

## About the Conference

This is a known fact that normal life had been disrupted during the widespread prevalence of Covid-19 which had trapped the whole of the world in its gigantic dreadful jaws. It is a well-known proverb "Whatever may be fall, life goes on". This universal truth has been tested this time as well. The covid-19 has now subsided and the phase called 'New Normal' has started taking its fast strides. At present all of us are back to the normal life. Therefore, the issues like disruption and sustainability through the conflict between human roll and Covid 19 holds a greater significance these days. It is true that covid-19 has added many new dimensions to every field of human life.

As teachers, academicians, researchers and thinkers it is the duty to critically examine what transformation in Commerce, Management and Economy has taken place during and post covid-19 period and how trade commerce, business and economy have come back on the right track overcoming the disruption and embracing track the sustainability.

This Conference is a humble effort and dedication to highlight all the related issues of the topic 'Contemporary issues in Management, Commerce and Economics: Disruption and Sustainability under the New Normal' Which is theme of the conference. We are sure this conference will add a New perceptive to related issues successfully.

## About the College

Prerna Sewa Mandal, one of the pioneer educational organisations dedicated to the cause of education from its very inception, started its operations in the year 1974. This society has successfully completed four decades in the field of education and is recognised and appreciated for its steady development, achievements in the region. The formal body of the society, which came into existence in 1983, aims at an all-round growth of the institution as all the members are eminent and experienced academicians. Currently it is functioning as one of the premier institutions in the region dedicated to achieving greater success and higher goals for students of commerce, science and arts. Dr S C Gulhane Prerna College of Commerce, Science & Arts is managed by highly qualified personalities and stalwart educationalists forming the Prerna Group under the Prerna Sewa Mandal.

## Patrons

- ★ **DR R. C. GULHANE**  
President  
Prerna Sewa Mandal, Nagpur
- ★ **DR S. C. GULHANE**  
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Prerna Sewa Mandal, Nagpur
- ★ **DR PRAVIN JOSHI**  
Director  
Dr S C Gulhane Prerna College of  
Commerce, Science & Arts, Nagpur

## Convener

- ★ **DR LILADHAR REWATKAR**  
Officiating Principal  
Dr S C Gulhane Prerna College of Commerce,  
Science & Arts, Nagpur

## Organising Committee

- ★ **Dr Ashish Gupta**  
Coordinator
- ★ **Dr Priyanka Dongre**  
Organising Secretary
- ★ **Dr Sonika Mishra & Ms Pooja Gadwe**  
Joint Organising Secretary

## Local Advisory Committee

- |                       |                      |
|-----------------------|----------------------|
| Dr Sapna Ghutke       | Ms. Deepa Upadhyay   |
| Dr Kanchan Khawase    | Ms. Chandani Shahare |
| Dr Jai Nishad         | Mr. Sandip Alone     |
| Dr Poonam Budhlani    | Ms. Priti Jais       |
| Mr. Swapnil Deogade   | Ms. Sakshi Hajare    |
| Ms. Deepawali Randive | Ms. Swarda Gulhane   |
| Ms. Sakshi Shivhare   | Ms. Seema Kohad      |
| Mr. Gaurav Gajbe      | Ms. Kajal Ingle      |

## TWO-DAY NATIONAL CONFERENCE ( IN VIRTUAL MODE ) ON

## Contemporary Issues in Management, Commerce and Economics : Disruption and Sustainability under the New Normal

BEING ORGANIZED

DEPARTMENT OF COMMERCE & MANAGEMENT

**DR S.C. GULHANE PRERNA COLLEGE OF COMMERCE,  
SCIENCE & ARTS**  
**RESHIMBAGH, NAGPUR.**  
AFFILIATED TO RASHTRASANT TUKDOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR  
NAAC ACCREDITED WITH 'B GRADE'

DATE

FRI 1ST SEP & SAT 2ND SEP 2023



## Invitation

Dear Sir/ Madam,

It gives us immense pleasure to announce that the Department of Commerce and Management of Dr S C Gulhane College of Commerce, Science and Arts is going to organize a Two day National Conference (In Virtual mode) on the theme "Contemporary Issues in Management, Commerce and Economics: Disruption and Sustainability under the New Normal" on 1st & 2nd September 2023. We are pleased to invite you to register, participate and contribute to high deliberation, and make the event a productive learning experience.

## Themes

### 1. Contemporary Issues in Commerce & Management.

- International Business & Trade
- Business Analytics and Competitive Advantage.
- Inclusive Growth Model
- IT disruptions and Contemporary Business issues
- Innovations and Start-ups
- E-commerce market in new normal

### 2. Contemporary Issues in Mass

#### Communication and Media technology

- Media Management
- Media Literacy
- Media Culture

### 3. Economics

- Aggregate Demand & Supply
- Applied Economics
- Budget Deficits & Public Debt

- Consumer Credit
- Econometrics
- Economic Development
- Economic Growth
- Economic Institutions
- Economic Systems
- Employment and Unemployment Issues
- Fiscal Policy
- Fundamental Economics
- GDP
- Global Economy
- Human Capital
- Income Distribution
- Inflation
- Insurance
- Macroeconomics
- Microeconomics
- Money Management/Budgeting
- National & Regional Economies



## Call for Paper:

- The paper should be based on original and authentic research work and case study methods on the theme and sub-theme of the conference or any other related topics.
- The research paper format must be according to IEEE format. Plagiarism should be strictly avoided
- The Research paper received along with the fees will be considered for publication and entire rights of publication are reserved. Selected papers will be published in SCOPUS-indexed journals.
- If the paper is rejected on the ground of plagiarism or not having relevant themes or sub-themes, the publication charges will be refunded.

## Research Paper Committee

**Dr Sonika Mishra**  
**Co-ordinator**  
**Mo. 9922067669**

**Dr Sapna Ghutke**  
**Member**  
**Mo. 9096285248**

**Dr Kanchan Khawase**  
**Member**  
**Mo. 9764785097**

**Dr Jai A Nishad**  
**Member**  
**Mo. 8668456575**

## Registration Link:

<https://forms.gle/9naFeGm8Ve8TiBKj9>

## Research Paper Submission Link:

<https://forms.gle/SnYLYBQyV3Zz5bWg8>

**Last Date for paper submission:**  
**20th August 2023**

## Registration Free:

### NO PARTICIPATION FEES

**Research Paper Publication Fees Rs- 3,000/-**  
**for each paper**  
**(SCOPUS Indexed Journal)**

## Bank Details

**DR S. C. GULHANE PRERNA COLLEGE OF**  
**COMMERCE, SCIENCE & ARTS**

**Address: RESHIMBAGH, NAGPUR.**

**A/C NO. 3673908027.**

**Bank name: CENTRAL BANK OF INDIA.**

**Branch:- AYURVED MAHAVIDYALAYA NAGPUR**

**IFSC CODE: CBIN0283822**

## Q R Code :



**Note: E-Certificate will be provided to all the participants via e-mail only.**

# Schedule

Date: Friday- 1st Sept 23

## Introductory Speech

Time 9: 30 am to 9:40 am



**Dr Pravin Joshi**

Director, Dr S. C. Gulhane Prerna College of Commerce,  
Science & Arts, Nagpur, India

## Inaugural Address by Chief Guest

Time- 9:40 am to 10:00 am



**Dr Devendra Arora**

Advisor NAAC, NBA,  
Director,  
Poddar Business School  
Delhi-NCR

## Chairperson

Time- 10:00 am to 10:05 am



**Dr S. C. Gulhane**

Secretary, Prerna Sewa Mandal, Nagpur,  
Maharashtra, India

## Keynote Speaker

Time- 10:15 am to 11:00 am



**Dr Prashant Mehta**

Associate Professor,  
Symbiosis International (Deemed University), Noida

**Topic – Workplace Happiness for Sustainability and Growth**

## SESSION - 1

### Resource Person

Time- 11:15 am to 12:45 pm



**Dr Shree Jyothi Koutha**

Assistant Professor,  
Department of Finance, Institute of Public Enterprise, Hyderabad.

