

### Important Dates:

Date of Registration & Submission of Final Paper: **31<sup>st</sup> January, 2019**

Date of Communication of Acceptance : **5<sup>th</sup> February, 2019**

### Registration Fees to be paid in Advance

Last date for Payment of Registration Fees is

**31<sup>st</sup> January, 2019 (excluding publication charges)**

Academicians : Rs. 1200/-

Co-Author : Rs. 500/-

Research Scholars : Rs. 500/-

Professional Delegate: Rs. 1000/-

### RTGS / NEFT Details:

Beneficiary Name: Ness Wadia College of Commerce, Pune

Bank Name: Bank of Baroda

Branch: Wadia College Campus Branch

**Account Number : 98100200000007**

IFSC Code:BARB0WADCAM (fifth character is zero)

Demand Draft should be drawn in favor of "**Principal, Ness Wadia College of Commerce**" payable at Pune.

The registration fee includes Seminar Kit, Certificate, Tea-Breakfast and Lunch etc.

### For further assistance regarding the Conference PI Contact:

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### Organising Committee:

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12. **Mr. Mithun P. Tribhuvan**, Director, Sports & Physical Education

### Conference Conveners:

**Dr. Ambadas T. Bhosale**,

Associate Professor & Head, Dept. of Cost & Works Accounting

**Dr. Asha D. Jadhav**,

Associate Professor & Head, Dept. of Marketing

### For more details reach us:

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**Principal**

**Ness Wadia College of Commerce, Pune**



Modern Education Society's

**NESS WADIA COLLEGE OF COMMERCE**

19, Late Prin. V. K. Joag Path, Pune 411001 Maharashtra State (India)

(Reaccredited by NAAC with an "A" Grade)



Golden Jubilee Year  
2018-19

Late Prin. Dr. B. S. Bhanage Memorial  
International Seminar

on

**Contemporary Issues in Commerce  
and Management**

**(15<sup>th</sup> & 16<sup>th</sup> February, 2019)**

Organised by

**The Department of Marketing**

and

**The Department of Cost & Works Accounting**

### About the College:

Ness Wadia College of Commerce established in 1969, is one of the prominent Commerce Colleges in India. The College is affiliated to the Savitribai Phule Pune University, Pune and has around 5000 students including foreign students from about 22 countries on its rolls. The College is managed by the Modern Education Society which was established in 1932 with a generous donation from the Wadia Family. The other institutions managed by the Modern Education Society are Nowrosjee Wadia College, Cusrow Wadia Institute of Technology, Neville Wadia Institute of Management Studies & Research, MES College of Engineering, D. G. Ruparel College, Mumbai and New Law College, Mumbai.

Ness Wadia College of Commerce offers courses in B. Com., BBA, BBA-(IB), BBA-(CA), M.Com and B.Voc.(Banking, Finance and Insurance with Actuarial Studies), Post Graduate Diploma in Banking & Finance, International Business and Taxation Laws. The College is also a Research Centre approved by the Savitribai Phule Pune University, Pune for M.Phil. and Ph.D. students. The students of the college receive all round development inputs from competent and dedicated faculty members.

India Today in its recent Nation-Wide Survey, ranked the College one among the Top 25 Commerce Colleges in the Country. Notwithstanding this, the college has been ranked one among the top 10 Business Schools in the Country for the Bachelor of Business Administration Course. The Savitribai Phule Pune University has conferred the "Best College Award" and the "Best Principal Award" to the College in the Academic Year 2005-06 and 2006-07 respectively. The College has entered into MOUs with organizations such as The Association of Chartered Certified Accountants (ACCA), UK, and Chartered Institute for Securities and Investments (CISI), UK.

### Sir Ness Wadia Memorial Lecture Series:

To widen the horizons of our students, the college is closely associated with successful and renowned people from the business world to share their experiences with our students and prepare them for the real world.

### Scholar of the Year Award:

Ness Wadia College of Commerce confers "Scholar of the Year Award" and honors the academic achievements of brilliant minds. It also gives our faculty and students an opportunity to interact with eminent academicians.

### Late Prin. Dr. B. S. Bhanage Memorial Seminar:

The Bhanage Memorial Seminar was introduced in 1999 and has continued to be organized uninterruptedly for last 20 years. Thus the duration of the practice it-self very prominently indicates its success over the years. The Seminar has become a prominent annual event for commerce teachers and scholars in India and abroad for presenting their research papers. More than 400 research papers have been presented so far under the auspices of the seminar.

