



Two-Day National Seminar on
**EMERGING ISSUES AND CHALLENGES
IN COMMERCE AND MANAGEMENT**

*Sponsored by: TSCHE - HYDERABAD
22nd & 23rd March, 2019*



Chief Patron

Prof. R. Sayanna

Vice-Chancellor, Kakatiya University, Warangal

Co-Patron

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Seminar Chairman

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University Arts & Science College, Wgl.*

Organized by

DEPARTMENT OF COMMERCE & BUSINESS MANAGEMENT

UNIVERSITY ARTS & SCIENCE COLLEGE

(Autonomous)

KAKATIYA UNIVERSITY

Subedari, Warangal – 506 001, Telangana State.

About Warangal:

Warangal, popularly known as 'Orugallu' or 'Ekashila Nagaram', is the Second largest city of Telangana State located at a distance of 148 kms from the State Capital. This region has provided a strong base foundation for Shatavahana and Chalukya emperors and was ruled by Kakatiya kings during 1001-1323 A.D. During the period the region was acknowledged as centre for cultural development, learning, art and architecture made a significant progress. The real beauties of temples located in this area discover the age of old capital of Kakatiya Kingdom. The rich culture and heritage is still maintained even to date. The amazing Thousand Pillars, Bhadrakali and Padmakshi temples, the Warangal Fort, Pakal, Ramappa, Laknavaram Lakes, Bogatha Waterfalls and Medaram (Sammaka and Saralamma Jatara) other destinations are the potential tourist spots of Warangal District.

About the College:

The University Arts & Science College, Kakatiya University is the oldest Higher Educational Institutional located in the North Telangana Region. It has many distinctions to its credit. It is re-accredited by NAAC with 'A' Grade, with Autonomous status. It is one of the few colleges in the country to be recognized as a College with Potential Excellence by the UGC and Star College by the Department of Bio-Technology, Government of India. Evolution of this educational institution can be traced back to the year 1927 when intermediate section was added to the then Collegiate High School, Hanamkonda. The College is now offering as many as 42 different courses (32 UG and 10 PG) handled by 29 different departments/faculties with different combinations.

About the Department:

The Department is the biggest in the college campus, has been making intensive efforts to improve its profile by serving the different communities of Rural background in the form of imparting education through both UG & PG courses like B.Com, B.Com (Computer Applications), M.Com and Professional course i.e., MBA offering with various specializations like Finance, Marketing, Human Resource Management and Systems. So far, the department has organized National Level Seminars, Workshops, Symposiums and FDPs for teaching fraternity. The students of the department have also been organizing a Students' Management Club named VEDA, which empowers activities by the name MEDHA – An Annual Management Students event.

State Bank of Hyderabad was kind enough to strengthen our efforts by offering a one-time donation of Rs.50 lakhs for the construction of building in the name of School of Management to develop its infrastructure. With this, faculty and students of the school has been provided with better amenities. The University has also approved for the construction of the building with an estimate of Rs. 1.5 crores. Steps are ahead of providing better management education for "Growing with Competence of beyond Comparison".

Seminar Theme:

The 21st century as a knowledge society gives India core advantages in leveraging its demographic dividend, vibrant in its young and inherently brilliant and innovative human capital. In the recent scenario, in India, global business has full of challenges and plenty of opportunities, besides global mergers and takeovers, internet revolution, economic recession; new tax regime there is a greater demand for sound development of Commerce and Business Management to meet the growing needs of the business society. Commerce & Business Management is a broad discipline which includes many streams such as Marketing, Human Resources, Finance, Accounting and Taxation, Operations, etc. In the era of globalization, market is getting complex, which needs better methods are being evolved. In this context, the seminar theme will address these challenges and issues emerging from recent business scenario and presents strategies required for changing the gloom into bloom.

Objectives of the Seminar:

- To develop awareness and understanding of emerging trends in Commerce and Business management.
- To identify the contemporary emerging issues, challenges and opportunities in redefining commerce and management within the new paradigm shift.
- To prepare a blueprint for future course of action after identification of path breaking trends in functional areas of commerce and management.

The seminar will address the key issues and challenges in the four tracks including but not limited to:

TRACK – I: ISSUES AND CHALLENGES IN ECONOMIC AND BUSINESS POLICY

Sub Themes: Make in India, Start- up India, Digital India, Skill India, Fiscal and Monetary Policies, RBI Policies and Banking Reforms, Capital Market Reforms, Insurance sector reforms, Demonetization, Digital Money, UPI

TRACK – II: ISSUES AND CHALLENGES IN HUMAN RESOURCE AND LEADERSHIP

Sub Themes: HR Analytics, Recruitment innovations, Leadership and Development Practices, Green Organizational Behaviour, Operational Challenges in HR

TRACK – III: ISSUES AND CHALLENGES IN ACCOUNTING, FINANCE AND TAXATION

Sub Themes: Innovations in Accounting, IFRS, Financial Analytics & Financial Innovations, Financial Re-engineering, Tax Reforms – GST, Corporate governance and Ethical Practices, Emerging trends in Financial Markets

TRACK – IV: ISSUES & CHALLENGES IN MARKETING & INFORMATION TECHNOLOGY

Sub Themes: Marketing Analytics, Green Marketing, Consumerism in Digital Era, Branding in Cyberspace, E-Commerce

Guidelines to Authors:

Abstract should not be more than 500 words and five key words. Full paper should not be more than 3500 words with APA style reference list. Font – Times New Roman, Font size 12, Single line spaced. Only two authors are allowed for each paper. Authors need to send abstracts and the full paper in MS-Word format only. Full names, designation, email id of the authors, affiliating organization need to be clearly mentioned in the abstract and the full paper along with copy right declaration for originality. The participants are advised to mail the soft copy of the paper to seminardcbmuasc@gmail.com

Publication:

The authors of the selected papers would be invited to present the same in the seminar. After blind review, the selected papers will be published with ISBN Book. Book will be released in the inaugural session of the seminar.

Important dates:

Submission of Full length Paper with Abstract	22nd February 2019
Intimation of Acceptance of paper	28th February 2019
Last date for Registration (Payment)	2nd March 2019

Registration Fee for each AUTHOR (Including Publication)

Research Scholars & Students	Rs. 1200.00
Academicians & Corporate Delegates	Rs. 1500.00
Inabsentia Participation	Rs. 2000.00

Authors should register individually

Payment can be made by NEFT or Online Transfer to

SB Account no: 37443907679, SBI, Subedari Branch, IFSC Code: SBIN0020837
in favour of Seminar Director, DCBM, UASC.

Accommodation will be provided in the University Guest House for registered out station delegates on their advance information and payment. Accommodation is on sharing and first-cum-first serve basis.

ADVISORY COMMITTEE:

- **Prof. S. Kamaleshwar Rao**, Dean, Faculty of Com. & BM, KU, Wgl.
- **Prof. D. Sakriya**, Head & Principal, UCCBM, KU, Wgl.
- **Prof.Ch. Rajesham**, Chairperson, Board of Studies, DCBM, KU, Wgl.
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- **Dr. M. Satyavathi**
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