SOPHIA COLLEGE (AUTONOMOUS), AJMER

DEPARTMENT OF COMMERCE

International/National Seminars/ Conferences/ Workshops

2019-20

Note:
The above list is indicative. Papers conforming to the overall theme of the conference but not mentioned in topics above are also welcome.

Submission Guidelines

Please submit your ABSTRACT and FULL PAPER at commerce@sophiacollegajmer.in or management@sophiacollegajmer.in

Kindly adhere to the submission guidelines:
- Title of the paper – 14 font size
- Author's designation, affiliation and e-mail: 10 font size
- Paper presenters name
- Abstract: 250 words (Italics, 12 font size, single spacing)
- Key words: not more than 6
- Full Paper: Times New Roman (MS Word)12 font size, single spacing, maximum 6 pages, A-4 size

Publication

Best selected Papers will be published in the Journal with ISBN Publisher

Registration Details

Particulars	Fees (in ₹)
Research Scholar	800/-
Academicians & Delegates from Industry	1000/-
Accommodation in each category	1000/- per day

Registration fee is non-refundable.

Registration fee includes conference participation kit, breakfast and lunch. All the members who desire to attend the conference must send their registration fee through any of the following modes:

Cash/Online:
Registration fee may be remitted by cash at College office or online payment may be made through the following link: admin.sophia.college/conference
(Kindly bring the receipt of your online Payment.)

Demand Draft:
Drawn in favour of 'Sophia Girls' College, Ajmer payable at Ajmer. The registration fee should be sent by Speed post/registered post to the following address: Principal, Sophia Girls' College, Marshal, Jaipur Road, Ajmer - 305001 (Rajasthan)

Important Dates

Last Date for Submission of Abstract	25th Jan 2020
Intimation of Acceptance of Abstract	28th Jan 2020
Last Date for Submission of Full Paper	30th Jan 2020
Intimation of Acceptance of Full Paper	02nd Feb 2020
Last Date of Registration	05th Feb 2020
Conference Date	07th - 08th Feb 2020

Organizing Committee

Sophia Girls' College, Ajmer (Autonomous)
- Patron : Dr. Sr. Pearl
- Convener : CA Rohtas Tiwari
- Co-Convener : Dr. Jyoti Jagwani
- Coordinator : Mr. Deepak Balani
- Organizing Secretary : Dr. Bhawana Sharma

Members Organizing Committee:
- Dr. Anju Tiwari : Ms. Pooja Balwani
- Mrs. Surbhi Mehra : Ms. Vartika Bhatia
- Ms. Yumlika Sogani : Dr. Varsha Maheshwari

Advisory Committee:
- Prof. K.R. Sharma (Retd. Professor MLSU, Udaipur)
- Dr. B.P. Joshi (Retd. Vice Principal Govt. College, Jhalawar)
- Dr. M.L. Agarwal (Principal, SPC Govt. College, Ajmer)
- Dr. R.K. Maheswari (Engineering College, Ajmer)
- Dr. Ashish Pareek (MDSU, Ajmer)

In Association with
International Skill Development Corporation Limited:
- Ms. Tom Joseph - Director
- Mr. Shishir Baba - Head (Strategic Partnership)
- Teresa Margaret - Director (Educational Initiatives)
- Dr. Milind Date - Head Academics
- Daya Murthy - Business Head

Contact Details

Sophia Girls' College, Ajmer (Autonomous) Marshal, Jaipur Road, Ajmer 305001 (Rajasthan)
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Mr. Deepak Balani 9828973376

ISDC
SKILLS FOR TOMORROW

INTERNATIONAL CONFERENCE

ON

NEW DIMENSIONS IN COMMERCE & MANAGEMENT PRACTICES

Perspective 2030

7th Feb - 8th Feb, 2020

Organised by:

Department of Commerce & Management
Sophia Girls' College, Ajmer (AUTONOMOUS)
In Association with
International Skill Development Corporation

About Sophia Girls' College, Ajmer (Autonomous)