**Topic – Opportunities and Challenges in Global Financial Markets**

### Moderator

Time- 12:45 pm to 1:00 pm



**Dr Muktai Chavan Deb**

Assistant Professor of Management, Maharashtra National  
Law University, Nagpur

## SESSION - 2

### Resource Person

Time - 1:05 pm to 2:35 pm



**Dr Anuj Verma**

Asst. Professor  
Symbiosis International University, Bengaluru

**Topic - Business Analysis and Competitive Advantage**

### Moderator

Time- 2:35 pm to 2:50 pm



**Dr Meenakshi Verma**

Assistant Professor,  
Symbiosis Centre for Management Studies, Bengaluru

Date: Saturday- 2nd Sept 23

## SESSION - 1

### Resource Person

Time- 9:30 am to 11:00 am



**Dr Arvind Mohan**

Professor  
University of Lucknow, Department of Economics

**Topic – Global Economy and the rise of Emerging Economies**

### Moderator

Time- 11:00 am to 11:15 am



**Dr Hariom Puniyani**

HOD, Commerce & Professor  
Hislop College Nagpur

## SESSION - 2

### Paper Presentation

Time - 11:15 am to 1:50 pm

### Valedictory Function

Time - 1:50 pm to 1:55 pm

## Remark



**Dr Liladhar Rewatkar**

Off. Principal,  
Dr S. C. Gulhane Prerna College of Commerce,  
Science & Arts, Nagpur

## Address by Chief Guest

Time - 1:55 pm to 2:15 pm



**Queen Jessie Len Estera Argabio**

Manila, Philippines

## Address

Time - 2:15 pm to 2:30 pm

**Ms Abhilasha Gudadhe**

CEO,  
Prerna Sewa Mandal

## Address

Time - 2:30 pm to 2:45 pm

**Dr Pravin Joshi**

Director,  
Dr S. C. Gulhane Prerna College of Commerce,  
Sci & Arts, Nagpur, India



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Ph.: 2745296, 2746840

E-mail: [prernacollegengp@gmail.com](mailto:prernacollegengp@gmail.com)



Department of Commerce & Management  
Organizes

**‘Two-Day National Virtual Conference on Contemporary issues in  
Management, Commerce and Economics: Disruption and Sustainability  
under the New Normal’**

## Schedule

**Date – Friday, 1<sup>st</sup> September & Saturday, 2<sup>nd</sup> September 2023**

**Time: 9:30am Onwards**

Day/Date	Session/Anchor	Guests/Speakers/Moderator	Time
<b>Friday- 1<sup>st</sup> Sept’ 23</b>			
	Inaugural Ceremony (Ms Sakshi Shivhare)	<b>Welcome Speech/Introductory Speech –</b> <b>Dr Pravin Joshi</b> Director, Dr S. C. Gulhane Prerna College of Commerce, Sci & Arts, Nagpur, India	9:30 am to 9:40 am
		<b>Inaugural Address by Chief Guest –</b> Dr Devendra Arora Advisor NAAC, NBA, Director, Poddar Business School Delhi-NCR	9:40 am to 10:00am
		<b>Chairperson-</b> <b>Dr. S. C. Gulhane,</b> Secretary, Prerna Sewa Mandal, Nagpur, Mah. , India	10:00am to 10:05am
	(Ms Chandani Shahare)	<b>Keynote Speaker –</b> <b>Dr Prashant Mehta</b> Associate Professor, Symbiosis International (Deemed University), Noida <b>Topic – Workplace Happiness for Sustainability and Growth</b>	10:15 am to 11:00 am
	Interactive Session – 11:00 am to 11:10 am		
	BREAK – 10 Minutes		



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	Session – 1 (Dr Kanchan Khawase)	<b>ResourcePerson-</b> <b>Dr. Shree Jyothi Koutha,</b> AssistantProfessor, Department of Finance, Institute of Public Enterprise, Hyderabad. <b>Topic – Opportunities and Challenges in Global Financial Markets</b>	11:15 am to 12:45 pm
		<b>Moderator-</b> <b>Dr MuktaiChavanDeb</b> Assistant Professor of Management, Maharashtra National Law University, Nagpur	12:45 pm to 1:00 pm
	Session – 2 (Ms Poonam Budhlani)	<b>Resource Person -</b> <b>Dr Anuj Verma,</b> Asst. Professor Symbiosis International University, Bengaluru <b>Topic –Business Analysis and Competitive Advantage</b>	1:05 pm to 2:35 pm
		<b>Moderator-</b> <b>Dr Meenakshi Verma,</b> Assistant Professor, Symbiosis Centre for Management Studies, Bengaluru	2:35 pm to 2:50 pm
*****			
Day/Date	Session/Anchor	Guests/Speakers/Moderator	Time
<b>Saturday- 2<sup>nd</sup>Sept' 23</b>			
	Session – 1 (Ms Priti Jais)	<b>ResourcePerson-</b> <b>Dr Arvind Mohan</b> Professor University of Lucknow Department of Economics <b>Topic –Global Economy and the rise of Emerging Economies</b>	9:30 am to 11:00 am
		<b>Moderator-</b> <b>Dr Hariom Puniyani</b> HOD, Commerce & Professor Hislop College Nagpur	11:00 am to 11:15 am
BREAK – 5 Minutes			
PAPER PRESENTATION			



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		Introduction	11:15 am to 11:30 am
	Session – 2 (Ms Swarda Gulhane)	<b>Paper Presentation</b>	11:30 am to 1:30 pm
		Reviews by Dr Mugdha A Deshpande Associate Professor, Dept of Commerce, Dayanand Arya Kanya Mahavidyalaya Nagpur	1:30 pm to 1:50 pm
	Valedictory Function (Dr Sapna Ghutke)	<b>Remark-</b> <b>Dr Liladhar Rewatkar</b> Off. Principal, Dr S. C. Gulhane Prerna College of Commerce, Sci & Arts, Nagpur	1:50 pm to 1:55 pm
		<b>Address by Chief Guest-</b> <b>Queen Jessie Len Estera Argabio</b> Manila, Philippines	1:55 pm to 2:15 pm
		<b>Address by Chair Person-</b> <b>Ms Abhilasha Gudadhe</b> Manila, Philippines CEO, PrernaSewaMandal, Nagpur, Mah. , India	2:15 pm to 2:30 pm
		<b>Address –</b> <b>Dr Pravin Joshi</b> Director, Dr S. C. Gulhane Prerna College of Commerce, Sci & Arts, Nagpur, India	2:30 pm to 2.45 pm
	(Ms Shakshi Shivhare)	Vote of Thanks	2.45 pm to 3:00 pm
*****			



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## CERTIFICATE OF PARTICIPATION

This certificate of participation is being awarded to Mr/ Ms/ Dr Priyanka Dongre of Dr S. C. Gulhane Prerna College of Commerce, Science and Arts, Nagpur for having actively participated in the two-day 'National Conference on Contemporary issues in Management, Commerce and Economics: Disruption and Sustainability under the New Normal' organized in virtual mode by Dr S. C. Gulhane Prerna College of Commerce, Science and Arts, Reshimbag, Nagpur, on Fri, 1st Sept and Sat, 2nd Sept, 2023.



