



Two-Day National Seminar

On

NEW HORIZONS IN COMMERCE AND BUSINESS MANAGEMENT DURING 21st CENTURY – CHALLENGES AND OPPORTUNITIES

On 12th and 13th March 2025

Chief Patron

Prof. K. PRATAP REDDY
Hon'ble Vice-Chancellor, KU

Patron

Prof. V. RAMCHANDRAM
Registrar, KU

Seminar Director

Prof. PASUNURI AMARAVENI
Dean, Faculty of Commerce & Busi. Mgmt., KU
& Head & Principal, UCCBM, KU

Advisory Committee

Prof. RAJENDER KATLA
Chairperson, Board of Studies,
Department of Commerce & Business Management KU

Prof. P. VARALAXMI
Principal, UPGC, Subedari

Prof. S. NARASIMHA CHARY
Professor of Commerce & Busi. Mgmt., UCCBM, KU

Organized by

University College of Commerce & Business Management
Kakatiya University
Warangal, Telangana State

In association with

Indian Accounting Association
Warangal Branch

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.

About Kakatiya University:

Kakatiya University was established on 19th August, 1976 by upgrading the erstwhile Postgraduate Centre of Osmania University. The landmark event signified the fulfilment of the long-cherished aspirations of Telangana. It heralded a new era in the realm of Higher Education in the region. University marched ahead with many noteworthy academic indicators to its credit over the decades. It was reaccredited with CGPA of 3.27 in 2023 by NAAC. Notable among other milestones include: National Institutional Ranking Framework (NIRF) placed the university in II-band (101-150) in overall category, and in III-band in Institutions category (151-200). As a consequence of NAAC Accreditation and NIRF ranking, the university was granted 'Graded Autonomy' by the UGC in December 2018. The university was sanctioned a grant of Rs. 50 crores by the RUSA in 2018 under research and innovation component.

About University College of Commerce & Business Management:

The Department of Commerce & Business Management was started during the academic year 1968-69 and it is now one of the prestigious Departments of University. The Department was upgraded into a full-fledged University College in the Year 2013. The college is endowed with qualified and experienced faculty. The college offers M.Com, M.Com. (FA), MBA and Ph.D. programmes on campus. On the research front, the college has made commendable progress. The faculty members are actively engaged in their research projects by various funding agencies viz., RUSA, UGC, ICSSR, etc. The College hosts a Branch of Indian Accounting Association.

About the Seminar:

The Two-Day National Seminar on "**New Horizons in Commerce and Business Management – Challenges and Opportunities**" aims to bring together academicians, researchers, industry professionals and students. The 21st century has changed the world rapidly, where individuals move between digital domains and offline reality with the use of connected technology to enable and manage their lives. The challenges and rapid technological advancements and obsolescent, globalisation and increased competition, shifting workforce demographic growing environmental concern, evolving customer expectations, data driven decision making, cyber security threats, talent retention, employee engagement, digital transformation, adopting to hybrid work models, limited talent pool, skill gaps and maintain positive workforce, labour shortage, unpredictable customer preferences, Ethical and Legal aspects of using AI.

The opportunities for commerce and business management are climate friendly investments, big data analytics, use of IOT, AI, autonomous vehicles, robotics process automation in the field of manufacturing and health care and using chat-bots for repetitive tasks, fraud detection, HR and recruitment, digital marketing, social media marketing, increased operational efficiency, digitalization of financial services improved speed of business and personalized customer service and experiences.

Objectives of the Seminar:

- To identify and analyze the latest trends in commerce and business management, including digitalization, automation, and global trade dynamics.
- To discuss the critical challenges businesses face today, such as economic uncertainties, technological disruptions, and evolving consumer behavior.
- To examine the potential opportunities for growth and innovation, emphasizing new business models, markets, and technological solutions.
- To foster collaboration among academics and practitioners from diverse fields to promote interdisciplinary research and holistic approaches in commerce and business management.
- To create a platform for participants to network, share best practices, and exchange knowledge to build a resilient and forward-thinking business community.

Technical Sessions

Technical Session – I:

Accounting and Financial Innovations & Strategies

- The impact of FinTech on traditional banking and financial services.
- Blockchain and cryptocurrencies
- The role of artificial intelligence and machine learning in finance.
- Integrating environmental, social, and governance (ESG) factors into investment decisions.
- The rise of green bonds and sustainable investment funds.
- Regulatory frameworks for sustainable finance.
- Strategies for managing financial risks in a volatile global economy.
- The role of stress testing and scenario analysis in risk management.
- Building financial resilience through diversification and hedging.
- The development of innovative financial products to meet changing consumer needs.
- The role of financial inclusion in promoting economic growth.