Sophia Girls' College, Ajmer (Autonomous) affiliated to Maharshi Dayanand Saraswati University is an 'A' Grade Accredited Institute by NAAC (UGC). Since 1959 the College has held a high reputation in the region for imparting quality higher education through its dedicated and conscientious staff with high academic credentials and diversity of offered courses. At the Undergraduate Level, the College offers programs in B.A., B.Sc., B.Com., B.Com. (ABST Hons), BBA, BCA, B.LIS, Honours in English, Economics, Commerce and Post Graduate Program in English, Geography, Political Science, Sociology, History, Computer Science, Chemistry and Accounts & Finance.

To inculcate scholarly excellence and make globally competent citizens, the Institute offers Generic, Skill Enhancement, Career Development and Foundation Courses for the students. The Institution envisions in building its reputation at par with international standards through its worldwide collaboration and linkages with institutes of repute. It has an MHRD recognized Innovation Institution Cell, Cambridge Communicative Language, Diploma in French, IIT Mumbai, ISRO and DST Sponsored programs under its aegis. As an initiative towards Institutional, Social and Environmental Responsibility, the College has developed a 'Sustainable Environment' by developing Biogas, Water Harvesting System and is recognized as the first fully solar electrified campus of Rajasthan. It also has a diversity of flora and fauna as its idyllic campus. As a Girls' College the Institution is in the forefront, collaborating with NGOs, Women Development Corporation and the PLCI on gender sensitization, women empowerment and women entrepreneurship. As an initiative to encourage the Management and Commerce students to build their career as professionals, the Institution has collaborated with International Skill Development Corporation, UK and started two courses US-CMA from IMA and UK-ACCA in the current session.

The Department of Commerce:

The Department of Commerce was established in the year 2000 with a mission to develop a level of excellence in education and training in the field of commerce studies. It initially offered Undergraduate Course, later in the Year 2015 it was upgraded to Post Graduate level. In the Current Session 2019-20 B.Com. (ABST Hons.) has been introduced with the objective to enable every student to cope up with academic challenges in the contemporary, national and global scenario.

The Department of Management:

The Department of Management was established in the year 2003, as a Professional undergraduate department. It aims at providing both theoretical and practical training to the students. The Course intends to provide a foundation for students who plan to pursue their career in corporate world. It also prepares students to take up self employment in a chosen area of expertise. The Course imparts practical knowledge to the students through Industrial Visits, Summer Training and exposes them to the environment of the corporate world.

About the Conference

In the context of present changing world scenario and the business environment, the Conference aims at capturing the Knowledge, both theoretical and empirical which will assist the organization to manage business under varied conditions. In the recent past there has been a rapid pace of innovation and assimilation of technology and new means of communication. In a world of changing dynamics in technology and communications, firms are constantly faced with new challenges. Time demands that management and commercial practices need to take a new direction.

The infinite amount of thought generated by ongoing research has become the new currency in business practice. The ongoing research in Commerce & Management practice has radically changed the nature and structure of products & services, spawned novel value system, and produced a new breed of innovation culture, catering to the universal ideal of 'Sustainable Growth', which is supremely pervasive and eminent in nature, quality & impact.

One of the major areas of emphasis in recent years has been interdisciplinary research, a trend that promises new insights and innovations rooted in cross disciplinary collaboration. In today's connected world all stand to gain from continuing research, fostering industrial practice, global outreach and inclusive growth.

Conference Objectives

To bring together Researchers, Practitioners, Policy Makers and Interested Stakeholders to discuss new areas in Commerce & Management Theory and Practice. The Conference aims at Interdisciplinary Research, Technology supported Innovation and to spark crucial insights in Management.

It also aspires to Analyze and understand the changing phase of Commerce & Management and find solutions to achieve long term sustainable solutions.

