

# SREE NARAYANA GURU COLLEGE OF COMMERCE

P L Lokhande Marg, Chembur (west), Mumbai 400 089

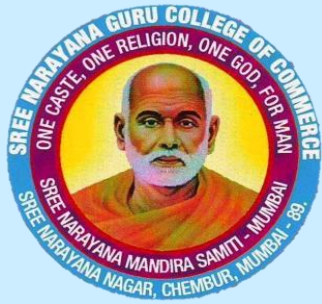
IN ASSOCIATION WITH IQAC - SNGCC &  
Research Culture Society

## ONE DAY INTERNATIONAL SEMINAR ON

### *“Digital Transformation - Issues and Challenges”*

A MULTI DISCIPLINARY APPROACH

Mode: Online on ZOOM app, on 17<sup>th</sup> April, (Saturday) 2021.



#### ABOUT THE INSTITUTION:

Sree Narayana Guru College of Commerce is a leading higher educational institution permanently affiliated to University of Mumbai, recognizes by UGC under section 2(f) of UGC Act and reaccredited with Grade ‘B’ (2.45 CGPA). The College was established in 1986 by Sree Narayana Mandira Samiti (SNMS), a registered educational and charitable trust formed in 1963 by devotees of Sree Narayana Guru, the legendary saint and social reformer born in Kerala. The College is housed in an independent wing of Sree Narayana Guru Educational Complex on it’s about 5 acres of land at Chembur. **“Gain Freedom through Education”** was one of the clarion calls given by Sree Narayana Guru to millions of enslaved, oppressed and downtrodden masses to secure liberty, equality, fraternity & justice and to achieve social, economic and cultural progress. The College offers education to all irrespective of caste, creed, religion and economic status. Commitment of the management to serve the society better with enhanced infrastructure and high quality education is the strength of the institution. At present the College offers the following 10 UG Programs and 3 PG Programs and provides required employable skills in collaboration with TISS and many other organizations.

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|---|--|
| 1. <b>B.Com.</b>                                  | 1. <b>M.Com. (Accountancy)</b>           |
| 2. <b>B.M.S. (Bachelor of Management Studies)</b> | 2. <b>M.Com. (Banking &amp; Finance)</b> |
| 3. <b>B.Com. (Accounting &amp; Finance)</b>       | 3. <b>M.Com. (Business Management)</b>   |
| 4. <b>B.Com. (Banking &amp; Insurance)</b>        |  |
| 5. <b>B.Com. (Financial Management)</b>           |  |
| 6. <b>B.Com. (Transport Management)</b>           |  |
| 7. <b>B.Com. (Investment Management)</b>          |  |
| 8. <b>B.Com. (Environment Management)</b>         |  |
| 9. <b>BAMMC (Mass Media)</b>                      |  |
| 10. <b>B.Sc. (Information Technology)</b>         |  |

## ABOUT THE SEMINAR:

### OBJECTIVES OF THE SEMINAR

The objectives of the seminar are to bring close together various related aspects of the main theme of the conference. The deliberations of the conference are expected to analyze the Issues and challenges faced by different stakeholders in the economy due to digital transformation. We invite papers from academicians, industrialists, research scholars, professionals and students around the world to revisit the different issues and challenges faced by different stakeholders due to digital transformation.

### Sub Themes: Digitalization in.....

- Education
- Media
- Transport
- E-governance
- Insurance
- Banking
- Financial Inclusion
- Marketing
- Artificial Intelligence
- Women Empowerment
- Real Estate
- Communication
- Library Management
- E-resource of Knowledge
- Health sector
- Cloud computing
- Trade Management
- Data Protection
- Energy Management
- Human Resource Management

<b>Paper / Article Submission Guidelines:</b> (Only original non published manuscripts will be considered)		Below is only an Example Format (Authors may use other sub-titles as per paper title – research topic)
Last Date for Full Paper/ Article	10 <sup>th</sup> April, 2021	TITLE
Limit of words in final paper/ article	1200 - 3000	Abstract:
Abstract length	Not exceeding 300 words.	Keywords:
Page - A4 size ; Format	M.S. Office (editable file only)	Introduction:
Medium of submissions	English	Study Aims – Objectives:
Font	Times New Roman	Literature Review:
Size	Title - 16 ; theory & contents - 11	Methodology:
Line Spacing	Single spacing ( 1.0 )	Discussion & Analysis:
Margin	Narrow	Results:
Tables – Figures – Charts	Should be in the center place in paper	Conclusion:
		References : (APA style)

- The cover page of the manuscript must contain the title of the paper, author's name, college name, email address and contact number.
- Soft copy of the research paper should be forwarded to: [sngcseminar2021@gmail.com](mailto:sngcseminar2021@gmail.com)
- Selected research papers after peer review will be published in Refereed, Internationals ISSN Journal with high impact factor.

### Payment Details :- RTGS/ NEFT/ IMPS/ International bank transfer.

Name of the Bank: Syndicate Bank

Branch: Chembur , Mumbai.

Beneficiary Name: Sree Narayana Guru College of Commerce.

Account Number: 50092010038875

IFSC Code: SYNB0005009

### Registration & Publication Charge

(INR is for Indian Authors, USD for Abroad Authors)

**Rs. 700 / 25 USD (1 Author)**

**Rs. 800 / 30 USD (2 Author)**

**Rs. 900 / 35 USD (3 Author)**

**Rs. 1000 / 40 USD (4 Author)**

**Registration Link : <https://forms.gle/i4AVpck5UdjnyjKWA>**

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Prof. Jayasree Venkitachalam  
(Co- Convenor)  
Dr. S. P. Hinduja ( IQAC  
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Dr. Sumi Nijith  
Prof. Naveena Suresh  
Prof. Devaki Shetty  
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