



# INDIRA COLLEGE OF COMMERCE AND SCIENCE

Affiliated To Savitribai Phule Pune University

Accredited with 'A' grade by NAAC (National Assessment and Accreditation Council)



**5**<sup>th</sup>  
NATIONAL  
CONFERENCE

&

**8**<sup>th</sup>  
INDIRA STUDENTS'  
RESEARCH CONFERENCE

on

Emerging Trends in Commerce,  
Management & Other Social Sciences

- Date -

17<sup>th</sup> and 18<sup>th</sup> January, 2025

- Venue -

“PHARMACY Auditorium”

Indira College of Commerce and Science  
New Pune-Mumbai Highway, Tathawade,  
Pune, Maharashtra, India  
Pin-411033.  
Ph.: 020-66759637/515  
[www.iccs.ac.in](http://www.iccs.ac.in)

## OBJECTIVE OF THE CONFERENCE

The purpose of the conference is to provide opportunities for research scholars, academicians and industry experts from an assortment of places to meet and to discuss current research in the field of commerce & management.

## KEY NOTE SPEAKER

**Dr. R. Ganesan**, Chartered Accountant Chief Financial Officer of Modern Education Society Pune, Strategy and Business Consultant, Leadership Facilitator, success coach and mentor, Innovation expert and assessor of thinking preferences and behavioral attributes will speak on “INNOVATION IN AN ERA OF AUTOMATION: BEYOND AI.”

## SCOPE

The National Conference on Emerging Trends in Commerce, Management & other Social Sciences aims to bring together researchers, academicians, professionals, and students to discuss the latest advancements, trends, and innovations in the field. This conference provides a platform for exchanging ideas, sharing research findings, and exploring new technologies that drive innovation in Finance, Marketing, Banking and its interdisciplinary applications.

## CALL FOR PAPERS

Papers are invited on original and unpublished research areas of

### Emerging Trends in Commerce, Management. & Economics

- ➔ Fintech
- ➔ Marketing Research
- ➔ Investment Banking / Embedded Banking
- ➔ Hospitality and Tourism
- ➔ Project Management consulting
- ➔ Applied Economics

Research papers pertaining to above sub-themes will be published in UGC Care listed journal (Group II)/ Web of Science journal or any other category (The journal details will be communicated after submission of abstract)

For the peer reviewed journal, **Sameeksha**, in addition to above themes, research papers pertaining to following sub-themes will also be accepted.

- ➔ Digital Marketing
- ➔ Financial integration
- ➔ Human Resource Management
- ➔ Business law
- ➔ E-Commerce and E-business
- ➔ Ethical issues in research
- ➔ Finance
- ➔ Any other suitable topic
- ➔ Cloud Financing

Prospective authors are kindly invited to submit the abstract first and then if accepted, full text of the papers including results, tables, figures and references. Full text papers (.doc or .docx) will be accepted by Email at the following **email-id: sameeksha@iccs.ac.in** All submitted research papers should report original, previously unpublished research results, experimental or theoretical. All research papers are subject to plagiarism and the acceptance by the respective publisher of the journal. The authors will be liable to pay the publication and processing fee as per the conditions laid by respective publisher.

Research papers submitted to the Conference should meet these criteria and must not be under consideration for publication elsewhere. Research papers should follow the standard format. Selected papers from the conference will be published in Scopus/UGC Care listed Group II / double blind peer reviewed annual International Journal, 'Sameeksha' bearing ISSN: 2394-2517, subject to due processing and reviews by the journal, as required.

Also processing/administrative charges (if applicable) will need to be paid separately by the authors.

While sending research paper kindly mention in which Journal category the paper has to be submitted (UGC listed/ double blind Peer reviewed journals). Do mention the mobile number mandatorily in the email.

## GUIDELINES FOR PAPER SUBMISSION

- ➔ The manuscript must be submitted in A4 size pages with double-spaced, Times New Roman-12 font size in MS Word compatible format text.
- ➔ The length of research papers (including exhibit and references) should be between 3000-4000 words. (not more than 5 pages)
- ➔ Suggestive Paper Structure
  - Introduction
  - Objectives
  - Hypothesis
  - Literature Review
  - Methodology/ Approach
  - Findings/Results
  - Conclusion/Implications
  - Suggestion(wherever required)
  - References (Bibliography, Webliography) & Appendices
  - Tables / Figures (at appropriate in the text).

## REGISTRATIONS GUIDELINES

- ➔ All authors must register immediately after their abstract is accepted. Only papers from registered authors will be permitted for presentation at the conference and considered for publication.
- ➔ The conference registration fee is non-refundable under any circumstances.
- ➔ No additions or deletions of authors will be allowed after the paper has been submitted.
- ➔ Registration will be confirmed only upon receipt of the registration fee.
- ➔ All participants, including non-authors, are required to register to attend the conference and receive a 'Participation Certificate'.

## PUBLICATION CHARGES

- ➔ As per the rules of the publishing company, processing and publication fee will be communicated after the acceptance of the abstract. (in case of UGC Care listed journal (Group II)/ Web of Science journal or any other category)
- ➔ National Conference registration fee includes the publication fee for peer review journal: Sameeksha. ISSN: 2394-2517
- ➔ Student Conference registration fee includes the publication fee for Students' Conference proceedings: Revelation bearing ISBN

## IMPORTANT DATES

No	Particulars	Dates
1	Conference Date	17 <sup>th</sup> & 18 <sup>th</sup> January 2025
2	Submission of Abstract	7 <sup>th</sup> December 2024
3	Notification of Acceptance	14 <sup>th</sup> December 2024
4	Submission of Abstract & full Paper	20 <sup>th</sup> December 2024
5	Last Date of Registration	24 <sup>th</sup> December 2024

