

## ODISHA: THE LAND OF LORD JAGANNATH

Geographically Odisha (Orissa) stands as a coastal corridor between the northern and southern India. Therefore an assimilation of the races and cultures of the Aryans and the Dravidians; have taken place here in the days of gore.

Lord Jagannath, the lord of the universe, is at the centre stage of Odiyan tradition and culture. Shri Shri Jagannath Mahaprabhu lord of the Universe is the supreme solace and saviour of countless devotees around the world. since time immemorial, His monumental and magnificent Shrine at Shri Purusottam-Kshetra (Puri, 65kms) one of the four major Hindu Dhamas of India has been a most sacred centre of pilgrimage and worship symbolising and uploading one of the greatest spiritual and cultural heritages of the world.

Utkal as the ancient name of Odisha represents the excellence in art and architectural grandeur in most of its monuments, Handicrafts and performing art. Odissi dance is the typical classical dance form of Odisha and has its origin in the temples.

Tourism in Odisha is a veritable museum of India's sculptural and artistic heritage and has long been famous to scholars and connoisseurs for the magnificent Sun Temple at Konark (The legendary 'Black Pagoda' of European mariners, 70 kms.), for the majestic temple of Lord Jagannath at Puri (renowned for the spectacular Rath Yatra chariot festival), and for the glorious temples of Bhubaneswar. A true delight for the nature lovers, the state of Odisha offers adventurous Wildlife tours.

Nandankanan National Park is very close (5 Km) to the Conference Venue. Queen of natural beauty, Chilika (100 kms), the largest brackish water lake in Asia covering an area of over 1,100 sq. km is a great attraction for the tourists for fishing, bird watching and boating. In winter Chilika aflutter with thousands of indigenous and migratory birds of many varieties from far and near - even from the distant Siberia.

Bhubaneswar, the capital of Orissa, is also popularly known as the "Temple City of India". Being the seat of Tribhubaneswar or 'Lord Lingaraj', Bhubaneswar (8 Km) is an important Hindu pilgrimage centre. The twin Khandagiri and Udaygiri (10 kms) contain varieties of rock-cut caves, built mainly for the jain monks around 1st - 2nd century B.C. The thirteen years lithic record of King Kharavela engraved in Hatigumpha (elephant cave) is a magnificent specimen of Pali records so far found in India. It was here at Dhauli (17 kms) by the side of Daya River that emperor Ashok laid down the weapons of violence and accepted a life of Ahimsa in the form of Buddhism after the Kalinga war. This stupa as selected by Fujii guruji is a symbol of peace for the future generation to come.

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**Venue:** Kalinga Institute of Industrial Technology (KIIT) Deemed to be University, Bhubaneswar, Odisha, Pin: 751024  
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## 72<sup>nd</sup> ALL INDIA COMMERCE CONFERENCE - 2019



Annual Conference of  
Indian Commerce  
Association & International Seminar



On  
**GLOBAL BUSINESS:  
EMERGING ISSUES AND CHALLENGES**

22nd - 24th December, 2019

*Organised by*

**KIIT**  
**Deemed to be**  
**UNIVERSITY**  
Bhubaneswar

KIIT Deemed  
to be University  
has been conferred the  
'Institution of Eminence'  
Status by the Ministry of  
HRD, Govt. of India



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## INDIAN COMMERCE ASSOCIATION (ICA)

The Indian Commerce Association, one of the premier professional associations of India was founded in 1947. It was formed as an apex body comprising experts from Commerce, Management, Economics, Technology and Business community, with the objectives such as;

1. Strengthening Commerce & Management education
2. Promoting research in the field of Business education
3. Organising periodic conferences, seminars and workshops
4. Undertaking publication of journals and books
5. Providing consultancy services
6. To act as a think tank to offer suggestions to policy makers at the national level to formulate and implement measures that would add to the economic growth of the country.

ICA like its counterparts in industry viz; CII, ASSOCHAM and FICCI, takes active interest in data base and discussion on the issues of national importance. Annual conference held at the national level is an event to be watched. Till now 71 conferences have been organised at different parts of the country. ICA has been publishing an Indian Journal of Commerce, a high esteem journal in all circles.

