

Category	Registration Fee
Faculty/Professional	₹ 1,000
Research Scholar	₹ 750
PG Student / Participation	₹ 500
Industry Personnel	₹ 1,500

- Registration fee will be paid after paper acceptance notification.
- Registration fee includes certificate, conference kit and meals.
- No TA and DA will be paid to delegates for attending the conference.
- Accommodation to the participants will be provided on payment basis.



(Please scan for registration)

Important Dates

- Submission of Extended Abstract (700-1000 words): June 10, 2024
- Acceptance Notification: June 15, 2024
- Last date for payment of registration fee: June 20, 2024
(Registration fee will be paid after acceptance notification)
- Last date for submission of PPT & Full Research Paper: June 22, 2024

Contact No.: 9418335203 (Dr. Chaman Kashyap)
9418038000 (Dr. Varun Saini)

Email: seminar.commerce@hpcu.ac.in

Chief Patron

Prof. Sat Prakash Bansal, Hon'ble Vice Chancellor

Patron

- Prof. Sanjeev Gupta, Dean, SCMS

Advisory Board

- Prof. Alok Kumar Chakarwal, HVC, GGU Bilaspur
- Prof. Furqan Qamar, Professor, Jamia Millia Islamia
- Prof. Nageshwar Rao, VC, IGNOU, New Delhi
- Prof. R.K. Mittal, VC, CBLU, Bhiwani, Haryana
- Prof. R.K. Gupta, HVC, MAGU, Baddi
- Prof. Ajay Kumar Singh, University of Delhi, New Delhi
- Prof. Chaman Chandan, Former Vice Chancellor, SPU, Mandi
- Prof. Pawan K Garga, Professor, UBS, HPU, Shimla
- Prof. Prashant Gupta, Professor, IIM Nagpur, Maharashtra
- Prof. Sanjay Kaushik, Professor, UBS, PU, Chandigarh
- Prof. Tej Singh, Dean, IGU, Meerpur, Rewari Haryana
- Prof. O. P. Verma, Professor, HPU Shimla
- Prof. Ranjan Aneja, Dean, CU Haryana
- Prof. Praveen K. Sahu, Professor, Central University of Rajasthan
- Prof. S.K. Sharma, Professor, HNB Gharwal

- Prof. Nawal Kishore, Professor, SoMS, IGNOU, New Delhi
- Prof. M.C. Garg, Professor, GJU&ST, Hisar, Haryana
- Prof. Yoginder Singh Verma, Former, Dean, SBMS
- Prof. (Rt.) Balkrishan, HPU, Shimla
- Prof. Tejinder Sharma, KUK, Kurukshetra, Haryana
- Prof. Madan Lal, University of Delhi, New Delhi
- Prof. Pushpinder Kumar Surya, Professor, KMC, University of Delhi
- Prof. Sushila Kumari Soriya, Central University of Haryana
- Prof. V.K. Singh, GKU, Uttarakhand
- Prof. S.S. Narta, Professor, HPU Shimla
- Prof. Kulbhushan Chandel, Professor, HPU Shimla
- Prof. R.S. Singh, Professor, University of Allahabad
- Prof. Anil Mittal, Professor, Kurukshetra University
- Prof. Satyawan Baroda, Professor and Director, IMS&R, MDU Rohtak
- Prof. Devinder Kumar Dhusia, Jamia Millia Islamia
- Prof. R.C. Dangwal, Professor, HNB Gharwal
- Dr. Mahraj-uddin Shah, Central University of Kashmir
- Prof. Deepak Misra, Professor, Sidharath University, UP
- Prof. Kuldeep Attri, Professor, HPU Regional Centre, Dharamshala
- Prof. Pradeep Kumar, Dean, Academics, CUHP
- Prof. Pradeep Nair, Director Research, CUHP
- Prof. Suman Sharma, Register, CUHP
- Prof. Sandeep Kulshreshtha, Professor, Dep. of TTM
- Prof. Dipankar Sharma, Professor, HPKVBS
- Prof. Surya Rashmi Rawat, Professor, HPKVBS
- Prof. Jagdeep Singla, Professor, HPKVBS
- Prof. Aashish Nag, Campus Director, Parisar -2, CUHP

