



## Nagrik Shikshan Sanstha's College of Commerce & Economics

M.P. Mills Compound, Behind AC Market, Tardeo, Mumbai 400034,  
Tel. 022 23510203 Website : nsseducation.org,  
Re-accredited (3rd Cycle) 'B++' Grade by NAAC

### One Day Multidisciplinary National Seminar On

## “Paradigm Shift in Commerce, Management & Economics : Towards Sustainable Growth of India”

Saturday, 9<sup>th</sup> February, 2019

### Registration Form

Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Department : \_\_\_\_\_

Gender: Male/Female \_\_\_\_\_

Organization/College : \_\_\_\_\_

College Full Address : \_\_\_\_\_

Mobile No. : \_\_\_\_\_

Phone : \_\_\_\_\_

E-mail : \_\_\_\_\_

Are you presenting a paper?: Yes/No: \_\_\_\_\_

If yes, title of the paper: \_\_\_\_\_

Broad Subject area: \_\_\_\_\_

Payment Details: Cash / DD /Cheque / NEFT :

Cheque /DD No: \_\_\_\_\_

Bank \_\_\_\_\_ Dated \_\_\_\_\_ for Rs. \_\_\_\_\_

(Drawn in favour of Principal, N.S.S. College of Commerce & Economics,  
payable at Mumbai)

NEFT - Bank of India A/c. No. 004210100026876, Branch: Tardeo  
Road, IFSC Code - BKID0000042, MICR Code - 400013052.

Date: \_\_\_\_\_ Signature \_\_\_\_\_

(For additional copies please zerox this form).

### Patrons

**Dr. Jaydeep Mirashi**  
Honourable Chairman,  
Nagrik Shikshan Sanstha

**Dr. Pratibha Mirashi**  
Honourable Superintendent,  
Nagrik Shikshan Sanstha

### Advisory Board

**Prof. S. T. Bagalkoti**  
Professor, Dept. of Economics,  
Karnataka University, Dharwad

**Dr. W.K. Sarwade**  
Professor  
Dept. of Commerce, Dr. Babasaheb  
Ambedkar Marathwada University,  
Aurangabad

**Dr. Satish Kanamadi**  
Chief Librarian  
Tata Institute of Social Science (TISS)  
Devnar, Mumbai

**Prin. Dr. S.R.Kamble**  
Dr. Ambedkar College of  
Comm. and Eco. Wadala, Mumbai

**Dr. Maniram Dekate**  
Associate Professor  
Dept. Commerce  
University of Mumbai

**Dr. Deepak Salve**  
Assistant Professor  
SGM College,  
Khetwadi, Mumbai

### Organizing Committee

#### Chairperson

**Dr. Chandra Purkayastha**

Principal  
N.S.S. College of Com. & Eco.

**Mr. Dhiraj Ovhal**  
Convener,  
IQAC - 9768937121  
dhi.ovhal@gmail.com

**Dr. Raj Soshte**  
Co-convener  
P.G. Section (M.Com.) 9867841148  
rajsoshte\_ca@rediffmail.com

#### Members

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**Ms. Neha Patange**  
Asst. Prof. in Evs.  
9757165842  
neha.patange@gmail.com

### Programme Schedule

09.00 a.m.	Registration
09.30 a.m.	Inauguration
10.00 a.m.	Technical Session-I
11.30 a.m.	Technical Session-II
01.00 p.m.	Lunch Break
02.00 p.m.	Technical Session-III
02.00 p.m.	Validatory Function & Certificate Distribution
05.00 p.m.	



## Nagrik Shikshan Sanstha's College of Commerce & Economics



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### One Day Multidisciplinary National Seminar On

## “Paradigm Shift in Commerce, Management & Economics : Towards Sustainable Growth of India”

Saturday, 9<sup>th</sup> February, 2019

Time : 9.00 a.m. to 5.30 p.m.

#### Organized by

Internal Quality Assurance Cell (IQAC)  
N.S.S. College of Commerce and Economics,  
Tardeo, Mumbai 400034

#### Chief Guest

**Dr. V.N. Magare**

Hon. Pro-Vice Chancellor,  
SNDT University, Churchgate, Mumbai 400020

#### Guest of Honor

**Dr. Jaydeep Mirashi**

Chairman,  
Nagrik Shikshan Sanstha, Tardeo, Mumbai

**Dr. Pratibha Mirashi**

Hon. Superintendent,  
Nagrik Shikshan Sanstha, Tardeo, Mumbai

#### Venue

College Building  
Auditorium, 'B' Wing, N.S.S. College of  
Commerce & Economics, Tardeo, Mumbai-34





## About the College

NSS College of Commerce and Economics, Tardeo, Mumbai is established in the year 1988 by our visionary founders late. Shri. Rajabhau Mirashi and his wife late Smt. Shantabai Mirashi. The College is permanently affiliated to University of Mumbai since the year 2001-2002 and assessed and re-accredited by National Assessment and Reaccreditation Council (NAAC) with 'B++' grade in 2016-17. It is a grant-in-aid institution recognized by the UGC under 2(f) and 12(b) of the UGC Act 1956. The college is committed to 'Education to all' and is one of the pioneering institutions in South Mumbai to offer education(Under Graduate (B. Com.) and Post Graduate degree in Commerce (M. Com.) to the under privileged sections of society. The college aims mainly at academic excellence, inculcation of moral and sensible ethical values, moulding the characters with strict disciplinary approach, so as to make them responsible citizens and to contribute for national development.