Hearty congratulations!



**Dr Pravin Joshi**

*Director*

**Dr Liladhar Rewatkar**

*Officiating Principal*

**Dr Ashish Gupta**

*Coordinator*



# DR S. C. GULHANE PRERNA COLLEGE OF COMMERCE, SCIENCE AND ARTS, NAGPUR

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## CERTIFICATE OF APPRECIATION

Dr S. C. Gulhane Prerna College of Commerce, Science and Arts heartily expresses its profound sense of appreciation and gratitude to **Dr Devendra Arora, Advisor NAAC, NBA, Director, Poddar Business School, Delhi-NCR** for being the **Chief Guest** in the Two-day 'National Conference on Contemporary issues in Management, Commerce and Economics: Disruption and Sustainability under the New Normal' organized in virtual mode by the Dr S. C. Gulhane Prerna College of Commerce, Science and Arts, Reshimbag, Nagpur on Fri, 1<sup>st</sup> Sept and Sat, 2<sup>nd</sup> Sept, 2023.

**We look forward to the same kind of co-operation in future too**

**DR PRAVIN JOSHI**  
Director

**DR LILADHAR REWATKAR**  
Officiating Principal

**DR ASHISH GUPTA**  
Coordinator



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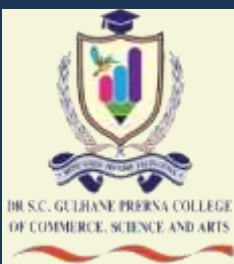
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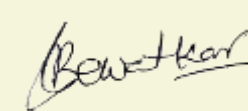


## CERTIFICATE OF APPRECIATION

Dr S. C. Gulhane Prerna College of Commerce, Science and Arts heartily expresses its profound sense of appreciation and gratitude to **Queen Jessie Len Estera Argabio, Manila, Philippines** for being the **Chief Guest** in the Two-day 'National Conference on Contemporary issues in Management, Commerce and Economics: Disruption and Sustainability under the New Normal' organized in virtual mode by the Dr S. C. Gulhane Prerna College of Commerce, Science and Arts, Reshimbag, Nagpur on Fri, 1<sup>st</sup> Sept and Sat, 2<sup>nd</sup> Sept, 2023.

**We look forward to the same kind of co-operation in future too**

  
**DR PRAVIN JOSHI**  
Director

  
**DR LILADHAR REWATKAR**  
Officiating Principal

  
**DR ASHISH GUPTA**  
Coordinator



Dr S. C. Gulhane Prerna College of Commerce,  
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## CERTIFICATE OF PAPER PRESENTATION

This is to Certify that **Dr Farukh Ahemad Sheikh, Assistant Professor**, LKM Institute of Management Studies & Research Kosara, Chandrapur has presented a Paper entitled "**A Survey on E-Commerce in New Normal**" during the two-day National Conference on 'Contemporary issues in Management, Commerce and Economics: Disruption and Sustainability under the New Normal' organized in virtual mode by Dr S. C. Gulhane Prerna College of Commerce, Science and Arts, Reshimbag, Nagpur, on Fri, 1<sup>st</sup> Sept and Sat, 2<sup>nd</sup> Sept, 2023.

Dr Pravin Joshi

DIRECTOR

Dr Liladhar Rewatkar

OFFICIATING PRINCIPAL

Dr Ashish Gupta

COORDINATOR





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## CERTIFICATE OF PAPER PRESENTATION

This is to Certify that **Dr Muktai Chavan Deb, Assistant Professor**, of Management, Maharashtra National Law University, Nagpur has presented a Paper entitled **"Rethinking Employment Dynamics: Shifting Focus from Unemployment to Enhancing Employability"** during the two-day National Conference on 'Contemporary issues in Management, Commerce and Economics: Disruption and Sustainability under the New Normal' organized in virtual mode by Dr S. C. Gulhane Prerna College of Commerce, Science and Arts, Reshimbag, Nagpur, on Fri, 1<sup>st</sup> Sept and Sat, 2<sup>nd</sup> Sept, 2023.

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## CERTIFICATE OF PAPER PRESENTATION

This is to Certify that **Dr Poonam Budhlani, Assistant Professor**, Dr S C Gulhane Prerna College of Commerce, Science and Arts, Nagpur has presented a Paper entitled **"Role of Corporate social Responsibility of Indian Companies in new Normal: An Analytical Study"** during the two-day National Conference on 'Contemporary issues in Management, Commerce and Economics: Disruption and Sustainability under the New Normal' organized in virtual mode by Dr S. C. Gulhane Prerna College of Commerce, Science and Arts, Reshimbag, Nagpur, on Fri, 1<sup>st</sup> Sept and Sat, 2<sup>nd</sup> Sept, 2023.

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## CERTIFICATE OF PAPER PRESENTATION

This is to Certify that **Dr. Kanchan Khawase, Assistant Professor**, Dr S.C. Gulhane Prerna College of Commerce, Science and Arts, Nagpur has presented a Paper entitled **"Value added in the arena of corporate sustainability, environmental, social, and governance."** during the two-day National Conference on 'Contemporary issues in Management, Commerce and Economics: Disruption and Sustainability under the New Normal' organized in virtual mode by Dr S. C. Gulhane Prerna College of Commerce, Science and Arts, Reshimbag, Nagpur, on Fri, 1<sup>st</sup> Sept and Sat, 2<sup>nd</sup> Sept, 2023.

Dr Pravin Joshi

DIRECTOR

Dr Liladhar Rewatkar

OFFICIATING PRINCIPAL

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## CERTIFICATE OF PAPER PRESENTATION

This is to Certify that **Dr. Monika Jain, Assistant Professor**, Dr Ambedkar Institute of Management Studies and Research, Nagpur has presented a Paper entitled **"Rethinking Employment Dynamics: Shifting Focus from Unemployment to Enhancing Employability."** during the two-day National Conference on 'Contemporary issues in Management, Commerce and Economics: Disruption and Sustainability under the New Normal' organized in virtual mode by Dr S. C. Gulhane Prerna College of Commerce, Science and Arts, Reshimbag, Nagpur, on Fri, 1<sup>st</sup> Sept and Sat, 2<sup>nd</sup> Sept, 2023.

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## CERTIFICATE OF PAPER PRESENTATION

This is to Certify that **Mr. Gaurav Gajbe, Assistant Professor**, Dr S C Gulhane Prerna College of Commerce, Science and Arts, Nagpur has presented a Paper entitled **"Foreign Direct Investment: Scenario Within India In New Normal"** during the two-day National Conference on 'Contemporary issues in Management, Commerce and Economics: Disruption and Sustainability under the New Normal' organized in virtual mode by Dr S. C. Gulhane Prerna College of Commerce, Science and Arts, Reshimbag, Nagpur, on Fri, 1<sup>st</sup> Sept and Sat, 2<sup>nd</sup> Sept, 2023.

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## CERTIFICATE OF PAPER PRESENTATION

This is to Certify that **Mr. Manoj Shankar Jagnade, Research Scholar,** Vidyabharti College Seloo, Wardha has presented a Paper entitled **"An analytical study on the performance of Dr. V.V. Patil ICM Pune w.r.t. conduction of Management Development Program (MDP) for cooperative personnel"** during the two-day National Conference on 'Contemporary issues in Management, Commerce and Economics: Disruption and Sustainability under the New Normal' organized in virtual mode by Dr S. C. Gulhane Prerna College of Commerce, Science and Arts, Reshimbag, Nagpur, on Fri, 1<sup>st</sup> Sept and Sat, 2<sup>nd</sup> Sept, 2023.

