



Amar Sewa Mandal's

KAMLA NEHRU MAHAVIDYALAYA, NAGPUR

(Reaccredited A+ Grade with CGPA 3.53)



DEPARTMENT OF COMMERCE

Organizes

One Day National Web Conference on

"Role of Digital Commerce In Covid Pandemic"

-: DATE :-

28th August 2021

-: TIME :-

10.30 am on Google meet
and Live streaming on
YOUTUBE

OBJECTIVES OF CONFERENCE -

National Webinar On Role of Digital Commerce In Covid Pandemic will provides an ideal platform and opportunity to share research idea with the eminent technologist and economist, academicians, industrialists, management expert and policy makers working in various fields of Commerce and Management. The objective of this National Webinar is to present up to date researches and the results in the field of Digital Commerce & Management with respect to the use of electronic media. The Webinar also provides an opportunity for the delegates from all over the nation to share their findings and exchange cutting edge ideas and applications to establish relationship with each other. The Webinar will also provide a platform for the researchers to find contrary partners for future e-collaborations. A large number of participants that include eminent technicians and economist, financial experts, educators and students from all over the country and the globe will be joining this event through online platform.

ABOUT KAMLA NEHRU MAHAVIDYALAYA, NAGPUR

Kamla Nehru Mahavidyalaya a renowned educational institute was established in 1983 by founder President Late Shri Govindraoji Wanjari for the noble mission of imparting knowledge. The college is forging ahead under the dynamic leadership of President Hon'ble Dr. Smt. Suhasini Wanjari, Secretary of Amar Sewa Mandal, Hon'ble MLC Adv. Abhijit Wanjari, and the Treassurer Hon'ble Dr. Smeeta Wanjari. The college has been re-accredited with A+ by NAAC, Bangalore with CGPA of 3.53.

The institute continuously strives to improve the operational efficiency and has catered to the needs of diversified learners with reference to running several courses in Faculty of Science, Commerce, Arts and Management studies at Undergraduate, Postgraduate and Doctoral levels. The College has Ph.D. programmes in Commerce & Management, Chemistry, Physics, Electronics, Computer science and English. The College has also been associated with several International Universities like University of Huddersfield UK, University of Cambridge, International Network for Quality Assurance Agencies in Higher Education(INQAAHE) and Asia Pacific Quality Network (APQN).

CONFERENCE OUTCOME :-

Digital commerce is the more significant term in the current Covid-19 scenario as all the e-commerce industry is absolutely dependent on digital medium for its operations and intensification. Digital Commerce is an umbrella term which involves usage of computers, including hardware, software and networks used to communicate, store and manage the requisite information in trade and Commerce. Digital commerce is playing and instrumental role in sustaining the economic growth of several developed and developing countries in spite of worldwide lockdown.

This conference aims to discuss the digital Commerce and its services in driving e-commerce industry in developing countries like India for overcoming Covid-19 challenges in the upcoming years and the shift from e-commerce to m-commerce in the near future

-: PATRONS :-



Hon'ble

Dr. Suhasini Wanjari
President
Amar Sewa Mandal,
Nagpur



Hon'ble

Adv. Abhijit Wanjari
MLC & Secretary
Amar Sewa Mandal,
Nagpur



Hon'ble

Dr. Smeeta Wanjari
Treassurer
Amar Sewa Mandal,
Nagpur

-: CHIEF GUEST :-



Hon'ble

Dr. Vinayak Deshpande
Ex Pro VC
RTM Nagpur University,
Nagpur

-: SPEAKERS :-



Hon'ble

Dr. Sathya Saminadan R S
Professor
IFMR Graduate School of
Business Krea University



Hon'ble

Dr. Tushar Vinayak Chaudhari
Assistant professor
Department Commerce Seth Kesarimal
Porwal College of Arts and Science and
Commerce Kamptee, Dist: Nagpur

SUB THEME FOR RESEARCH PAPER

- Application of digital commerce to various Economic sectors in the Pandemic period.
- Latest innovations and upcoming opportunities in digital commerce.
- Role of digital commerce in changing Retail industries in covid 19.
- E services and support to customer in covid pandemic.
- Use of social media in e-marketing.
- E-commerce through business websites and mobile apps.
- Impact of e-commerce on employment opportunities during the pandemic.
- Challenges faced by B2B, B2C, E-Commerce sites in digital commerce.
- Cyber crimes and Frauds : - obstacles in digital commerce.
- Future growth and vision of E-commerce in the post pandemic era.
- All other relative themes

CALL FOR RESEARCH PAPERS

The Research paper will be published in "B Aadhar" Multidisciplinary International Peer-Reviewed and Indexed Research Journal with ISSN-2278-9308 having Impact Factor 7.675 (SJIF)

E-mail for sending research paper:
digicomweb2021@gmail.com

Publication Charges Rs. 450/-
for all the researchers

GUIDELINES FOR PAPER SUBMISSION

Research Papers will be only in English
MS-Word-2010, Font: Times New Roman Font size :
Title=16, Subtitles: 12-Bold Text: 12

RESEARCH PAPER CONTAINS:

- 1) Title.
- 2) Details of an Author (Name, Designation, College name, Email I'd etc)
- 3) Abstract with 200 words & 5 Keywords
- 4) Introduction
- 5) Body of research paper
- 6) Conclusion
- 7) References

Words limit for entire research paper is 1500-2000 words

IMPORTANT DATES

Submission of Full Paper :
20th August 2021

Online Registration form for (Participation Only) :
27th August 2021

REGISTRATION
FREE

Bank Details For Deposit Of Publication Charges

Account No : 920010073736648
Account Name : Principal Kamla Nehru Mahavidyalaya
Bank : AXIS BANK
Branch : Medical Square, Nagpur, 440009
IFSC : UTIB0001044

Kindly register using following link.

Link for the Registration

<https://forms.gle/t48dNGTrqvXKvk7Y6>

ORGANIZERS



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Kamla Nehru Mahavidyalaya
Nagpur



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