiate education in the state.

In 1984, the Department started a two-year PG Diploma in Public Personnel Management (PPM) for in-service executives. Subsequently, the course was converted into two-year Master's Degree. It was formulated to meet the needs of management education and inculcate professionalism in civil service. Presently, the Department is offering Master's courses at three Post-Graduate centers, and Masters programmes in Public Personnel Management for the Distance Education Students. The total number of students at Master's level is around 120 and the number in under graduate level in 125 affiliated colleges is approximately 9000. With the introduction of Public Administration as one of the subjects both in civil services examination of the UPSC TSPSC and APPSC, the Department has gained immense popularity among the student community.

Sponsored by the Central and State governments the Department conducted several Management Development Programmes to civil servants including officers of all -India and central services as well as state and local government officials. These courses were called Management in Government, Executive Development, Personnel Management, etc. In 1967, the Urban Administration Centre was established in the Department to cater to the research and training needs of Municipal Administration. 1970, the centre's area of activities spread to cover the other southern states. Hence the nomenclature was changed to Regional Centre for Urban & Environmental Studies. Over the years, the centre has diversified into training, research, consultancy, extension education and collaborative programmes.

The Department has an excellent faculty with exposure to public administration at the national and international levels. The basic objective of the faculty is to constantly re-invent itself in tune with the changing as well as future needs of economy and society so as to impart skills, knowledge and leadership among the students. The other objective is to promote research efforts of academic staff to better understanding of the nature, problems, and potential of modern society in the realm of governance and administration.



# Objectives Of The Seminar

- To analyse the impact of digitalisation on Public Administration.
- To discuss the challenges faced by Public Administration both in theory and practice in the context of digital era.
- To re-examine the pedagogy and curriculum of Public Administration in the changing context of digitalisation.
- To Foster Collaboration and Knowledge Exchange, Enhance Capacity and Skills of Public Administrators.
- To Promote Research and Innovation in Digital Public Administration.
- To Strengthen Partnerships between Academia, Government, Industry and Inspire action & Drive positive change.

## Sessions

### Day 1

1. Social Media and Citizen Engagement: Harnessing the Power of Online Platforms.
2. Digital Governance: Policies and Strategies for Effective Implementation.

### Day 2

1. Artificial Intelligence in Public Administration.
2. Government Data: Transparency and Accountability in the Digital Age.

# Sub Themes Of The Seminar

- Digital Transformation in Public Administration: Opportunities and Challenges
- Enhancing Citizen Engagement through Digital Governance
- Data Privacy and Security in the Digital Era of Public Administration
- E-Government and Service Delivery: Innovations and Best Practices
- Bridging the Digital Divide: Ensuring Inclusivity in Public Administration
- Harnessing Artificial Intelligence and Automation in Public Administration
- Building Digital Infrastructure for Effective Governance
- Cybersecurity Threats and Risk Management in Public Administration
- Enhancing Transparency and Accountability through Digital Technologies
- Digital Skills and Capacity Building for Public Administrators
- Policy and Legal Frameworks for Digital Governance
- Network Governance, Smart Governance and Sound Governance
- Open Data and Data Analytics for Evidence-Based Decision Making
- Social Media and Public Administration: Opportunities and Challenges
- Digital Collaboration and Partnerships for Public Sector Innovation
- Citizen-Centric Approaches in the Digital Era of Public Administration



# Call For Papers

Papers are invited from the academicians, researchers, students and others who are interested in the field of Higher Education. Participants are invited to submit their abstracts worth 300-500 words for paper presentation on any one of the sub themes. The abstracts can be emailed to [nationalseminarpublicad@gmail.com](mailto:nationalseminarpublicad@gmail.com) full papers should be in MS Word, with a limit of 1500 to 3000 words. Soft copy of the full papers are to be submitted in A4 size page, font size 12, headings 14, Times New Roman and references should be given in APA Style. Name of the Author and Co-author (if any), Title of the paper, Name of Institute, Email, Telephone and Postal address must be mentioned.

All the accepted papers will be published in an edited Book and a modified version of selected papers will be published in special issues of peer reviewed journals/UGC listed journals). All the accepted papers will be published in the Proceedings Book and modified version of selected papers will be published in special issues peer reviewed journals such as WOS / SCIE/ UGC listed journals. The full papers should be emailed to [nationalseminarpublicad@gmail.com](mailto:nationalseminarpublicad@gmail.com).

## Registration Details

Registration link/Google Form: <http://surl.li/imaed>

### Registration Fees

Faculty Members. (Regular, Contract, Part time and Guest)	:	₹750/-
Research Scholars and Others	:	₹500/-

The registration fee can be paid in Cash/ PhonePe/Google pay (**For details contact Coordinators**).

All the participants are requested to send their acceptance and the title of the paper as early as possible. The participants are intimated to send their abstract on or before 10.07.2023 and full paper in about 10-15 pages before 15.07.2023. All the participants are requested to send their papers to the email address: [nationalseminarpublicad@gmail.com](mailto:nationalseminarpublicad@gmail.com)

\* Accommodation at Osmania University guesthouse will be provided on payment basis to the individual participants with prior intimation.

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