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## CERTIFICATE OF PAPER PRESENTATION

This is to Certify that **Mr. Sandip Alone, Assistant Professor**, Dr S C Gulhane Prerna College of Commerce, Science and Arts, Nagpur has presented a Paper entitled **"India's Booming Gig and Platform Economy Perspectives and Recommendations on the Future of Work"** during the two-day National Conference on 'Contemporary issues in Management, Commerce and Economics: Disruption and Sustainability under the New Normal' organized in virtual mode by Dr S. C. Gulhane Prerna College of Commerce, Science and Arts, Reshimbag, Nagpur, on Fri, 1<sup>st</sup> Sept and Sat, 2<sup>nd</sup> Sept, 2023.

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## CERTIFICATE OF PAPER PRESENTATION

This is to Certify that **Ms. Vishakha Bagdey, Assistant Professor**, Late Govindrao Wanjari College of Law, Nagpur has presented a Paper entitled **"A STUDY ON CORPORATE SOCIAL RESPONSIBILITY WITH EMERGING ISSUES" AND CHALLENGES** during the two-day National Conference on 'Contemporary issues in Management, Commerce and Economics: Disruption and Sustainability under the New Normal' organized in virtual mode by Dr S. C. Gulhane Prerna College of Commerce, Science and Arts, Reshimbag, Nagpur, on Fri, 1<sup>st</sup> Sept and Sat, 2<sup>nd</sup> Sept, 2023.

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## CERTIFICATE OF PAPER PRESENTATION

This is to Certify that **Ms. Sakshi Hajare, Assistant Professor**, Dr S C Gulhane Prerna College of Commerce, Science and Arts, Nagpur has presented a Paper entitled **"A Study On - Use Of Technology As Blessing For Business"** during the two-day National Conference on 'Contemporary issues in Management, Commerce and Economics: Disruption and Sustainability under the New Normal' organized in virtual mode by Dr S. C. Gulhane Prerna College of Commerce, Science and Arts, Reshimbag, Nagpur, on Fri, 1<sup>st</sup> Sept and Sat, 2<sup>nd</sup> Sept, 2023.

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## CERTIFICATE OF PAPER PRESENTATION

This is to Certify that **Ms. Swarda M. Gulhane, Assistant Professor**, Dr S C Gulhane Prerna College of Commerce, Science and Arts, Nagpur has presented a Paper entitled **"Role of Augmented Reality (AR) and Virtual Reality (VR) in E-Commerce: An Indian Context"** during the two-day National Conference on 'Contemporary issues in Management, Commerce and Economics: Disruption and Sustainability under the New Normal' organized in virtual mode by Dr S. C. Gulhane Prerna College of Commerce, Science and Arts, Reshimbag, Nagpur, on Fri, 1<sup>st</sup> Sept and Sat, 2<sup>nd</sup> Sept, 2023.

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Department of Commerce and Management

Organizes

A

**NATIONAL CONFERENCE ON**

### **Contemporary Issues in Management, Commerce and Economics: Disruption and Sustainability Under the New Normal**

Date – Friday 1<sup>st</sup> Sep 2023 & Saturday 2<sup>nd</sup> Sep 2023

Time – 9.30 am to 02.10 pm

#### **INAUGURAL CEREMONY**

Hon'ble Chief Guest: - Dr Devendra Kumar Arora, Director, Poddar Business School, Delhi-NCR

Chair Person: - Dr S. C. Gulhane, Secretary of Prerna Sewa Mandal

Guest of Honour: - Dr Pravin Joshi, Director, Dr S. C. Gulhane Prerna College of Commerce, Science & Arts

Anchoring and Vote of thanks by: - Ms. Sakshi Shivhare

Date and Time: - 1<sup>st</sup> Sep 2023 from 9.30 am to 10.05 am

#### **Keynote Session**

Topic: - 'Workplace Happiness for Sustainability and Growth'

Keynote Speaker/Guest: - Dr Prashant Mehta, Associate Professor, Symbiosis International (Deemed University), Noida

Chair Person: - Dr Pravin Joshi, Director, Dr S. C. Gulhane Prerna College of Commerce, Science & Arts

Comparing and Vote of thanks proposed by: - Ms. Chandani Shahare

Time: - 1<sup>st</sup> Sep 2023, from 10.15 am to 11.00 am



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### **Session: - 1**

Topic: - 'Opportunities and Challenges in Global Financial Markets'

Keynote Speaker/Guest: - Dr Shree Jyothi Koutha, Assistant Professor, Department of Finance, Institute of Public Enterprise, Hyderabad.

Hon'ble Moderator: - Dr Muktai Chavan Deb, Assistant Professor, Maharashtra National Law University, Nagpur

Comparing and Vote of thanks proposed by: - Dr Kanchan Khawase

Time: - 11.15 am to 12.40 noon

### **Session: - 2**

Topic: - 'E-Commerce Market in the New Normal'

Keynote Speaker/Guest: - Dr Anuj Verma, Assistant Professor Symbiosis International University, Bengaluru

Hon'ble Moderator: - Dr Meenakshi Verma Assistant Professor, Symbiosis Centre for Management Studies, Bengaluru

Comparing and Vote of thanks proposed by: - Dr Poonam Budhlani

Time: - 12.45 pm to 2.10 pm

## **DAY 2**

### **Session: - 1**

Topic: - 'Contemporary issues in Economics'

Keynote Speaker/Guest: - Dr Arvind Mohan, Professor, Department of Economics University of Lucknow,

Hon'ble Moderator: - Dr Hariom Puniyani, Head Department of Commerce , Hislop College, Nagpur

Comparing and Vote of thanks proposed by: - Dr Priti Jais

Time: - 09.30am to 10.55am



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### **Session 2**

#### **Research Paper Presentation**

1. Mr. Gaurav Gajbe, Assistant Professor, Dr S. C. Gulhane Prerna College of Commerce, Science & Arts, Nagpur

Topic: - "Foreign Direct Investment: In India Under New Normal"

2. Mr. Faruq Ahmed,

Topic:- "A Survey on E - Commerce In New Normal"

3. Mr. Manoj Jagande, Assistant Professor, Dhananjayrao Gadgil Cooperative Management College, Nagpur

Topic: - "An Analytical Study on the Performance of Dr V. V. Patil ICM Pune Conduction of Management Development Program"

4. Ms. Swarda Gulhane, Assistant Professor, Dr S. C. Gulhane Prerna College of Commerce, Science & Arts, Nagpur

Topic: - "Role of Augumented Reality (AR) and Virtual Reality in E - Commerce: Indian Context"

5. Dr. Monika Jain, Assistant Professor, Dr B. R. Ambedkar College, Nagpur

Dr Muktai Dev, Assistant Professor, Assistant Professor, Maharashtra National Law University, Nagpur

Topic: - "Rethinking Employment Dynamics: Shifting Fears from unemployment to enhancing Employability"

6. Mr. Sandip Alone, Assistant Professor, Dr S. C. Gulhane Prerna College of Commerce, Science & Arts, Nagpur



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Topic: - "India's Booming Gig and Platform Economy Perspectives and Recommendation on future of Work"

7. Ms. Vishakha Bagde, Assistant Professor,

Topic: - "Importance of Corporate Social Responsibility Under New Normal"

8. Ms. Sakshi Hajare, Assistant Professor, Dr S. C. Gulhane Prerna College of Commerce, Science & Arts, Nagpur

Topic: - "A Study On Use of Technology as Blessings for Business"