## KIIT DEEMED TO BE UNIVERSITY

Kalinga Institute of Industrial Technology (KIIT) Deemed to be University, Bhubaneswar is among India's most sought-after universities, attracting students from all over India and more than 50 countries to pursue professional and technical education. Located in the temple city of Bhubaneswar, it has built its reputation as the most student-friendly university, anchored on the principles of Compassion and Humanity. It was founded in 1992-93 as a vocational training centre with a seed capital of only Rs. 5000 by eminent educationist and social activist Prof. Achyuta Samanta. Since then KIIT has grown exponentially, setting a high benchmark in each area of education. With a diverse student body of 30,000 representing all States of India and 50 foreign countries, it is on its way to becoming an international hub for quality professional and technical education. The Ministry of Human Resource Development, Govt. of India has recently declared KIIT Deemed to be University an 'Institution of Eminence' (IoE). KIIT has joined the select league of 10 public and 10 private universities which would be developed as world-class institutions under 'IoE' scheme of the Govt. of India to put the country on the global education map. It is the only self financing university in the Eastern India to be ranked by the Times Higher Education World University Rankings 2019 and QS BRICS World University Rankings. The university has been ranked 2<sup>nd</sup> among all self-financing institutions of the country in Atal Ranking of Institutions on Innovation Achievements (ARIIA) of MHRD, Govt. of India. KIIT serves more than 30,000 students through its 22 Schools imparting globally recognised bachelor's, master's and doctoral degree programmes in 100 plus disciplines, spanning engineering, medicine, management, biotechnology, law and more.



## TOPICS FOR 72ND ALL INDIA COMMERCE CONFERENCE

| SEMINAR TOPICS   | CHAIRPERSONS   | CO-CHAIRPERSONS   |
|--|--|---|
| <b>Global Business :<br/>Emerging Issues &amp;<br/>Challenges</b>  | <br>Dr. G.Tulsi Rao<br>Professor & Principal,<br>B.R. Ambedkar University,<br>Andhra Pradesh-532410<br>9440112599<br>sujasrisri@hotmail.com                     | <br>Dr. Sangeeta N. Pawar<br>Professor, Department of<br>Commerce, Mumbai University<br>Mumbai, 9869350773<br>sangeetanp@gmail.com   |
| <b>Technical Session I<br/>Resurgence of<br/>Deprived Society :<br/>Reinvention &amp;<br/>Resilience</b>                                     | <br>Dr. Maheshwar Sahu<br>Professor, Department of<br>Commerce, Utkal University<br>9437282422<br>maheshwarsahu@gmail.com                                       | <br>Dr. B.C.M.Patnaik<br>Asso. Professor, School of<br>Management, KIIT University<br>Bhubaneswar, Odisha<br>9668224322<br>bcmptatnaik@ksom.ac.in  |
| <b>Technical Session II<br/>Skill India &amp;<br/>Employment :<br/>A Road Map Ahead</b>  | <br>Dr. R K Singh<br>Professor, Head and Dean<br>Department of Commerce<br>Delhi School of Economics<br>University of Delhi<br>9910970870<br>rkvisen2@gmail.com | <br>Dr. Ravi Akula<br>Chairman, Board of Studies<br>in Commerce, M.G University<br>Nalgonda, Telangana – 508254<br>9948361250<br>akularavi26@gmail.com   |
| <b>Technical Session III<br/>Non Performing<br/>Assets (NPA) :<br/>Diagnostics &amp;<br/>Management</b>                                      | <br>Dr. Prashanta Athma<br>Professor and Head<br>Department of Commerce<br>Osmania University<br>Hyderabad-500007<br>9849517133<br>prashantaathma@gmail.com     | <br>Dr. Rambabu Gopiseti<br>Head & Chairman Board of<br>Studies, Department of<br>Commerce, Telangana University<br>8555010272<br>ramcommerce@rediffmail.com                                     |
| <b>Technical Session - IV<br/>Social Media :<br/>Interface Between<br/>Policy Makers &amp;<br/>Common Man</b>                                | <br>Dr. Amrit Pal Singh<br>Professor, Department of<br>Commerce, Gauhati University<br>Gawahati-781014<br>9435101416<br>spamrit@yahoo.com                      | <br>Dr. Jeevan Jyoti<br>Assistant Professor, Department<br>of Commerce, Jammu University<br>9469170900<br>jjyotigupta64@gmail.com   |
| <b>Manubhai M Shah<br/>Memorial Research<br/>Award Session<br/>Empirical Researches in<br/>the field of Accounting -<br/>Science and Art</b> | <br>Dr. Balwinder Singh<br>Professor, University School of<br>Financial Studies Guru Nanak<br>Dev University,<br>Amritsar, 9417272232<br>bksaini@gmail.com    | <br>Dr. Anurag Aggarwal<br>Associate Professor & Head<br>S.S.(PG) College<br>Shahjahanpur (UP)<br>9415725333, 8299108532<br>aagarwal160@gmail.com  |
| <b>Professor Samiuddin<br/>Memorial ICA Research<br/>Scholars' Award</b>   | <br>Dr R K Shukla, Professor<br>School of Commerce, Devi<br>Ahilya Viswavidyalaya, Indore<br>9977466514<br>dr_ravindrashukla@rediffmail.com                   | <br>Dr.Sanjiv Kumar Agarwal<br>Associate Professor & Head<br>Dept.of commerce<br>Toshniwal Arts,Commerce and<br>science college,Hingoli,Maharashtra<br>9423064250<br>Agrawalsanjiv22@gmail.com |