## About the Seminar

The success of development theory is to accelerate the economic growth and development of nation but eventually we have reached a stage where acute concentration is required to adopt holistic approach for the sustainable growth. Developing countries like India have to focus and foster sustainable development under the scenario of rapid increased Population and Urbanisation, Climate and Environmental changes, food and water security, etc. Recently India has secured the worldwide rank of 77th Ease of Doing Business and becoming the top ranked country in South Asia for the first time and third among the BRICS. The rapid change in the field of economy is boosting the business atmosphere in the country and created business opportunities. The changes in the commerce, management and economics are considered as crucial factors. The seminar is providing the platform to all stakeholders for sharing ideas, thought, views on the paradigm shift in commerce, Management and economics. The Primary task of sustainable development to concentrate and create the desirable socio-economic factors and ecological consciousness for the current and future generation through the paradigm changes in commerce, management and economics. The seminar aims to bring the interface between academics and industry for the achieving sustainable growth.

## Objective of the Conference

1. To provide the platform for the Researchers, Academicians, Industrialists and Students for sharing and enhancing the knowledge of recent developments of commerce, management, economics and related subjects of higher education.
2. To ascertain the roles of government towards the sustainable growth.
3. To explore the new changes and innovation in the field of Commerce, Management and Economics.
4. To analyse the challenges for the sustainable growth.
5. To focus on Paradigm shift in Commerce, Management, Economics and Higher Education.

## Call for Papers

Interested academicians, research scholars and professionals from Commerce, Science, Management

submit research papers for conference.

## Sub Themes

The themes are suggestive only. The delegates are free to take any topics which are coherent to the theme.

- E-Commerce ● Human Resources Planning and Development
- Entrepreneurship Development ● Organizational Development and theory ● Demonetisation and its impact on Economy ● GST
- Business Management and policy ● Recent trends in business
- World Economy and Trade ● Business Environment ● Developing Economies ● International Business Management ● Transport Management ● Trends in logistic ● Trends in research ● Recent trends in Travel and Tourism ● Cyber Crime ● Digitalization
- Corporate Social responsibility ● E-Business ● E-Governance
- Recent trends in manufacturing ● Inventory management ● Total quality management Marketing and consumer behaviour
- Innovation in Marketing Technology and Marketing ● Brand Management and crisis ● Services marketing and roles ● Customer relationship Management ● Social Marketing ● Marketing strategy- Challenges and innovation ● Retail Marketing ● Green Marketing
- International Marketing ● Rural Marketing ● B 2 B Marketing
- Online Marketing ● Trade and Transport ● Stress Management
- Small business entrepreneurship ● Entrepreneurial resources and organizational choices ● Library and information science ● The role of FDI ● Bitcoin ( E-Currency) ● International trade ● The roles of higher education

## Guidelines for Submission of Papers

1. Manuscript must be in MS Word in Times New Roman 12pt Font size with 1.5 line spacing.
2. Abstract of the paper should be within 300 words including the key words, objectives, methodology, result and discussion. It is necessary to write paper title, author's name, corresponding address, email id and mobile number.
3. The full paper should be within 1500-2500 words and references in APA format. Soft copy of the abstract & full paper should be send to email id:- [nsscommerceseminar@gmail.com](mailto:nsscommerceseminar@gmail.com) on or before 25 January 2019
4. The editorial board have to right to reject modifies or improves the manuscript.
5. Research Papers can be co-authored by more than one person. Each co-author is required to do individual registration.

## Points to may be covered in the research paper :

- Brief Biodata
- Abstract
- Problems
- Significance
- Scope and Limitations
- Methodology
- Statistics Used
- Conclusions
- Suggestion
- References

## Registration Fee

	Academicians	Students	Corporate/ Industry professionals
Participation /Presentation with publication (per paper, per author)	1,200	700	2,500
Participation and Presentation Only (per paper)	1,000	500	1,500
Only participation	500	300	1,000

## Mode of Payment :

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Cash in the college office / Spot registration is allowed.

## Note:

- Registration is compulsory for all the participants.
- The registration can be made through post or email to [nsscommerceseminar@gmail.com](mailto:nsscommerceseminar@gmail.com)
- Outstation participants are requested to make their own arrangement for accommodation and travelling.
- After depositing the registration fee kindly send us a scan copy of deposit slip / Transaction ID, UTR no. on Email [nsscommerceseminar@gmail.com](mailto:nsscommerceseminar@gmail.com)

## Important Dates

Last Date of Submission of full paper: - 25 January 2019

Date of Intimation of Acceptance Paper - 28 January 2019

Seminar Date - 9 February 2019

## Opportunity for Paper Publication

Based on the recommendation of the expert committee the selected papers will be published in the UGC listed Journal No. 40776 "AJANTA" ISSN: 2277-5730 with Impact Factor 5.5

## Best Paper Presenter Award

Trophy and certificate will be issued for the "Best Paper Presenter in each category"