9. Dr Kanchan Khawase, Assistant Professor, Dr S. C. Gulhane Prerna College of Commerce, Science & Arts, Nagpur.

Topic: - "Value added in the arena of corporate Sustainability, Social and Governance"

10. Dr Poonam Budhlani, Assistant Professor, Dr S. C. Gulhane Prerna College of Commerce, Science & Arts, Nagpur.

Topic: - "Role of Corporate Social Responsibility under the New Normal: An Analytical Study"

### **Valedictory Function**

Speaker/ Guest: - Queen Jessie Len Estera Argabio, Manila, Phillipines

Hon"ble Chair Person: - Ms. Abhilasha Gudhade, CEO, Prerna Sewa Mandal, Nagpur

Guest of honor: - Dr. Parvin Joshi, Director, Dr. S. C. Gulhane Prerna College of Commerce, Science & Arts

Compering and Vote of thanks: - Dr Sapna Ghutake and Ms. Sakshi Shivhare



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### **Objectives**

1. To provide basic knowledge about contemporary issues in New Normal.
2. To cover maximum issues regarding commerce, economics and management in New Normal
3. To provide platform to the research scholars to talk about New Normal Situation
4. To reach maximum research scholar which provide solution by the discussion
5. To provide solution on the problems in New Normal by research.
6. Aims to bring solution on problem that comes in the New Normal.
7. To share latest research knowledge with each other
8. To aware the significance of Financial Sustainability after covid 19 pandemic
9. To know about the New Normal Reflections on Sphere of Education in Pre and Post Pandemic Scenario

### **Highlights**

#### **Inaugural Ceremony**

1. On the day, Ms. Sakshi Shivhare welcomed and Introduced the Chief Guest of the program Dr Devendra Kumar Arora, Director, Poddar Business School, Delhi-NCR, the Chair Person Dr S. C. Gulhane, Secretary, Prerna Sewa Mandal and Guest of honor Dr Pravin Joshi, Director, Dr S. C. Gulhane Prerna College of Commerce, Science & Arts.
2. Dr Pravin Joshi, Director, Dr S. C. Gulhane Prerna College of Commerce, Science & Arts.  
Explaining How Indian Economy is on right track In New Normal
3. Dr Devendra Kumar Arora, Director, Poddar Business School, Delhi-NCR explain that Environment is an Economy and None of the Single goods produced without help of Environment.
4. Finally Vote of thanks proposed by Ms. Sakshi Shivhare



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### Day 1 (Friday 1<sup>st</sup> Sep 2023)

#### Keynote Session

1. Ms. Chandani Shahare welcomed and Introduced the keynote speaker Dr Prashant Mehta, Associate Professor, Symbiosis International (Deemed University), Noida and Chairperson Dr Pravin Joshi of the session.
2. Dr Prashant Mehta explained how Vasudaiv Kutumbkam theory related towards wokplace happiness & also explain about sustainable growth. He also explain difference between Happiness and Expression of Happiness with the help of PPT.
3. He also interacted with the faculty members during the session and clarify their doubts.
4. Finally Vote of thanks proposed by Ms. Chandani Shahare

#### Session 1

1. Dr Kanchan Khawase welcomed and introduced the chief guest Dr Shree Jyothi Koutha, Assistant Professor, Department of Finance, Institute of Public Enterprise, Hyderabad and Moderator Dr Muktai Chavan Deb, Assistant Professor, Maharashtra National Law University, Nagpur of the session.
2. Dr Shree Jyothi Koutha explained How Global Economy linked with financial market and all the supply chain activities reached to the pre pandemic levels with the help of PPT.
3. She also interacted with the faculty members during the session and answered all the questions asked by the participants.
4. Hon'ble Moderator Dr Muktai Chavan Deb summed up the session explaining the financial market is very important as per as developed Economy is concern. She also explained problems that Global Economy facing like Unemployment, Inflation & Social Inclusion.
5. Finally Vote of thanks proposed by Dr Kanchan Khawase.



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### **Session 2**

1. Dr Poonam Budhlani welcomed and introduced the chief guest Dr Anuj Verma, Assistant Professor, Symbiosis International University, Bengaluru and Moderator Dr Minakshi Verma, Dr Meenakshi Verma Assistant Professor, Symbiosis Centre for Management Studies, Bengaluru.
2. Dr Anuj Verma explained that Business Analysis plays a crucial role in Identifying and Leveraging create competitive advantages for a company which help them to beat competition
3. He also interacted with the faculty members during the session and answered all the questions asked by the participants.
4. Hon'ble Moderator Dr Minakshi Verma concluded the session with informing about How Business Analysis and Competitive advantages helps companies to achieve sustainable growth.
5. Finally Vote of thanks proposed by Dr Poonam Budhlani.

## **DAY 2**

### **Session 1**

1. Dr Priti Jais welcomed and introduced the chief guest Dr Arvind Mohan, Professor, Department of Economics University of Lucknow and Moderator of the session Dr Hariom Puniyani, Head Department of Commerce, Hislop College, Nagpur.
2. Dr Arvind Mohan explained and define the term of Global Economy and Rise of Emerging Economies in the world. He also spoke that Foreign Direct Investment is boost the economy and creates job.
3. He also interacted with the participants during the session and answered all the questions asked by them.
4. Hon'ble Moderator, Dr Hariom Puniyani summed up the session explaining
5. Finally Vote of thanks proposed by Dr Priti Jais.



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### **Session 2**

#### **Research Paper Presentation**

1. Mr. Gaurav Gajbe spoke about Foreign Direct Investment creates jobs and solve problem regarding employment.
2. Mr. Faruq Ahmed talked about E - Commerce companies are very important as per as today's modern economy is concern.
3. Mr. Manoj Jagnade explained that we need to understand Cooperative Management concept and also said that Sustainable Development is Possible through Cooperation.
4. Ms. Swarda Gulhane spoke about there are many opportunities for the Economy in Indian E-Commerce industry with Augmented Reality(AR) and Virtual Reality(VR).
5. Dr Monika Jain and Dr Muktai Dev explains that Companies in Developing Nations are increasingly looking for graduates with soft skills like problem solving, teamwork and communication.
6. Mr. Sandip Alone explains about Gig Economy and told us that India is a growing nation with rapid increased of Gig workers who want flexible work and help economy to become **"Aatmnirbhar Bharat"**
7. Ms. Vishakha Bagde spoke about challenges to implemented the Corporate Social Responsibility. Some companies perform Corporate Social Responsibility according to financial health of Company.



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8.Ms. Sakshi Hajare explained that use of technology is essential to continuous improvement to Companies. Train employees to learn new technologies for smart work.

9.Dr Kanchan Khawase explained about two pillars of corporate responsibility that is Environment and Society. She mentioned impact on Environment by Industrialization.

10.Dr Poonam Budhlani said that companies are earning from the customers (Society). To Perform CSR is mandatory on some sectors. After covid it is essential for companies to perform CSR.

### Concluding Session

**Remark by:** - Dr Liladhar Rewatkar, Officiating Principal, Dr S. C. Gulhane Prerna College of Commerce, Science and Arts said that this type of conferences help scholars to share their views on emerging issues. He also said that Artificial intelligence helping companies to compete with each and it is our duty to learn about Artificial Intelligence. National Conference on Contemporary Issues in Management, Commerce and Economics: Disruption and Sustainability Under the New Normal.

**Remark by:** -Global Economy is suffer from the Covid 19 Pandemic. India recovered very fast from the pandemic. He mentioned that PhD Scholars suffering from the problem unemployment. This conference will help to fulfill solution on problem that economy is facing today.

