

CALL FOR PAPERS:

We invite quality research papers on any one of the above broad areas. The article must be accompanied by an abstract (not more than 150 words) neatly typed with a double space and wide margins. The article should be sent to the Director of the Conference in the form of CD MS-WORD along with one (01) hard copy. The decision about the acceptance or non-acceptance of the paper will be communicated to the authors in due process. The last date for submission of papers is Saturday, December 30, 2017. Outstanding papers will be considered for publications in the Research Volume. All the submitted papers will be double blind reviewed and the best 30 papers will be published in ISBN No. book by the reputed national publisher.

TECHNICAL SESSIONS:

The conference will be of two days duration and will have six sessions including Inaugural and Valedictory Session as detailed below:-

Thursday, January 18, 2018

Registration of Delegates: 12.30 p.m. to 1.45 p.m.

I) INAUGURAL SESSION: (2.00 p.m. to 4.00 p.m.) a) Inaugural Address b) Key Note Address c) Vote of Thanks TEA BREAK: (4.00 p.m. to 4.30 p.m.)	II) TECHNICAL SESSION: Panel Discussion on "Impact of Digitalization and E-Commerce on Indian Global Economy; Challenges and Opportunities" (4.30 p.m. to 6.00 p.m.)
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Friday, January 19, 2018

TECHNICAL SESSIONS (9.00 a.m. to 2.00 p.m.)

TEA BREAK (11.30 a.m. to 11.40 a.m.)

LUNCH BREAK (2.00 p.m. to 3.00 p.m.)

III) TECHNICAL SESSION: Paper Presentation on "Impact of Digitalization and E-Commerce on Indian and Global Economy and Education and Infrastructure Development, GST and Government Policy; Challenges and Opportunities"	IV) TECHNICAL SESSION: Paper Presentation on "Impact of Digitalization and E-Commerce on Indian and Global Economy, Marketing and Media Management; Challenges and Opportunities"
V) TECHNICAL SESSION: Paper Presentation on "Impact of Digitalization and E-Commerce on Indian and Global Economy and Banking & Finance; Challenges and Opportunities"	VI) TECHNICAL SESSION: Paper Presentation on "Impact of Digitalization and E-Commerce on Indian and Global Economy, Human Resource Management And Unemployment; Challenges and Opportunities"
VII) VALEDICTORY ADDRESS : Distribution of Certificates (3.00 p.m. to 4.30 p.m.)	

IMPORTANT DATES :

- Last date for submitting paper: Saturday, December 30, 2017. Delegate fee: Rs. 2,000/- for each delegate. (Rs. 2,000/- each for every accompanied person including children)
- Late and Final Registration Date: Tuesday, January 9, 2018. Delegate fee: Rs. 2,500/- for each delegate. (Rs. 2,500/- each for every accompanied person including children)

REGISTRATION AND TRAVELLING ALLOWANCES:

Filled-in registration forms along-with a demand draft for Rs. 2,000/- (Rs. Two Thousand Only) per delegate should reach the Director of the Conference latest by Saturday, December 30, 2017. (After Saturday, December 30, 2017 Rs. 2,500/- for each delegate up to Tuesday, January 9, 2018). The Demand Draft should be drawn in favour of Finance and Accounts Officer, University of Mumbai from any Nationalized Bank payable at Mumbai. No Cheque or Money order will be accepted. T.A. and D.A. for outstation delegates to be provided by the University/Institutions/College where the delegate is working. Note: For further and update information of the conference please check www.mu.ac.in

ACCOMODATION: Accommodation will be provided at I.C.S.S.R. Hostel, W.R.I.C. Hostel and IDOL Guest House Vidyanagari Campus to the outstation registered delegates on their request. Since the accommodation is limited, prior information regarding the same would be highly appreciated. Accommodation will be provided on sharing and first come first serve basis.

PARTICIPANTS: The conference aims at providing interaction with cross-section of experts involving academicians, practitioners, administrators and policy makers. It will also provide a platform to discuss the ongoing issues pertaining to WTO, IMF and globalization its impact on global business and e-commerce. The objective of the conference is to foster close relationship of teaching institutions, Government and industry.