### Manu Bhai M Shah Memorial Research Award

This award has been instituted under the aegis of the Indian Commerce Association in 2010. Two Certificates of Honor and Gold Medals for the best Papers contributed in the Technical Sessions have been instituted, which are being awarded since then. The amount has been contributed by M. Anil Shah, Son of Late Professor Manu Bhai Shah towards the Endowment Fund, with ICA, for the purpose of awarding the best Papers and Gold Medals.

## GUIDELINES FOR PAPER CONTRIBUTORS

- Papers can be submitted through Conference Web Site Only on the dates prescribed for the purpose which shall be announced from time to time by the host institution of the conference.
- Authors will follow the guidelines and ethical policy as prescribed by ICA through its website.
- Authors are required to submit the following without which the paper shall not be considered:
  - Full Paper
  - Abstract of the Paper
  - Software Generated Certificate of the Similarity Index
  - Complete Details of the Author/s with email ID and Mob Numbers
- All the papers received by ICA through website shall be subject to evaluation as per the following criteria:
  - Immediately after submission of the paper, the similarity index shall be verified by the Host Institution
  - Only the papers having similarity index between 0 – 10 (percent) shall be forwarded to the concerned Chairperson and Co-chairperson separately through email.
- Chairperson and Co-chairperson shall evaluate the paper and assign marks on the basis of pre-determined criteria.
- Each session of the Conference shall be governed by the rules and regulations already prescribed for the same.
- The short listed papers shall be given a chance of presentation before the Jury at the time of the relevant session of the conference.
- The results shall be announced on the 3rd Day of the Conference.

For submission of paper & registration please refer to our website 72aicc.kiit.ac.in

## IMPORTANT DATES

|  |   |                                   |
|--|---|-----------------------------------|
| <b>Last Date of Full Paper Submission</b>            | : | <b>20th October 2019</b>          |
| <b>Last Date of Issue of Acceptance Letter</b>       | : | <b>1st November 2019</b>          |
| <b>Last date of Registration</b>                     | : | <b>10th November 2019</b>         |
| <b>Last Date of Registration With fine of Rs 500</b> | : | <b>10th December 2019</b>         |
| <b>Registration with fine of Rs 1000/-</b>           | : | <b>Till 22nd December 2019</b>    |
| <b>Date of Conference</b>                            | : | <b>22nd to 24th December 2019</b> |

## REGISTRATION FEE

|   |   |                           |
|---|---|---------------------------|
| <b>For Life members</b>                           | : | <b>Rs. 2000</b>           |
| <b>Non-Life Members</b>                           | : |                           |
| <b>(Registration Fee + Annual Membership Fee)</b> | : | <b>Rs. 2000 + Rs.1000</b> |
| <b>Accompanying person Fee (above 15 years)</b>   | : | <b>Rs. 2000</b>           |
| <b>Research Scholars (Non Faculty Members)</b>    | : | <b>Rs. 1500</b>           |

### NO SPOT REGISTRATION IS ALLOWED

All payments shall be made through **NEFT/RTGS- A/C no :50216035992, (IFSC code : ALLA0212027) Allahabad Bank in favour of "72nd ALL INDIA COMMERCE CONFERENCE-2019"**. The filled registration form must be sent to the Conference Secretary, as per the last dates mentioned above. The organisers will not be responsible for any inconvenience of the delegates who do not follow the procedure for registration as per the stipulated dates.

**Delegates who are not the life members** of the ICA shall be charged additional Rs. 1000/- as annual membership of the ICA at the time of conference. Accommodation will be provided to Life Members of ICA. However limited accommodation on request is available to other categories of registered members.