## REGISTRATION DETAILS

Registration fees for is **Rs.1000- / per participant per paper**  
(For National Conference for Academicians/research scholars /working professionals)  
Registration fees for is **Rs.300- / per participant per paper.**(For Students)  
Registration fees can be paid online on the below mentioned Link:

Form Title	Form Link
ISRC – 8th Students Conference Commerce	<a href="https://forms.easebuzz.in/register/IndiraIRCo/ISRC_8th_Students_Conference_Commerce">https://forms.easebuzz.in/register/IndiraIRCo/ISRC_8th_Students_Conference_Commerce</a>
Indira College of Commerce And Science 5th National Conference Commerce	<a href="https://forms.easebuzz.in/register/IndiraIRCo/5th_National_Conference_Commerce_2024">https://forms.easebuzz.in/register/IndiraIRCo/5th_National_Conference_Commerce_2024</a>

The registration fee includes registration kit, lunch and tea served during the conference and paper presentation certificate and will not include transportation fare.

Publication fees are exclusive of registration fees.

Transaction details and registration form should be sent to [sameeksha@iccs.ac.in](mailto:sameeksha@iccs.ac.in)

## ABOUT INDIRA

Shree Chanakya Education Society (SCES) was established in 1994, under visionary leadership of Dr. Tarita Shankar with the aim of providing top-quality education. Since the inception Institutes managed by SCES, have maintained high academic standards and have successfully provided trained manpower to industrial and services sector of the country. With modest strength of 60 students pursuing a single course, SCES has grown steadily and today boasts eight Institutes having thousands of students from all over India pursuing multidisciplinary graduates and post graduate programs in the field of IT and Management, Commerce, Pharmacy, Engineering. Unrelenting initiatives by the management team at Indira led to adding of multi-disciplines such as Management, Information Technology, Pharmacy, Commerce, Science, Engineering and Mass Communication to the group and growth has been as deep as it has been wide. With 15 institutions, IGI now offers education right from Kindergarten to Doctorate level studies

## ABOUT INDIRA COLLEGE OF COMMERCE AND SCIENCE

Under the wings of Shree Chanakya Education Society (SCES), Indira College of Commerce and Indira College of Science were established in the year 2001-2002 which was merged in the year 2007 as Indira College of Commerce and Science. Affiliated and approved by Savitribai Phule Pune University, Pune. ICCS offers the Bachelor's Program in Commerce, Bachelors in Business Administration & Computer Application, Bachelor's and M.Sc in Computer Science and Masters in Commerce.

ICCS has been accredited with 'A' grade by "National Accreditation and Assessment Council" (NAAC) and "An Autonomous Status by UGC in 2020, New Delhi

ICCS has consistently secured top positions among the best colleges in Pune and has earned numerous awards and accolades, establishing itself as one of the premier institutions in the city. Few of the achievements are as follows:

- ➡ 2<sup>nd</sup> best college in Pune in India Today Ranking
- ➡ "Top Private college for BBA Programs (western Region)" at the National Awards for Excellence in Education
- ➡ "Quality in Education" award at the "11<sup>th</sup> Innovative Education Leadership Awards"
- ➡ "4<sup>th</sup> National Education Award" Best Educational Institution in IT, Commerce & Management
- ➡ Award for "Best Institute in Placements" at Global Awards 2021 by World Education Congress

## ADVISORY COMMITTEE

- ➔ **Dr. K Ramesha**, Director, NIBM, Guwahati Assam.
- ➔ **Dr. Filipe Rodrigues E. Melo**, Principal, Sant Sohirbonath Ambiyé , Govt. College Goa.
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- ➔ **Dr. Sagar Kondekar**, Head (MSW), School of Social Science, Latur.
- ➔ **Dr. Yashodhan Mithare**, Associate Dean Faculty of Commerce and Management, Savitribai Phule Pune University.
- ➔ **Dr. Sanjay Kaptan**, Ex-Professor and Head, Dept of Commerce, Savitribai Phule University Pune.
- ➔ **Dr. Shilesh Kasande**, CEO, Group director, Suryadatta Group of institutes, Pune
- ➔ **Dr. Rama Venkat**, Head of the Department, St. Mira's College of Girls, Pune
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- ➔ **Dr. K S Hari**, Professor & Dean of Research, Gokhale Institute of Politics and Economics, Deccan Gymkhana, Pune.
- ➔ **Dr. Pushparaj Wagh**, Assistant Professor, Yashaswi Education Society's International Institute of Management Science, Pune.
- ➔ **Dr. Nandini Deshpande**, Principal, Sinhgad College of Arts and Commerce, Pune.

## ORGANIZING COMMITTEE

### CHIEF PATRON



### Dr. Tarita Shankar

Chairperson & Chief Mentor  
Indira Group of Institutes

### PATRONS



**Dr. Pandit Mali**  
Chief Executive officer,  
Indira Group of Institutes



**Dr. Janardan Pawar**  
Principal  
Indira College of  
Commerce and Science



**Dr. Shivendu Bhushan**  
Vice-Principal  
Indira College of  
Commerce and Science

## CONVENERS

Dr. Nalanda Wani	9561055192 / 9420862744
Dr. Thomson Varghese	9766830591

## CO-CONVENERS

### National Conference

Dr. Vinita Shrivastava	9921185127
Dr. Marcelline Fernandes	9921940942
Mr. Amol Gaikwad	9766118855
Ms. Sheetal Deshmukh	9011051642

## CO-CONVENERS

### Student Conference

Ms. Yogita Sutar	9970393574
Mr. Bharat Nagargoje	8668968542
Ms. Nidhi Maneria	9096558967
Ms. Monika Verma	8668604514
Ms. Divya Ghanshani	9011100435