### Conference Theme:

Today modern business stands at an interesting juncture. On one hand, it has the advantage of technological advancements and digitization that have made things easier on various fronts.

It is now easier to reach out to customers, build and consolidate brand identity and leverage company presence. The resurgence of entrepreneurship and a startup boom have opened several opportunities. On the other hand, the challenges for a business have grown manifold and for the very same reasons. Owing to digitization, we have a more "connected" world in which keeping up with the market, planning, cash flow and financial management, problem solving, and workforce management have become more complex. The knack of managing and administering a business catering to engaged, informed and connected customers is the difference between business success and failure. Hence the need to carefully consider contemporary issues in commerce and Management arises. As teachers and academicians who are sculpting future managers, business leaders and entrepreneurs a holistic view of contemporary business scenario its role, challenges and risk is necessary.

Cost accounting and budgeting are important tools used for planning, control and decision making as well as for preparing financial statement. Information technology has made it possible to present accurate cost records and to take strategic decisions. Efficient costing system allows management and other users of financial report to take decision to improve the performance of company and helps in reducing cost.

At Ness Wadia College of Commerce, we are committed to encouraging continuous learning and fostering intellectual thought and dialogue. The Dr. B. S. Bhanage International Level Seminar this year is to be held on the theme of "Contemporary Issues in Commerce and Management". We look forward to welcome participants at this event which is to be held on Friday 15/02/2019 and Saturday 16/02/2019 at the Neville Wadia Seminar Hall. This Seminar is a platform for teachers, researchers, professionals and thought leaders to discuss, deliberate and present contemporary issues in commerce and management. Through the discussions and deliberations at this event we hope to encourage research, sharing of ideas, learning, perspectives and cases on the central theme and sub themes.

### Objectives of the Seminar:

The objectives of the Seminar are -

1. To highlight and discuss the various emerging issues in the field of Commerce, Trade, Services, Economics, Banking, Finance and Business Environment.
2. To facilitate academic interaction, dialogue and deliberations on the theme and various sub-themes.
3. To foster and promote research attitude, aptitude and sharpen analytical skills among teachers and researchers.
4. To enlighten academicians about contemporary ideas, changes, problems and prospects of modern day business.

### The Sub-Themes for Research Papers (suggested areas):

1. Digital Marketing
2. Service Marketing
3. Agricultural Marketing
4. Social Marketing
5. Competitive Marketing Strategy
6. Challenges in International Marketing Environment
7. Green Marketing
8. Demonetization, and its Impact on Marketing, Banking and Economy
9. Forensic Accounting
10. Cost Accounting and Disclosure Practices
11. Cost Control, Cost Reduction its Relevance in Decision Making
12. Recent Developments in Cost Accounting
13. Cost Accounting Standards and their Relevance
14. Green Banking
15. Management of Strategic Change
16. Mobile Application, Advertising and Pricing
17. Business Data Analysis for Healthcare and Education
18. Inclusive Growth of Villages
19. GST and its Impact on Indian Economy and Business
20. Demonetization and Economic Growth in India
21. Foreign Direct Investment (FDI)
22. Agricultural Growth or Industrial Growth?
23. Role of RBI and Political Influence
24. Information Technology and Banking
25. Legal Issues in Commerce and Management
26. Impact of Political Environment on Unemployment Problems and Poverty Eradication
27. Any other topic related to the main theme

### Call for Research Papers & Guidelines to Authors:

- Original and unpublished papers related to the above-mentioned themes are invited from Academicians, Professionals, Research Scholars and Students.
- The word limit for abstract is 250 words and for full papers is 2500 words. Abstract and full paper must mention, Author's Full Name, Affiliations, Title of the Research Paper, Contact Number and Email -ID.
- Font type: MS Word, 2010 using Times New Roman, Font Size: Heading-14; Text-12; Margins: 1.5" from Left, 1" Top, Right and Bottom; Line Spacing: 1.5 on A4 Size Paper.
- Acceptance of paper will be communicated to authors by email.
- **Papers selected after Peer Review and Plagiarism Check, will be published in UGC approved e-journal / On-line journal (IJRAR) with impact factor 5.75 & ISSN 2348-1269.** Authors will have to pay additional Rs. 800/- for e-publication of a paper.
- Soft Copy of the Abstract and Full Paper to be sent at Email ID: [nwccseminar2019@gmail.com](mailto:nwccseminar2019@gmail.com) by 31<sup>st</sup> January, 2019.
- Researchers are requested to ensure that their research papers are plagiarism free.