Contact for Help

University Department of Commerce Conference Secretariat

Dr. Vivek Deolankar - 098 2114 6108 | Dr. N.K. Shyamsukha - 098 3002 7970 | Dr. K.G. Dawani - 098 2102 0053
Office : (91-022) 2654 3323 | Dr. Lata Krishnan - 098 1993 0769 | Mr. Ashish Mishra - 098 7004 6373
Dr. Nivedita Shreyans - 098 2105 6529 | Email : depttofcommerce@yahoo.co.in

15th International Commerce and Management Conference

On

"Impact of Digitalization and E-Commerce on Indian and Global Economy; Challenges and Opportunities"

On

**Thursday, 18th and
Friday, 19th January, 2018**



Re-accredited
by NAAC with 'A' grade

Organized by

The University Department of Commerce,
University of Mumbai, Ranade Bhavan, 2nd Floor,
Vidyanagari Campus, Kalina, Mumbai 400 098. (INDIA).

In Collaboration With



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Mahatma Education Society's
Pillai Group of Institutions,
Dr. K.M. Vasudevan Pillai's Campus,
New Panvel – 410 206.



Aditya Institute of Management
Studies and Research,
R. M. Bhattad Road, Ram Nagar,
Borivali (West), Mumbai -400092.



Oriental Education Society's
Oriental Institute of Management
Plot no.149, Sector 12, Vashi,
Navi Mumbai- 400 703

ICA Edu Skills Pvt. Ltd.
27, Netaji Subhash Road,
Kolkata – 700 001.



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- : VENUE :-

**"Kavivarya Kusumagraj",
Marathi Bhasha And Sahitya Bhavan,
University of Mumbai, Vidyanagari Campus,
Kalina, Mumbai 400 098.**

DIRECTOR OF THE CONFERENCE

Dr. Vivek Deolankar

Professor and Head, University Department of Commerce,
Ex-Dean, Faculty of Commerce, University of Mumbai.

ABOUT UNIVERSITY OF MUMBAI

University of Mumbai (known earlier as University of Bombay) is one of the oldest and premier universities in India. It was established in 1857 consequent upon “Woods Education Dispatch”, and it is one amongst the first three universities in India. The profile of this University carved out of more than 160 years of its functioning attests to its manifold achievements as the intellectual and moral powerhouse of the society. The University has always given its best to the country in general and to the city of Mumbai in particular by enthusiastically shouldering an ever-growing load of social values and opportunities. It has two campuses of area of 264 acres and 13 acres, with 1.25 million square feet of built-up area, 22 thousand sq. feet of classrooms and 84 thousand sq. feet of laboratory space. It has two post graduate centers, about 775 affiliated colleges and 75 Departments. It has established its name in industrial collaborations and runs various professional courses.

ABOUT DEPARTMENT OF COMMERCE

The Department of Commerce, University of Mumbai was established on 1st December, 1980 to shoulder the responsibilities of post-graduate teaching, training and research in the Commerce Faculty. The Department is the most active one with tremendous potential for growth. At present, the Department admits students for M.Com. and Ph.D. Degree Courses. The Department offers specialization in areas most relevant to the city of Mumbai, the Financial Capital of the country, viz. Business Management, Banking and Finance and Accountancy.

ABOUT MAHATMA EDUCATION SOCIETY

Mahatma Education Society is proof of a vision linked irrevocably to national goals. Established in 1970, at a time when education was deemed a service, it set about bringing social and economic change through the proactive personal development of every child that came into its fold. The vision of Dr. K. M. Vasudevan Pillai, Founder, Secretary, and CEO and Dr. Daphne Pillai, Joint Secretary and Rector, saw the trust grow from a single school to a multi-institution, multi-location group delivering quality education at all levels. It comprises schools, international schools, degree colleges, night colleges, management institutions, engineering colleges, colleges of architecture, colleges of education and polytechnic institutions. The Pillai Group of Institutions has embarked into international schools in Gorai, New Panvel and Rasayani.

ABOUT ADITYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Shree Ameya Public Charitable Trust has been formed by Shri. Harishchandra Mishra, Chairman & Founder Trustee – AIMSIR with a mission of providing services for nation building. Aditya Institute of Management Studies and Research believes in growth of individuals and community, with reason and passion. AIMSIR stands as a pillar of quality education and research for Mumbai Suburbia. The incredible infrastructure, a focused faculty group with a vibrant student fraternity make AIMSIR a force to reckon with. The Institute recognizes the impact of E-Commerce on the Global Economy & has introduced several innovations in the curriculum to address these needs.