### Valedictory Function

1. On this Occasion, Dr Sapna Ghutake welcomed and introduced the chief guest Queen Jessie Len Estera Argabio, Philippines
2. Chair Person Ms. Abhilasha Gudhade CEO, Prerna Sewa Mandal said that conference like this will be beneficial for the young research scholars to share their views with each other.
3. Vote of thanks done by Ms. Sakshi Shivhare



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### **Outcomes**

1. The participants gain information about Contemporary Issues in Management, Commerce and Economics in the New Normal
2. They came to know basic of Disruption and Sustainability.
3. The participants acquired essential knowledge about New Normal Situation
4. The participants understand the importance of sustainable growth.
5. The participants will strengthen their research skill by presentation.
6. The participant will inspired by new ideas of other scholars.
7. The participants publish their research work.
8. All participants will build strong research network though Conference.



## Dr S.C. Gulhane Prerna College of Commerce, Science and Arts

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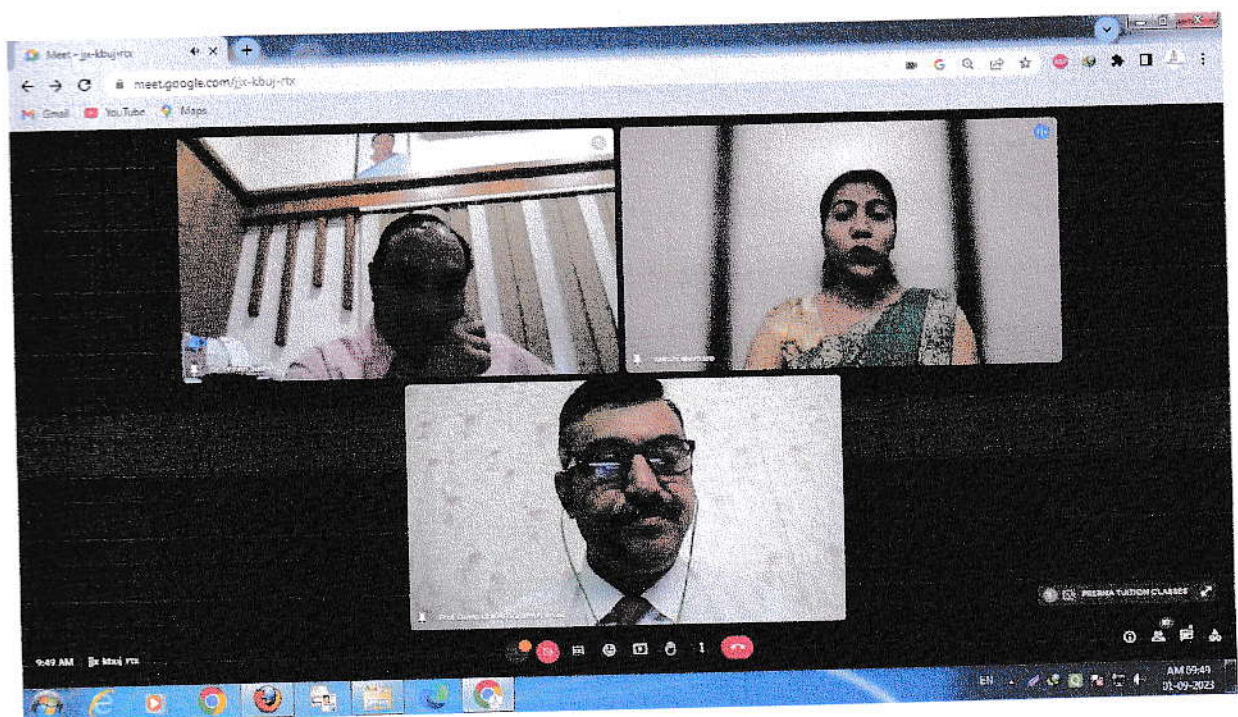
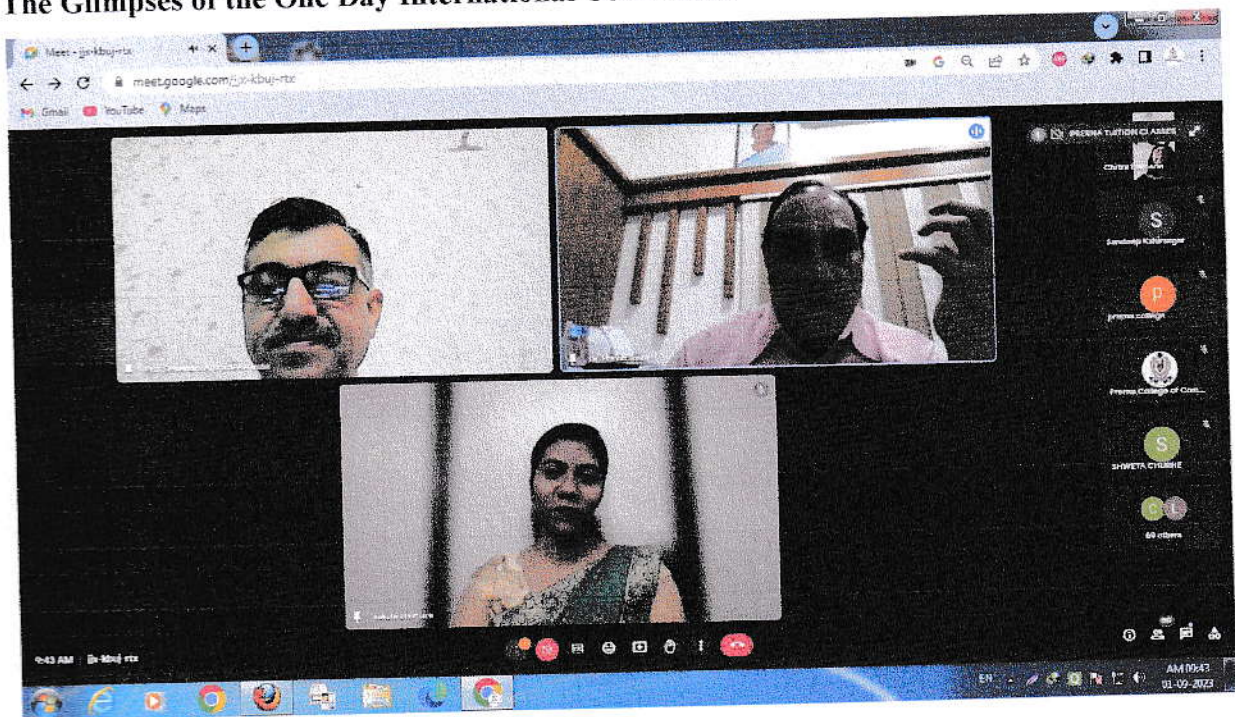
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### The Glimpses of the One Day International Conference





