

**Kanya Mahavidyalaya, Kharkhoda**

**International Seminar**

**On**

**“Contemporary Issues in Commerce”**

**March 7, 2019**

**Under the auspicious of**

**Directorate of Higher Education, Haryana**

**Respected Sir/Madam**

It is our privilege to invite you to KMK to attend one day International seminar to be organised by department of Commerce on **“Contemporary Issues in Commerce”** sponsored by Directorate of Higher Education, Haryana. A plethora of academicians, practitioners, research scholars and students will ruminate on the topic. We invite you to participate and contribute in the seminar to make it a success.

**About The College**

Kanya Mahavidyalaya, Kharkhoda is one of the premier institutions of MDU Rohtak established in 1993 having versatile and highly qualified faculty sustaining the torch of knowledge in various disciplines.

The college is situated in rural heart-land of Haryana and is conveniently accessible to the girls of the area. The college is making an ardent effort for providing quality education. KMK is running UG and PG courses in Arts, Commerce, Computer Science & P.G. Diploma in Yoga Science stream. Moreover, our students excel in sports at National and International level and bring laurels to our college every year.

Our college stimulates intelligence and aids the development of such social virtues as Co-operation, helpfulness and responsibility. The college is striving to empower and groom the rural students in the present competitive scenario.

The seminar themes and submission guidelines are attached with this mail for your reference. We look forward for your valuable presence in the seminar.

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**Objectives:**

The main objectives of the seminar are:

- Designed to bring together a galaxy academicians and practitioners on one platform. The main objective of this seminar is to turn the spotlight on current and future issues in Trade, Commerce and Industry around the world.
- The interaction would help in understanding Indian and international issues in a comprehensive manner consequently exploring strategies to address them.
- The seminar would provide researches a platform to researchers to put forth their ideas, share their experiences and network with their counter parts.

**Sub- Topics:**

The topics of the seminar would include but not restricted to:

- Finance & Trade & Logistics and related topics.
- Technology & Innovation.
- International financial system.
- Strategic brand management.
- International liquidity.
- Managing diversity in business.
- International business ethics.
- Integrating marketing communications.
- Management in a global content.
- International mergers and acquisitions.
- Disaster management.
- Intellectual property strategy and management.
- International cooperation in ICT.
- Current scenario of insurance business.
- International entrepreneurship.
- Technology management for livestock products.
- Agricultural marketing.

- Product design & development.
- International marketing management.
- Negotiations.
- Technology & operational management.
- Green marketing as a positive driver towards economy.
- Current trends in banking.
- Financial sector reforms in developing economics.
- Financial inclusion & inclusive growth.
- Retail and distribution management.
- Business to business marketing.
- Personal selling & sales management.
- Retailing & consumers services.
- E-Business.
- E-Commerce.
- Marketing for financial services.
- Women entrepreneurship.
- Digital economy: Challenges & opportunities.
- Strategic HRM.
- Organisational culture.
- Human resources-Emerging trends in recruitment, training & development.
- Indian Debt Market
- Indian Capital Market
- Micro Finance
- Bank Credit and Rural Development
- Plastic Money
- Indian Retail Banking Sector
- Merchant Banking
- Working Capital Management
- Financial Reporting
- Corporate Governance in Banks

- Emerging Trends in Insurance Sector
- Self- help Groups in Women Empowerment
- Problem of NPA in Financial Institutions
- E- Banking Services
- Credit Risk Management

Each participant is requested to send a soft copy of the abstract and full paper as per guidelines at [commercekmk2019@gmail.com](mailto:commercekmk2019@gmail.com)

#### Guidelines for Submission of abstract and full paper

Abstract	Full Paper
<b>Title Page: Title, Author(s), Institution Details, Contact Details, Email Address</b>	<b>Format- A-4 size, MS word</b>
<b>Font: Times New Roman Font Size: 12 Line Spacing: 1</b>	<b>Font: Times New Roman Font Size: 12 Line Spacing: 1</b>
<b>Word Limit: 250 to 300 Key Words: 3 to 5</b>	<b>Word Limit: 2000 to 3000 Key Words: 3 to 5</b>

#### Important Dates

<b>Abstract Submission</b>	<b>Feb. 25, 2019</b>
<b>Submission of Full Paper</b>	<b>March 3, 2019</b>
<b>Registration</b>	<b>March 7, 2019</b>

**Note: The Selected Papers will be Published in International Journal.**

#### **Registration:**

Faculty: Rs. 800/

Research Scholars and Students: Rs 300/

No TA/DA will be paid to participants.

Registration fee is not refundable

**Chief Patron**

Mr. Ved Prakash Dahiya  
President, Governing Body  
Kanya Mahavidyalaya,  
Kharkhoda

**Convener:**

Dr. Parmila  
(9466663970)

**Organizing Secretary:**

Dr. Namita  
(7206045452)

**Co-Convener:**

Ms. Meenakshi  
(9671822424)

**Patron**

Dr. (Mrs) Suresh Boora  
Principal  
Kanya Mahavidyalaya,  
Kharkhoda

**Organizing Committee:**

Dr. Darshana

Dr. Seemant

Dr. Sarika

Dr. Sumita

Dr. Sushma

Ms Permila

Mr. Sumit

Ms Poonam

Dr. Ramesh

**Programme Schedule****Timings**

8.30am-9.30am

9.30am-10.30am

10.30am-11.00am

11.00am-12.30pm

12.30pm-1.30pm

1.30am-2.00pm

2.00pm-3.30pm

3.30pm-4.00pm

4.00pm-5.00pm

**Programme**

Registration

Inaugural Session

Tea Break

Technical Session-I

Technical Session-II

Lunch

Technical Session-III

Tea Break

Valedictory Session and Distribution of Certificates

**Registration Form**  
**One Day International Seminar**  
**On**  
**“Contemporary Issues in Commerce”**  
**March 7, 2019**  
**Sponsored by**  
**Directorate of Higher Education, Haryana**

- **Name (Dr./Mr./Ms.)**.....
- **Designation**.....
- **Name of Institution**.....
- **E-mail**.....
- **Contact No**.....
- **Presenting paper in the Seminar (Yes/No):** .....
- **If Yes, Title of the paper:** .....
- .....
- **Address for Correspondence**.....
- .....
- **Category of Registration:**

**Academician          Research Scholar**

**Signature of Participant**

**Please submit it at the time of registration**