Technical Session – II:

Transformative HRM Practices: Building a Future-Ready Workforce

- Strategies for attracting and retaining top talent in a competitive market.
- The role of employer branding and employee value propositions.
- Leveraging technology for effective talent acquisition and management.
- The importance of fostering a positive organizational culture.
- Strategies for enhancing employee engagement and motivation.
- The role of employee well-being programs in improving productivity.
- Creating an inclusive workplace for diverse talent.
- Strategies for promoting equity and addressing unconscious bias.
- The business case for diversity and inclusion.
- The impact of automation and artificial intelligence on HR practices.
- Remote work and flexible work arrangements: Challenges and opportunities.
- The role of HR analytics in data-driven decision-making.

Technical Session – III:

Digital Marketing and Consumer Behavior: Adapting to the Evolving Marketplace

- The role of social media in modern marketing campaigns.
- Content marketing and storytelling: Engaging the digital consumer.
- Strategies for search engine optimization (SEO) and search engine marketing (SEM).
- Understanding the digital consumer journey and touchpoints.
- The impact of online reviews and influencer marketing on consumer decisions.
- Behavioral economics and consumer psychology in the digital age.
- Trends and innovations in e-commerce and online retailing.
- The integration of online and offline marketing channels.
- Strategies for providing a seamless omni-channel customer experience.
- Leveraging big data and analytics for marketing insights.
- Personalization and targeting through data-driven marketing.
- Ethical considerations and data privacy in digital marketing.

Technical Session – IV:

Fostering Entrepreneurship and Innovation: Pathways to Sustainable Business Growth

- The role of incubators, accelerators, and innovation hubs.
- Government policies and initiatives to support entrepreneurship.
- Building effective entrepreneurial ecosystems.
- The rise of disruptive business models and their impact on industries.
- Case studies of successful startups and their growth strategies.
- Scaling up and sustaining innovation in startups.
- Exploring various funding options: Venture capital, angel investors, and crowdfunding.
- Strategies for securing investment and managing investor relations.
- Financial planning and management for startups.
- The role of social entrepreneurs in addressing societal challenges.
- Impact investing and its potential for sustainable development.

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 Abstract: 25th February 2025 Notification of Acceptance: 27th February 2025
Submission of Full Paper: 02nd March 2025 Last date for Registration: 03rd March 2025

Authors can submit the papers through the mail to: uccbmacademic@gmail.com

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.

Registration Fee:

	Participation	Publication
Industry Professionals	1000.00*	1800.00
Faculty & Academician	500.00*	1300.00
Research Scholars	400.00*	1200.00

Note: In case of Two Authors in an Article, an amount of Rs. 1000.00 (Registration) and Rs. 1600.00 (Publication) a sum of Rs. 2600.00 has to be paid.

** Life-Members of IAA will be provided with a discount of Rs. 100.00 in Participation Fee*

FOR ONLINE PAYMENT

In the name of the Director, Joint Seminar

Bank Name: State Bank of India

Branch: Kakatiya University

IFSC: SBIN0020262

Account No: 62448825319

Organizing Committee

UCCBM: Dr. K. Phanindra Kumar, Dr. B. Pragathi

UASC: Dr. B. Prasad, Dr. Swamy Shada, Dr. M. Kanakaiah, Dr. A. Sunitha, Dr. K. Sai Sharan,
UCCBM Dr. Mayuri Sriavastava, Dr. B. Srinivas, Dr. A. Suresh, Mr. K. Somashekhar, Mr. A. Ramesh,
Dr. M. Giri Prasad

UPGC, Subedari: Dr. B. Niranjana Srinivas, Dr. O. Ravinder, Dr. E. Raju, Dr. B. Ramadevi,
Dr. D. Narendra Naik, Dr. V. Saritha

UPGC, Khammam: Dr. T. Gopi, Mrs. V. Laxmiharitha, Mr. A. Veeranna, Dr. N. Ravi babu

UCW: Dr. K. Bhagyalaxmi, Dr. K. Preethi, Dr. N. Jyosthna

KUSL: Mrs. B. Sumalatha, Dr. D. Veena

UPGC, Mahubabad: Dr. B. Narsimha Naik