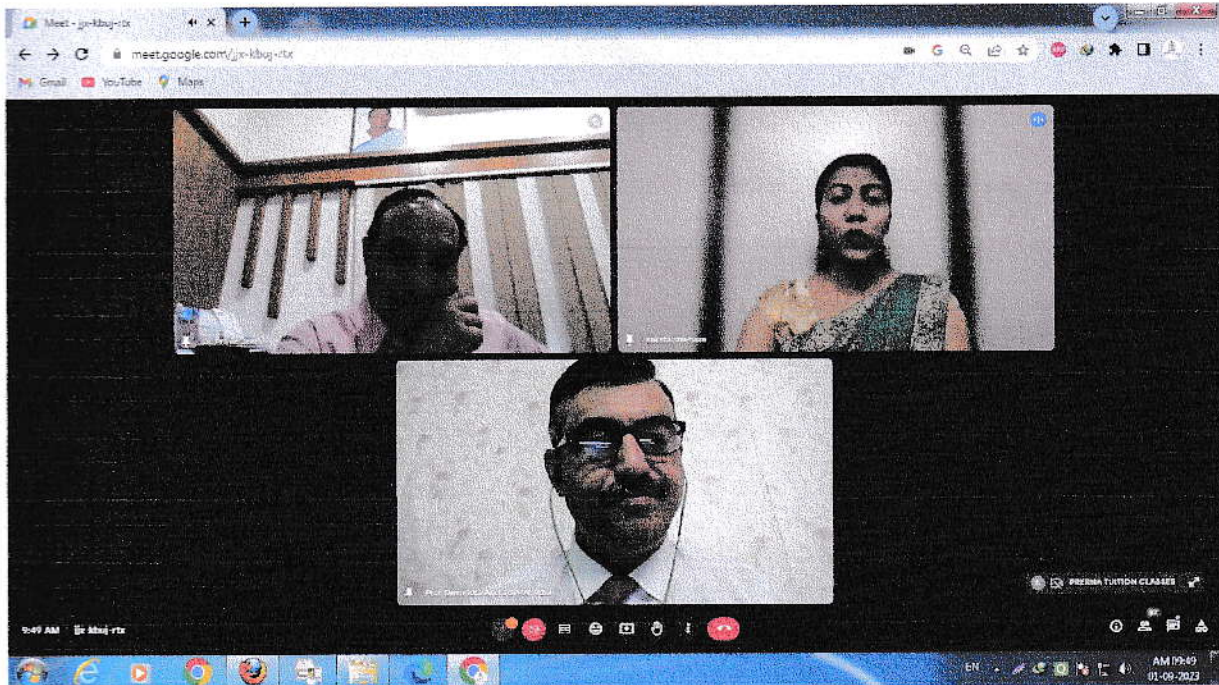
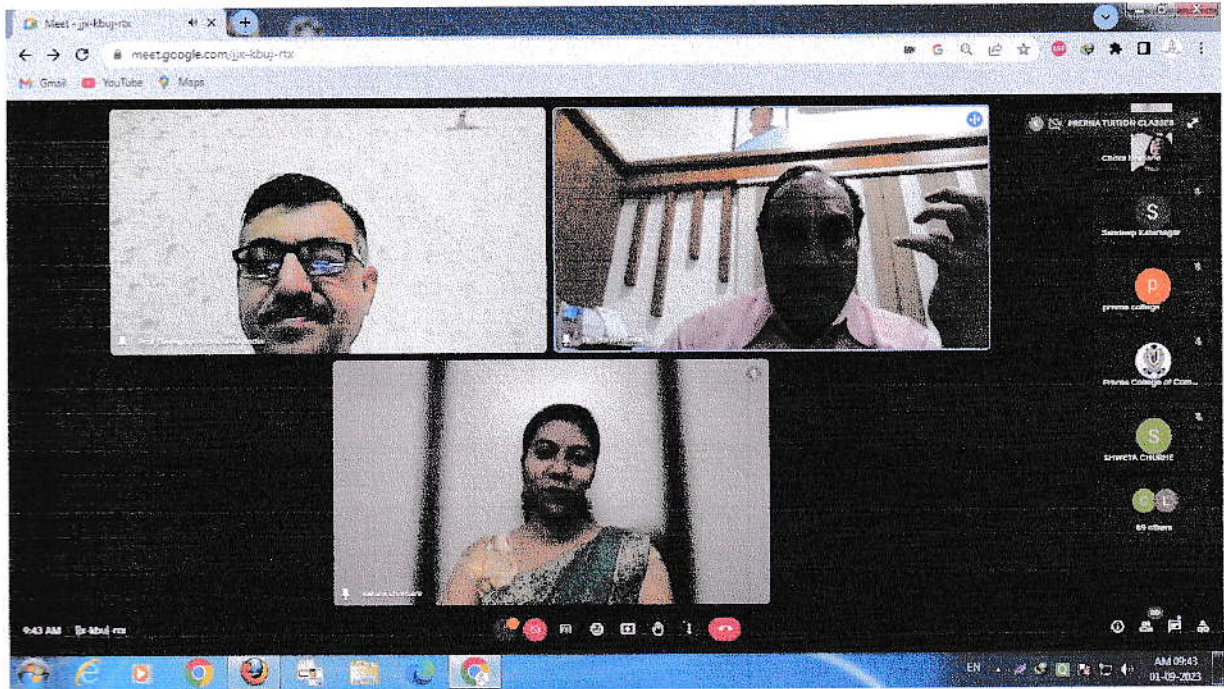
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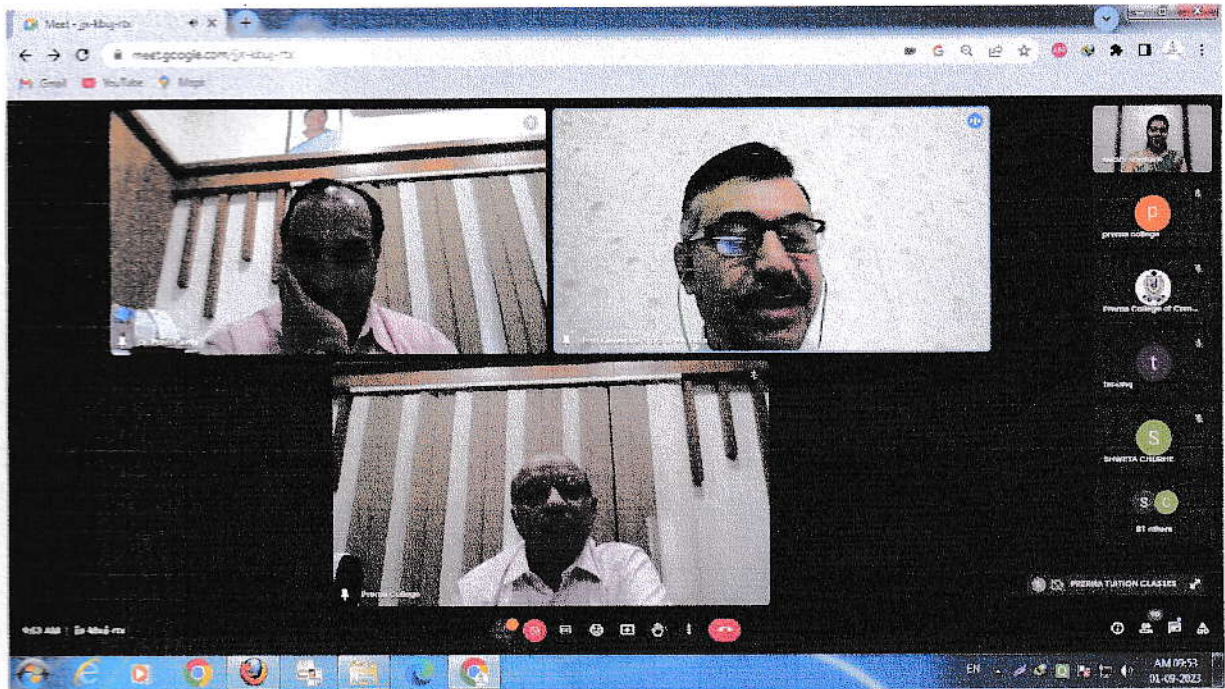
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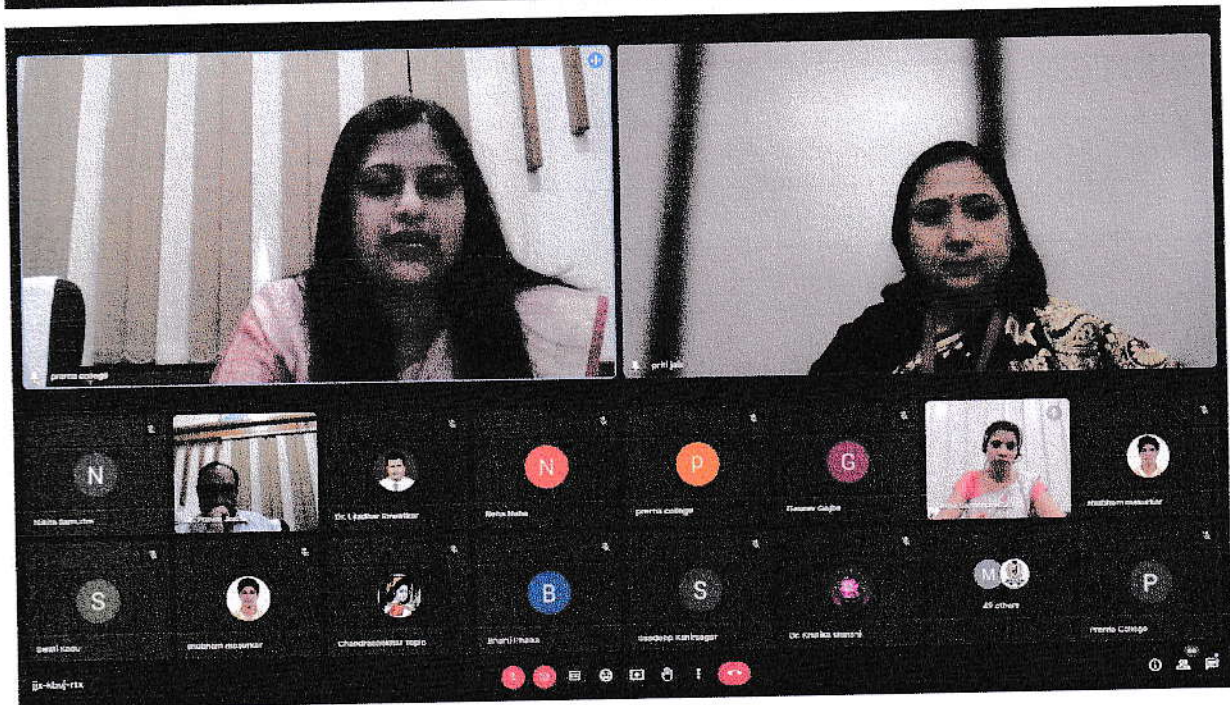
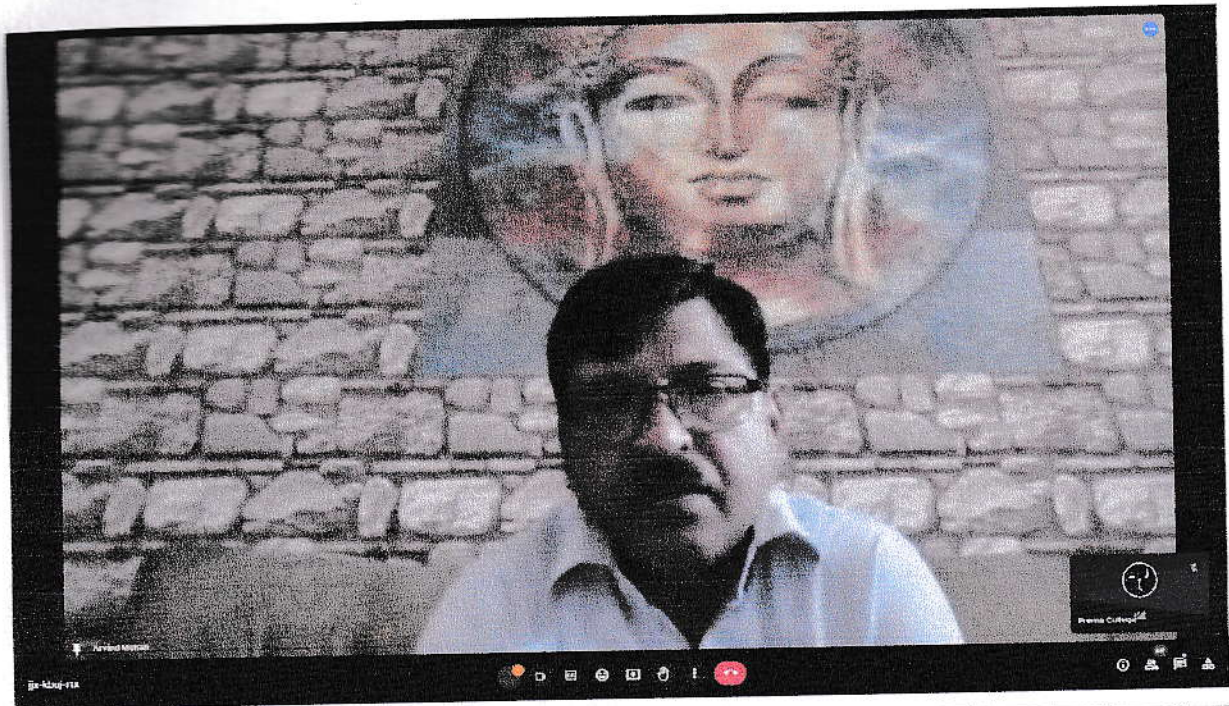