ABOUT ORIENTAL INSTITUTE OF MANAGEMENT

Oriental Education Society (OES) was established in the year 1992 under the dynamic leadership of well-known academician, Professor Javed Khan. The society today has grown into a big educational complex imparting high level education to more than 8000 + students with a well qualified team of 500 + professionals. International exposure in education by means of student exchange programs, international internships and induction of overseas students. OES provides a professional learning environment that acts as a catalyst for the exponential growth of students’ academic skills as well as extracurricular abilities.

ABOUT ICA Edu Skills Pvt. Ltd.

The Institute of Computer Accountants (ICA) was established in 1999 by Dr. N. K. Shyamsukha. ICA is India’s leading vocational training & placement institute in the field of Computerized Accounting. ICA Edu Skills Pvt. Ltd. is the Pioneer in the field of job oriented Accounts & Taxation Training courses. The organization aims to create professionals who are sound and proficient in the field of Finance and Taxation by equipping students with relevant skills. ICA has also partnered with the NSDC and is working jointly with central and state governments to train and place candidates in various other fields such as Stitching, Construction, Manufacturing and Power etc. ICA Edu Skills Pvt. Ltd. share the national vision of “Skilled India”.

ABOUT THE CONFERENCE

In today’s digital society, all knowledge is divided into two binary strings, 0s and 1s that codified data, which allow people to create, control, and share data in ways that is revolutionary. The waves of adoption and usage of ICTs (Information and Communication Technologies) have revolutionized our world by introducing distinct technology– enabled services in every sphere of our lives. There are various applications of ICT, digitization being one of them. Digitization is a process of converting the diverse forms of information, such as text, sound, image or voice into digitalized format. Digitization has a proven impact on economy and society by reducing unemployment, improving quality of life, and boosting access to knowledge and other public services. The process of digitization is marked by cost effectiveness to cut the cost that incurred in various knowledge practices related to the production, organization and communication of information that makes long-term economic growth. The process of digitization helps to preserve, access, and share an original document for the people worldwide that may only be available earlier to those who visit its physical location. A number of measures are being taken in the field all over the world and in India, to conserve and preserve the knowledge of the past and present for the upcoming generations. This conference highlights the concept of digitization along with the social economic and ecological benefits of digitization of knowledge and information.

Electronic commerce (EC) is possibly the most promising application of information technology witnessed in recent years. It’s components and their roles in different areas of an organization is proposed. Comparison, with countries like U.S.A., U.K., Japan, Germany etc., in terms of a number of parameters in of Digitalization and E-Commerce on Global Economy; Challenges and Opportunities.

OBJECTIVE OF THE CONFERENCE:

- (i) To identify the impact of digitalization and e-commerce on Indian and global economy; challenges and opportunities to study their problems and to recommend suitable measures.
- (ii) To examine the literature from Global Scenario on the problems and prospects of digitalization and e-commerce and to suggest models and utility of the digitization and global investments in India and from India and to suggest remedial measures for improvement therein.
- (iii) To evaluate different problems, prospects and issues involved in valuation for digitalization on Indian and global economy and e-commerce and to suggest a line of action for overcoming them.
- (iv) To find out the strengths, weaknesses, opportunities, challenges, threats and the impact of digitalization on Indian and global economy and e-commerce.

BROAD AREAS OF THE CONFERENCE:

<div>Digitization and productivity</div> <div>Skill India</div> <div>Digitization and e-commerce, employment</div> <div>Financial Management</div> <div>Key Issues for Digital transformation</div> <div>Impact on CSR Initiatives</div> <div>Digital infrastructure</div> <div>Impact on Marketing communication</div> <div>IPR</div> <div>Standards and governance frameworks in digital economy</div> <div>Human Resource Management</div> <div>Balance of Payments</div> <div>FDI Flows</div> <div>Performance appraisals</div> <div>Organizing and Delegating Work</div> <div>Organizational Behaviour : Power, Politics, Conflict and Stress</div> <div>Digitization and key business models</div> <div>Export and Import</div> <div>R & D Bridging the Gap</div> <div>International Business Relation</div> <div>Skills requirement in digital economy</div> <div>Impact of digitization on SMEs and start-up firms</div> <div>Productivity Techniques</div> <div>Development of cashless economy</div> <div>Supply chain Management</div>	<div>Consumerism in the digital economy</div> <div>Make in India</div> <div>Policy changes in Digital Era</div> <div>Micro - Finance</div> <div>Investments for digital growth</div> <div>Credit Information Companies (CIC)</div> <div>GST policy regime</div> <div>Risk Management, and Risk Governance</div> <div>Adhar Card</div> <div>Risk, Uncertainty, and Proactive Risk-Taking</div> <div>E-Commerce and Digital Marketing</div> <div>Financial inclusion</div> <div>Time Management</div> <div>Trade Finance</div> <div>Career Management and Networking</div> <div>Value Based Enterprise Management Practices</div> <div>Impact on Capital Market</div> <div>Net Banking</div> <div>Railway Infrastructure</div> <div>Fund transfer-Pros and Cons</div> <div>Logistics and Supply Chain Management</div> <div>Disruptive Technology – Future Implication</div> <div>Inventory Management</div> <div>Production Management</div> <div>Training and development</div>	<div>Impact on Stock Market</div> <div>PPP</div> <div>Foreign Portfolio Investment</div> <div>Print Media</div> <div>Management and Entrepreneurship</div> <div>Media and Digitalization</div> <div>Impact on promotional strategies</div> <div>Industrial Park</div> <div>Skill requirement in digital economy</div> <div>Impact on Channel Strategies</div> <div>Rural economy</div> <div>Global trade</div> <div>Education Policy</div> <div>Operations, Quality and Productivity</div> <div>Impact on Consumer Behaviour</div> <div>Impact on Forex Market</div> <div>Labour productivity</div> <div>Impact on Financial services</div> <div>Impact on Accounting Practices</div> <div>Travel, Tourism and Hospitality</div> <div>Development of securities Market Infrastructure</div> <div>Evolving marketing strategies</div> <div>Innovations in Cyber security</div> <div>Cost benefit analysis of digital transfer</div>	<div>Tax haven countries</div> <div>GST and Trading</div> <div>Innovation in the digital economy</div> <div>ODI by Individuals</div> <div>Access to and use of digital technologies</div> <div>Monetary and fiscal policies</div> <div>Pension Sector</div> <div>Asset Reconstruction Companies</div> <div>Mobile Banking</div> <div>Digitization and sustainable development</div> <div>Turnover of Indian Companies</div> <div>Foreign Trade</div> <div>Impact on Millennials</div> <div>Customer Loyalty</div> <div>Barriers to digital growth</div> <div>Strategic and Operational Planning</div> <div>Marine and Shipping</div> <div>Telecom Services</div> <div>Petroleum & Natural Gas</div> <div>Digital security in the global economy</div> <div>Branding, Packaging and Labeling</div> <div>Vocational Education and Training</div> <div>Quality Management</div> <div>Reform measures for demonetization</div> <div>Fund remittance in banking industry</div> <div>GST</div> <div>Demonetisation</div>
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REGISTRATION FORM

The University Department of Commerce,
University of Mumbai, Ranade Bhavan, 2nd floor, Vidyanagari Campus,
Kalina, Mumbai 400 098. (India)

Last Date of Submission Saturday, December 16, 2017.

1. Name : _____
_____ Male: _____ Female: _____
(In Block Letters)
2. Title of the Paper : _____

3. Designation : _____

5. Institution : _____

6. Postal Address : _____

7. Phone No. (M) _____ (O) _____
8. Email ID: _____
9. Accommodation Required : Yes / No
10. Delegate fee paid Rs. _____
11. _____
12. Demand Draft No. _____ Dated _____
13. Name of the Bank and Branch _____

Signature of the Delegate

Date:- _____

Signature of the Principal
(Stamp)

Note : The Paper and Registration form must reach latest by Saturday, December 16, 2017. It should be sent to:
Professor Vivek Deolankar, Head, University Department of Commerce, University of Mumbai, Ranade Bhavan, 2nd floor, Vidyanagari Campus, Kalina, Mumbai –400 098, India.

(Photocopies of Registration Form will be accepted)