Call for Paper:

Academicians, Research Scholars and Industry Practitioners engaged in the field of Commerce, Management and related areas are invited to contribute original Research Papers (both empirical and conceptual) and Case Studies on current issues in any of the following area:

1. General Management
Scientific Management in Modern Arena, Sustainable Development, Financial Inclusion, Rural Development, Women Empowerment, Good Governance, Micro, Small and Medium Enterprises (MSME), Infrastructure Development and Climate Change.

2. Finance & Economics
Micro Finance, Green Finance, Digital Finance, International Accounting, International Financial Reporting System, Financial Engineering, Derivatives and Risk Management, Capital Markets, Assets Pricing, Private Equity, Behavioral Finance, Corporate Governance, Innovation Economics, Financial and Fiscal innovations, Foreign Direct Investment, Economic Planning and Reforms.

3. Marketing
Green Marketing, Rural Marketing, Digital Marketing, Social Media Marketing, Consumer Behaviour, Brand Management, Marketing Communications, Industrial Marketing, Services Marketing & Retail Marketing.

4. Human Resource Management
Green Jobs, Sustainable Leadership, Organizational Behaviour, Cross - Cultural Management, Strategic & Transformational Organizations, Organizational Communication, Human Resource Planning and Development, Organizational Development, Talent Management, Change Management & Organizational Efficiency.

5. Operations & Information System Management
Green Logistics, Supply & Demand Chain Management, Technology for Sustainable Development, Manufacturing Processes Optimization, Project Management & Scheduling, Total Quality Management, Six Sigma, Technology & Knowledge Management, Soft Computing Techniques, Decision Support, Information Retrieval, Industry Disruptions and Role of Analytics, Analytics and Governance, Impact of Analytics on Culture and Business Environment, Information Technology and Systems.

6. International Business, Strategy & Entrepreneurship
Globalization and Protectionism, Foreign Trade Policy, Regional Trade Agreements, Economic Integration, Business Models, Social Entrepreneurship, Venture Funding, & Family Business.

SOPHIA GIRLS' COLLEGE (AUTONOMOUS), AJMER

COMMERCE AND MANAGEMENT DEPARTMENTAL ACTIVITY REPORT 2019-20

- **Date** – 7th- 8th Feb, 2020
- **Level-** International (Commerce & Management)
- **Venue-** Sophia Girls' College (Autonomous), Ajmer
- **Title of the event -** An International Conference on the "New Dimensions in Commerce and Management Practices: Perspective 2030"
- **Total Number of the Participants –** 295
- **List of Resource Persons**

S.No	Name	Designation	Affiliating Institute/University	Contributed in the event as a-
1.	Prof. Amit Jain	Pro Vice Chancellor	Amity University, Jaipur	Chief Guest for the inaugural session
2.	Mr Fenil Vadakken, ,	Country Head	IMA USA	Special Guest
3.	Prof. Nachiketa Tiwari,	Professor	IIT Kanpur	Keynote Speaker
4.	Prof. M. Kannadhasan	Professor	IIM Raipur	Plenary speaker
5.	Dr. R K Motwani	Head, DMS	Engineering College, Ajmer	Chaired a session
6.	CA Kush Ahuja,	Head of Business Development, Association	Association of Chartered Certified Accountants (ACCA, UK)	Plenary speaker
7.	Prof. Pankaj Jain	Director	Institute of Management Studies, BJS Rampuria, Bikaner	Plenary speaker
8.	Mr. Prashant Somani	Head	PIBMS, Pune	Chaired a session
9.	Prof. Madhu Jain	Professor	IIT, Roorkee	Plenary speaker
10.	Dr. Gaurav Lodha	Head, Department of Commerce	Manipal University, Jaipur	Chaired a session
11.	Dr. Amit Dashora	Consultant	IGNOU, New Delhi	Plenary speaker
12.	Dr. Deepika Upadhyay,	Faculty, CESBM	MDS University, Ajmer	Chaired a session
13.	Prof. Ashish Pandey	Professor	IIT, Mumbai	Plenary speaker

As an initiative to promote research an International Conference was organised with an objective to give an insight into the new perspectives in the world of innovation, commerce & management and their utility in future.

Learning Outcome

1. Students and Researchers were able to analyze and understand the changing phase of Commerce & Management.
2. Students gained insights for interdisciplinary research, Technology supported Innovation.

MR. AMIT JAIN
PRO VICE CHANCELLOR
AMITY UNIVERSITY
JAIPUR

MR. PRABHANSHU MITTAL
NORTH HEAD, ACCA

Speakers of International Conference

DR. JESSY JOHN
DIRECTOR, FMS IRM
JAIPUR

PROF. M. KANADHASAN
IIM RAIPUR

Prof. Pankaj Jain
Director, IMS BJS Rampuria
Bikaner

Prof. Prashant Somani
PIBMS, Pune

Speakers of International Conference

Mr. Ferenil Vadakkan
Country Head
IMA USA

Prof. Nachiketa Tiwari
IIT Kanpur

Prof. Ashish Pandey
IIT Mumbai

2018-19

National Conference on 'Emerging Trends and Scope in the Banking Sector with Special Reference to the Present Indian Scenario'

PUBLICATION:

Best selected papers will be published in the edited book with ISBN publisher.

REGISTRATION: (NON REFUNDABLE)

CATEGORY	WITH ACCOMODATION	WITHOUT ACCOMODATION
Teachers/ Professionals/ Academicians	2,500/-	1,500/-
Scholars/ Students	1,500/-	750/-

Registration fee includes Conference participation Certificate, conference material, breakfast and lunch. All the members who desire to attend the Conference must send their registration fee through any of the following modes:

1) Demand Draft/ Banker's Cheque:
Drawn in favour of Principal, Sophia Girls' College, Ajmer payable at Ajmer. The registration fee should be sent by speed post/ registered post to the following address: Principal, Sophia Girls' College, Mishrali, Jaipur Road, Ajmer (Rajasthan) 305001

2) NEFT to:
A/c Name: Principal Sophia Girls' College, Ajmer
Bank Name: Canara Bank
Branch Name: Sophia Sr. Sec. School, Ajmer
A/c No.: 8469101012442
IFSC Code: CNRB0008469
(Kindly bring the receipt of your online payment)

ACCOMODATION:

Accommodation will be provided to those who opt for the same in the registration form.
Accommodation will be available from 24th Aug. morning to 26th Aug. noon.
(Accommodation will be available on twin sharing basis).

ORGANIZING COMMITTEE:

Sophia Girls' College, Ajmer
- Patron : Dr. Sr. Pearl
- Convenor : Ms. Divya Mishra
- Co-Convenor : Ms. Sumita Gurnani
- Co-ordinator : Mr. Raman Tiwari
- Organising Secretary : Dr. Sr. Rani

- Members Organising Committee:
  - Dr. Jyoti Jagwani
  - Ms. Prasharsa Kanta
  - Ms. Alisha Fernandes
  - Ms. Surbhi Mehra
  - Ms. Kumud Khatri
  - Mr. Deepak Balani
  - Ms. Reena Balani
  - Dr. Bhawna Sharma
  - Ms. Yumiko Sagani
  - Mrs. Gazal Sharma

In Association with Rajasthan Chapter of Indian Commerce Association:
- Prof. M L Agarwal: Director Conference, Secretary Raj. Chapter of ICA, Principal, Government College, Kotra, Udaipur.
- Prof. Subash Garg: President ICA, Director CRT, The IIS University, Jaipur, Rajasthan.
- Dr. Manas Pandey: Vice President ICA, VBS University, Jaunpur, (UP).
- Prof. Narendra Kumar: Secretary ICA, MD University, Rohtak.
- Dr. Pushpendra Misra: Joint Secretary ICA, DSMNR University, Lucknow, (UP).

CONTACT DETAILS:

Please feel free to contact the executive members of the Conference for any queries through:

Website www.sophiacollegeajmer.in
Email sophiaetsbs2018@gmail.com
Contact No. 0145-2427243

Prof. M.L Agarwal (09521261818)
Ms. Divya Mishra (09413730493)
Ms. Sumita Gurnani (07976002927)
Mr. Raman Tiwari (09829263280)

NATIONAL
CONFERENCE
ON
EMERGING TRENDS & SCOPE IN THE BANKING SECTOR
WITH
SPECIAL REFERENCE TO THE PRESENT INDIAN SCENARIO

24th-25th August 2018

Organised by:

Sophia Girls' College, Ajmer (AUTONOMOUS)
Department of Economics and Commerce
In Association with Rajasthan Chapter of Indian Commerce Association

THE COLLEGE:

Sophia Girls' College is a premier girls institute run by the Congregation of Mission Sisters of Ajmer. It was founded in 1919 as a primary school to cater to the needs of the conservative Rajput families. It grew into a High School and in 1940 it became an Intermediate College. In 1959 it was accorded the status of a degree College and was affiliated to the University of Rajasthan, Jaipur. In the year 2015 the institution got an autonomous status, and is affiliated to MDS University, Ajmer. It was Reaccredited - 'A Grade' by NAAC (UGC) in 2010.

With a desire to keep pace with international standards the College now has courses in Humanities, Science, Commerce, Management (BBA), Computer Application (BCA), Honors in English and Economics and BJS. College also offers Post-Graduation in English, Computer Science, Geography, Sociology, Political Science, Chemistry and Commerce (ABST).

The College also runs Certificate Courses, Add-on courses and courses in skill development to prepare the students to become successful professionals in a highly competitive world. The college boasts of an efficient and comprehensive infrastructure and has well equipped Library and Laboratories. The College conducive to learning and promotes a culture of research among both staff and students.

The Department of Economics:
The Department of Economics was established in the year 1959 to offer in-depth knowledge of Economics as a subject to young girls with the aim of providing specialised knowledge of Economics to the students. Honors in Economics was started in the year 1998. With the changing scenario, both at national and international level, the curriculum was revised after getting an autonomous status.

The Department of Commerce:
The Department of Commerce came into being in the year 2000 with a mission to develop a level of excellence in education and training in the field of commerce studies. The college started the B.Com course in 2000 and M.Com in 2015 with the objective to enable every student to cope up with the academic challenges in the contemporary, national and global field. It is through effective transaction of the curricular and co-curricular aspects that we endeavour to train them in the skills for self employment.

CONCEPT NOTE:

A Banking system is one of the most important pillars of an economy. A strong, healthy and sustainable banking system is essential for the overall development of the country. As said by our Honourable Prime Minister – "A Nation can be secured only when banks and depositors are secured". Over the years, the banking sector in India has seen a number of changes especially during post-liberalisation and deregulated environment. Most of the banks have begun to take an innovative approach towards banking with the objective of creating more values for customers and for the banks. The policy makers which include the Reserve Bank of India (RBI), Finance Ministry and related government and financial sector regulatory entities, have made several notable efforts to improve and revitalize the sector. As a result Indian banks are changing towards modern banking system. With increased competition and technological advancements there has been a strategic improvement over the system, which is vocal in service, product and operational methods. With financial inclusion being one of the pillars of transforming India, banks play a major role through the schemes like JandhanYojana, Direct Benefit Transfer, and MudraYojana. Still in order to touch international standards we need to travel a long distance full of challenges like, mitigation of risk, NPAs, recapitalization, increase in bank frauds, asset quality, more consumer friendly and consumer protective policies, universalization of banking system, and financial literacy. These issues are dragging down the banking and industrial growth and threatening the future growth of our country.

STRATEGIC GOALS:

In this context, The Department of Economics and Commerce, Sophia Girls' College, Ajmer, proposes to organise a two day National Conference on "Emerging Trends & Scope in the Banking Sector with Special Reference to the Present Indian Scenario" on 24th and 25th August 2018.

- The conference is expected to offer an opportunity for policy makers, academicians, research scholars and social scientists to dwell on the transformation of banking sector in India.
- Along with reviewing the story of reforms the conference also provides an opportunity to find some solutions of the problems faced by the current banking scenario.

SUB THEMES:
- Government Policies with reference to banking sector-JandhanYojana, Direct Benefit Transfer, and Mudra Yojana
- Role of banks in rural development-RRB's, NABARD, Co-operative societies
- Role of banks in promoting external sectors - NRI and FOREX
- E Banking, Digitisation, Demonetisation
- Micro Finance/ Credit,
- Non-performing asset management by banks
- Banking awareness in India
- Marketing in retail management
- Merger and amalgamation in banking sector and its impact

PAPER SUBMISSION:
- Title of the paper – 14 font size
- Author's designation, affiliation and e-mail: 10 font size
- Paper presenters name
- Abstract: 250 words (Italics, 12 font size, single spacing)
- Key words: not more than 6
- Full Paper: Times New Roman (MS Word) 12 font size, single spacing, maximum 6 pages, A-4 size

IMPORTANT DATES:
- Last date for Submission & Intimation of Abstract : 10th Aug 2018
- Last date for Registration : 16th Aug 2018
- Last date for Submission of full paper : 20 Aug 2018
- Date of Conference : 24th - 25th Aug 2018

Auditorium - Sophia Girls' College, Ajmer (Autonomous)

- **Date –** 24th and 25th August, 2018
- **Level-** National (Commerce and Economics)
- **Venue-** College Auditorium
- **Total Number of the Participants –** 424 participants.
- **List of Resource persons:**

S.No	Name	Designation	Affiliating Institute/University	Contributed in the event as a-
1.	Prof. R.C. Mishra	Former, Pro Vice Chancellor	Rajasthan Technical University, Kota	Chief Guest
2.	Prof. Gur Charan Singh	Professor	School of Management Studies Punjabi University, Patiala (Punjab)	Resource Person
3.	Prof. Deepak Mehra	Principal	Government College, Masuda	Keynote Speaker
4.	Prof. Ran Singh Dhaliwal	HOD, Department of Tourism Hospitality and Hotel Management	Punjabi University, Patiala (Punjab)	Resource Person
5.	Prof. J. R. Sharma	Ret. HOD, Department of EAFM	DAV College Ajmer	Panelist
6.	Mr. Kunal Rahar	Grade B Officer	RBI, Jaipur	Panelist
7.	Mr. Rajeev Kumar Sinha	Senior Branch Manager	Canara Bank, Jaipur	Resource Person
8.	Dr Vinod Bhardwaj	Commissioner	Dept. of College Education, Government of Rajasthan	Panelist
9.	Dr. D. S. Chundawat	Principal	Aishwarya College of Education Sansthan	Resource Person
10.	Dr. Dinesh Gupta	Director and Controller of Examination	Bhagwant University, Ajmer	Resource Person
11.	Dr. M.S. Rathore	Member	Centre of Environment and Development Studies, Jaipur	Resource Person
12.	Dr. R.K. Bohra	Ret. Principal	Government College, Ajmer	Resource Person
13.	Prof. Arun Kumar	Professor, Department of Economics	JNU, Delhi	Chief Guest
14.	Prof. Narendra Kumar	Prof. and Head	MD University, Rohtak	Panelist

A two day National Conference on "Emerging Trends and Scope in the Banking Sector with Special Reference to the Present Indian Scenario" in association with Rajasthan chapter of the Indian Commerce Association began on 24th August 2018 at Sophia Girls' College, Ajmer.

The conference attracted more than 450 delegates all over the country. Around 300 students from various colleges participated in the conference. A total number of 80 research scholars and 100 academicians from different states added to the intellectual aura of the conference.

Learning Outcome:

1. The Conference offered an opportunity for policy makers, academicians, Research Scholars and Social Scientists to dwell on the transformation of Banking sector in India.
2. Along with reviewing the story of reforms the conference also provided an opportunity to find some solutions of the problems faced by the current banking scenarios.