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*Handwritten signature and date:*  
2/09/2023

tagious diseases. 90 students and faculties were present.

## **Dr S C Gulhane Prerna College of Commerce, Science & Arts**



Dr S C Gulhane Prerna College of Commerce, Science & Arts organised a programme on International Entrepreneur Day recently. Ameya

Kitkule, founder of the SA Event Management Company, was the resource person. Dr Liladhar Rewatkar, the Officiating Principal made the introductory remarks. He stated effective communication is essential for successful start-ups. Sakshi Shivhare compered the programme, whereas Dr Poonam Budhlani proposed a vote of thanks. The programme was co-ordinated by Gaurav Gajbe.

## **Dr S C Gulhane Prerna College of Commerce, Science & Arts**

Dr S C Gulhane Prerna College of Commerce, Science & Arts recently organised a 'Two-Day National Level Conference on the Contemporary Issues in Management, Commerce and Economics: Disruption and Sustainability under the new Normal'. The conference was inaugurated by Dr Devendra Arora, Director of Poddar Business School, Delhi. Dr S C Gulhane, Secretary of Prerna Sewa Mandal chaired the inauguration. Dr Pravin Joshi, Director of the college made the introductory remarks. The keynote address was delivered by Dr Prashant Mehta, Associate Professor, Symbiosis International (Deemed University), Noida. The resource persons were Dr Shree Jyoti Koutha, Assistant Professor, Department of Finance, Institute of Public Enterprise Hyderabad, Dr Anuj Verma, Assistant Professor, Symbiosis International University, Bengaluru and Dr Arvind Mohan, Professor, University of Lucknow, Department of Economics. The moderators were Dr Muktai Chavan Deb, Assistant Professor of Management, Maharashtra, National Law University, Nagpur, Dr Minakshi Verma, Assistant Professor, Symbiosis Centre for Management Study, Bengaluru, Dr Hariom Puniyani, Head and Professor, Department of Commerce, Hislop College. Sakshi Shivhare proposed the vote of thanks.

Colleges may send their news items on  
**[cityline@thehitavada.com](mailto:cityline@thehitavada.com)**