Seminar Director

- Prof. Mohinder Singh, Head, Department of Commerce

Convener

- Dr. Chaman Kashyap, Associate Professor

Co-Conveners

- Dr. Mohinder Paul, Associate Professor
- Dr. Krishan Kumar Verma, Associate Professor

Organizing Secretary

- Dr. Varun Saini, Assistant Professor

Seminar Coordinators

- Dr. Gitanjali Upadhaya, Assistant Professor
- Dr. Akhil Sharma, Assistant Professor

Organizing Committee

- | | |
|--------------------|------------------|
| Mr. Aman Bishnoi | Ms. Anamika Devi |
| Ms. Nidhi Verma | Ms. Rajkumari |
| Ms. Ranjna | Ms. Raveena |
| Ms. Rinku | Ms. Shilpa |
| Ms. Shivani Kumari | Ms. Tanvi Ranta |
| Ms. Vanita | Ms. Suman Kumari |



CENTRAL UNIVERSITY OF HIMACHAL PRADESH

(Accredited by NAAC with 'A+' Grade with CGPA of 3.42)

Department of Commerce

(School of Commerce and Management Studies)

In collaboration with

Internal Quality Assurance Cell

&

Commerce and Management Association of India

Organise

ICSSR NWRC

Sponsored

Two Days National Seminar

on

Commerce & Technology in 21st

Century: Nurturing

Sustainable Businesses

(26th & 27th June, 2024)



Conference Venue:

Seminar Hall, Dhauladhar Parisar-I, CUHP,
Dharamshala, Kangra, HP

Website : cuhimachal.ac.in

Central University of Himachal Pradesh

Situated in the lap of majestic Dhauladhar Mountains the Central University of Himachal Pradesh is established under the Central Universities Act 2009 (No. 25 of 2009) under the act of Parliament. The University is funded and regulated by the University Grants Commission (UGC) and became functional with the assumption of charge by the first Vice Chancellor on 20th January, 2010. The University strives for Inclusive Access to Excellence in Higher Education and Research to emerge as the premier university of the country at par with the best universities of the world in terms of programme offerings, curricular framework, pedagogy, research, publications, and integration with the world of work.

Department of Commerce

Department of Commerce, School of Commerce and Management Studies, Central University of Himachal Pradesh envisions becoming a beacon of excellence in the fields of commerce education and the holistic development of socially conscious and globally relevant citizens. The department aims to develop itself as a dynamic hub of commerce education, research, and innovation, dedicated to fostering a learning environment that empowers students to excel in the ever-evolving world of business and economics. This is done through innovativeness in framing the course curriculum, a rigorous academic program, and imparting practical skills required for handling complex business issues in today's competitive economic environment. The department has a strong, academically sound, experienced, dynamic, and sincere faculty with specialization in Accounting, Corporate Finance, Business laws, Capital Markets, Corporate Governance, HRM&OB, Rural Marketing, Entrepreneurship, and Econometric etc. They focus on conducting high-quality research for business and societal relevance in the core areas of commerce. The department attracts top-quality students and engages them in the highest level of hands-on commerce education, translating knowledge into skills, thereby enabling students to build up top-notch careers nationally and internationally.

Indian Council of Social Science Research (ICSSR)

Indian Council of Social Science Research (ICSSR) was established in the year of 1969 by the Government of India to promote research in social sciences in the country. The Council aims to review the progress of social science research and give advice to its users. It sponsors social science research programmes and projects and administers grants to institutions and individuals for research in social sciences. It also provides scholarships and fellowships for research in social sciences. It also identifies areas in which social science research is to be promoted and adopt special measures for development of research in neglected or new areas. It aims to give financial support to institutions, associations, and journals engaged in social science research apart from arranging technical training in research methodology and to provide guidance for research. ICSSR takes pride in organizing, sponsoring and financing seminars, workshops and study groups. Besides this, it undertakes publication and assist publication of journals and books in social sciences. ICSSR advise the Government of India on

all matters pertaining to social science research as may be referred to it from time to time; and take such measures generally as may be necessary from time to time to promote social science research and its utilization

