

DEPARTMENT OF COMMERCE

GOVT. V.Y.T. PG AUTONOMOUS COLLEGE,
DURG, CHHATTISGARH



Ministry of Micro, Small and Medium Enterprises,
Government of India



IS ORGANISING NATIONAL SEMINAR

On

**"EMERGING ENTREPRENEURSHIP DEVELOPMENT
IN FINANCE, HR, MARKETING AND ACCOUNTING IN
THE RECENT WORLD ECONOMY"**

(10th To 11th MARCH 2025)

Sponsored by

RUSA 2.0

ON THE SPOT OFFLINE REGISTRATION FORM

Name (Capital Letter) :-

Designation :-

Organisation/Institute :-

Address for Communication :-

Mobile No. :-

E-Mail :-

Highest Academic Qualification: -

Specialization :-

Experience :-

Teaching :-

Research :-

Industrial :-

Payment Mode (DD/Cash/UPI): -

Amount :-

Place :-

Date: - Applicant Signature

Note: Accommodation should be arranged by the participants. No TA/DA will be provided to the participant by the organiser according to rules and regulation.

ABOUT DURG

Durg, a city in Chhattisgarh, India, lies east of the Shivanth River and forms part of the Durg-Bhilai urban agglomeration. Established in the 10th century by Jagpal, a treasury officer for the Kalachuri king, the city's original name was "Shiva Durg," meaning "fort on the Shivanth River," reflecting its historical and strategic significance.

ABOUT COLLEGE

Government Vishwanath Yadav Tamaskar Post-Graduate Autonomous College, Durg, Chhattisgarh, is a leading institution affiliated with Hemchand Yadav University. Granted autonomy by the UGC in 1989, the college earned an 'A+' grade in NAAC's Fourth Cycle, highlighting its commitment to academic excellence and its prominent role in higher education.

ABOUT THE DEPARTMENT

The Department of Commerce was established in 1982, marking the beginning of a journey dedicated to academic excellence. A significant milestone was achieved in 1986 with the introduction of the Master's program. Since then, the department has reached several benchmarks, including the introduction of autonomy in its postgraduate courses and its recognition as a research center in 1995. In addition to its regular academic activities, the department has consistently organized conferences, seminars, and workshops on contemporary and relevant issues, fostering intellectual growth and knowledge sharing.

ABOUT NATIONAL SEMINAR

Entrepreneurship drives innovation, job creation, and economic growth in today's dynamic world economy. As the business landscape evolves, entrepreneurs must adapt to rapid changes in finance, HR, marketing, and accounting. Trends like digital transformation, sustainability, and data-driven strategies present both challenges and opportunities. This seminar, "Emerging Trends in Entrepreneurship Development: Finance, HR, Marketing, and Accounting," provides a platform for sharing insights, research, and experiences. Discussions will explore innovative strategies and advancements in these fields, equipping participants to thrive in a competitive, interconnected global market.

PUBLICATION

- Selected high-quality Papers will be published in UGC CARE LISTED Journals.
- All accepted papers will be published as Book Chapters with ISBN

GOVT. V.Y.T. PG AUTONOMOUS COLLEGE, DURG, CHHATTISGARH

(Erstwhile: Govt. Arts & Science College, Durg)

CPE Phase- III By UGC

Accredited with a grade 'A+' by NAAC

Awarded Star College by DBT, New Delhi



DEPARTMENT OF COMMERCE

In Association with

DEPARTMENT OF MANAGEMENT
(Bhilai Institute of Technology, Durg)



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PRINCIPAL / PATRON

Dr. A. K. SINGH

CONVENER

Dr. S.N. Jha

CO-CONVENER

Dr. Harjinder Pal Singh Saluja

Dr. Sumit Kumar Agrawal

ORGANIZING SECRETARY

Dr. Pradeep Jangde

CO-ORGANIZING SECRETARY

Dr. Lalee Sharma

GUIDELINES FOR PAPER SUBMISSION

- ❖ Only original and unpublished work is sought.
- ❖ Authors and Co-Authors should register separately; a Maximum of three authors can register.
- ❖ Paper must be based on the Themes and sub-themes.
- ❖ Papers with below 15% Plagiarism will be accepted. Abstract and full paper should be submitted only by a soft copy (word doc only).
- ❖ Paper Format: Single column, A4 Size, 1.5 line spacing. Font size: Times New Roman (Size 12)/Hindi Font Krutidev 010
- ❖ APA Style of referencing should be followed.
- ❖ The total word limit for each paper should not exceed 3000 words including all references and Abstract should be 300-400 words only.
- ❖ The best paper and Best presenter will be awarded a certificate
- ❖ Abstract/ Full paper must be sent through e-mail at commercevtseminar25@gmail.com

REGISTRATION FEE

Corporate/ Industrial Delegates	: ₹ 1500
Faculties	: ₹ 1000
Guest Faculty / Research Scholar	: ₹ 700
UG/PG Student	: ₹ 500

ACCOUNT DETAILS

Bank Name	: BANK OF BARODA
Branch Name	: MOHAN NAGAR DURG
Account Name	: PRINCIPAL GOVT. VYT AUTONOMOUS COLLEGE DURG
Account Number:	72900100001599
IFSC code	: BARB0DBMDUR

IMPORTANT DATES

Last date for the Abstract Submission	: 28/02/2025
Last date for the Full Paper Submission	: 05/03/2025
Last date for the Online Registration / Fee Payment	: 05/03/2025

ONLINE REGISTRATION LINK

<https://forms.gle/WJMX3q3ExL52b11WA>

OR

Scan QR



VENUE OF SEMINAR

RADHAKRISHNAN HALL, GOVT. V.Y.T. PG. AUTONOMOUS COLLEGE, DURG (CG).

CONTACT US:

6268122206, 6263688522, 7000348882

SUB-THEMES OF THE SEMINAR

This National Seminar aims to provide a platform for insightful discussions and presentations on "Emerging Entrepreneurship Development in Finance, HR, Marketing, and Accounting in the Recent World Economy." Research papers are invited on the following sub-themes and other related topics.

TRACK 1: ENTREPRENEURSHIP DEVELOPMENT IN FINANCE

- Venture Capital, Seed Fund, Angel Investor
- Investment Analysis & Portfolio Management
- Corporate Finance & Capital Market
- IPR & Development
- Fintech in Modern Era
- Ethical Consideration in Finance
- Carbon Trading Mechanism
- Digital Currency in the New Era

TRACK 2: ENTREPRENEURSHIP DEVELOPMENT IN HUMAN RESOURCE

- Strategic HR Insights: Risks and Benefits of AI in HR
- HR Actions: Skill-based hiring, and career development
- Training & Development in the present context
- Work-life Balance
- HR Technology Diversity and Inclusion
- Building a Learning Culture

TRACK 3: ENTREPRENEURSHIP DEVELOPMENT IN MARKETING

- Trends in Digital Marketing
- AI in Retailing
- Trends in Rural Marketing
- Experiential Marketing Tactics
- Role of Social Media in Marketing
- Neuro Marketing: Understanding consumer psychology
- Effective Content Marketing Strategies
- Augmented & Virtual Reality in Marketing

TRACK 4: ENTREPRENEURSHIP DEVELOPMENT IN ACCOUNTING/AUDITING

- Accounting/Auditing Education and Research in Emerging Economies
- Ethics in Accounting/Auditing
- Fintech in Accounting/Auditing
- AI in Accounting/Auditing
- Carbon Accounting/Auditing
- ESG & CSR issues in Accounting/Auditing

ADVISORY COMMITTEE

Dr. O.P. Gupta	Principal, Naveen Govt. College Jalbandha, K.C.G. (C.G.)
Prof. Rashmi Pant	IP Mahila P.G. College, Haldwani, (U.K.)
Prof. A. Ibemcha Chanu	Bodoland University, Kokrajhar (Assam)
Dr. Satya Vardhan Tiwari	Professor, Bhilai Institute of Technology, Durg
Dr. Amit Manglani	Associate Professor, University of Allahabad, (U.P.)
Dr. Gaurav Sahu	Atal Bihari Vajpayee University, Bilaspur (C.G.)
Dr. Alka Pandey	Guru Ghasidas Central University, Bilaspur
Dr. Abhishek Chakraborty	Bhilai Institute of Technology, Durg.
Dr. Sunil Kushwaha	Bhilai Institute of Technology, Durg.
Dr. Chandni Sharma	JK Educational Institute of Science, Arts & Commerce
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Dr. Sadhana Bagchi	AAFT University, Kharora, Raipur (Chhattisgarh)
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Dr. Shradha Gupta	O.P. Jindal University, Raigarh
Dr. Prashant Suddalwar	Shankaracharya Professional University, Bhilai.
Dr. Kajol Dutta	Bharti University, Durg

ORGANISING COMMITTEE

Dr. Govind Gupta	Assistant Professor (Guest)
Dr. Kundan Jangde	Assistant Professor (Guest)
Mr. Somnath Dansena	Assistant Professor (Guest)
Miss Priya Agrawal	Assistant Professor (Guest)
Miss Nutan Deshmukh	Assistant Professor (Guest)
Mr. Sagar Sahu	Research Scholar
Mr. Aditya Narang	Research Scholar
Mr. Chandrashekhar Singh	Research Scholar
Mr. Nishit Sahu	Research Scholar
Mr. Manoj Kumar	Research Scholar
Miss Anjali Kashyap	Research Scholar
Miss Ranu Deshlahare	Research Scholar

KEY-NOTE SPEAKERS

INVITED SPEAKER: -Mr. RAJEEV S. NAIR,

Director MSME Raipur.

TRACK 1st : - Dr. BUDHESHWAR PRASAD SINGHROUL

Professor, Guru Ghasidas Vishwavidyalaya, Bilaspur.

TRACK 2nd : - AMANDIP SINGH NAHAR

Professor, Department of Commerce,
Sri Aurobindo College, University of Delhi

TRACK 3rd : -Dr. ABHISHEK KUMAR SINGH

Assistant Professor, University of Delhi

TRACK 4th : - Dr. RUPALI SAINI

Assistant Professor, Dr. Harisingh Gour
Vishwavidyalaya, Sagar M.P.