About the Seminar

National Seminar on "Commerce & Technology in 21st Century: Nurturing Sustainable Businesses" will be held on 26th & 27th June, 2024. The focus of the seminar will be on the fusion of business and technology, which has brought about a fundamental revolution in the business world. Businesses are not only focused on profits but also on sustainability, which is a crucial issue of the 21st century. The use of technology has increased business reach, improved efficiency, and personalized customer experiences. However, it has also raised environmental concerns, which can be addressed by sustainable supply chain management and eco-friendly production processes. Technology has also made data-driven decision-making possible, improved collaboration and communication, and encouraged innovation and creativity. A seminar on "Commerce & Technology in the 21st Century: Nurturing Sustainable Businesses" would be a valuable platform for businesses to exchange knowledge, develop skills, and find solutions to problems related to sustainability. By prioritizing sustainability, businesses can not only do the right thing but also make profitable decisions in the long run.

Objectives of the Seminar

"Nurturing Sustainable Businesses" would be an excellent forum to learn about the use of technology in businesses, eco-friendly production processes, and solving sustainability-related issues. It provides a positive environment where we learn about knowledge exchange, networking, skill development, and problem-solving.

Subthemes for the Seminar should be but not limited to the following-

- 1. Sustainable Business Practices / Models**
 - Sustainable Development Goals (SDGs) and Business
 - Sustainable HR Practices
 - Green & Social Marketing
 - Sustainable Financing & Investment Trends
 - Responsible Production & Consumption
 - Social-Cultural Entrepreneurship
 - Sustainable Tourism Practices
- 2. Technology for Sustainable Business in 21st Century**
 - Data Driven Sustainability : Leveraging Analytics
 - AI & Business
 - Data Science & Machine Learning
 - Fintech, Cryptocurrency & Blockchain
 - Digital Marketing Practices
 - Technology & Business Communication
 - Role of Metaverse, virtual Reality & Augmented Reality
- 3. Innovative Business Practices for 21st Century**
 - Industry Innovation & Institutions
 - Innovation in Education Sector

- Hybrid workspace & Remote Working
- Innovative Strategies for Financial Inclusion
- Start-Ups & IPRs
- Green Finance
- Innovative Marketing Practices

4. Commerce, Technology & Inclusive Growth

- Growth & Environment
- Global Taxation Practices
- Micro Finance & Rural Development
- Corporate Governance & Ethics
- Forensic Accounting
- Skill Development & Entrepreneurship
- Emerging Trends in Commerce and Management

The above mentioned sub-themes are only indicative in nature but not exhaustive

Call for Papers

This seminar will provide an opportunity for participants to engage in thoughtful discussions about using 21st-century technology to promote sustainable business practices. Participants are going to explore creative and collaborative approaches for utilizing technology's transformative power to create environmentally and socially responsible businesses. Authors should send original and unpublished research articles focusing on the main theme and sub-themes.

Guidelines for Paper Submission

- Length of abstract should not exceed 300 words and length of full paper should be about 2500-4000 words typed in Times New Roman, 12 pt font size, MS-word, 1.5 spacing.
- Tables, illustrations, charts, figures etc. should be serially numbered and duly acknowledged.
- The first page of the manuscript should have the title of the paper, name of the author(s), organisation affiliation, complete address, phone number and email address.
- Submissions will be evaluated in terms of their originality.
- Full paper shall only be submitted in MS Word and should be sent to seminar.commerce@hpcu.ac.in only.
- All submitted papers shall be reviewed and after review process, acceptance of selected papers will be communicated to the authors.
- All submitted papers need to be free from plagiarism as per UGC guidelines.
- Paper presenters have to submit the PPT as per the deadline mentioned.

Note: Publication of Selected Papers in UGC CARE listed journal/Peer Reviewed/ Edited Book will be facilitated depending upon the comments of reviewers.

Registration Fee

The registration fee is to be paid by each author and co-author (s) of the paper individually as per the details given above: