

## REPORT OF THE NATIONAL SEMINAR

### “EMERGING ISSUES IN COMMERCE”

FEB 21, 2015

A one-day National Seminar on “Emerging issues in Commerce” was organised by department of Commerce on 21stFeb 2015. The seminar used to provide an ideal forum for the interaction of ideas and information among academicians, professionals and practitioners in order to understand the emerging issues. It served a common platform to discuss the issues, problems and challenges related to Commerce, Economics, IT and management.


The seminar was conducted to bring the delegates, researchers, academicians and other professional working in these areas together from all over the country to interact with each other, share their views and provide guidance to researchers. This seminar aimed to provide a challenging forum and vibrant opportunity for academicians to share their original research findings and practical development experiences on specific new challenges and emerging issues.


Principal of the college Dr. (Mrs) Suresh Boora welcomed the guest and invitees. She apprised the gathering about the college.

Dr. Parmila, Seminar Coordinator informed the gathering about the need of organising the seminar. She said that the Economic environment is dynamic in nature and has so many changes over the last few decades. Recent trends in the corporate business environment have seen many hurdles to achieve their targets and create business uncertainty among the general public and entrepreneurs. Some of the crucial emerging issues are like inflation, issues related with Foreign Direct Investment, Retail Sector, Financial System, Recent practices in Marketing, Emerging Global Economy, Insurance Sector, lack of efficient and skilled human resources in the marker lead to rethink to solve the issues and bring about innovative solutions in human resource, financial system and marketing.

The seminar was attended by prominent scholars and academicians across the country with over four hundred delegates.

The seminar was inaugurated by Dr. KavitaChakarvarti, Registrar, BPSMV, Khanpur Kalan, Sonapat. She highlighted the Current burning issues. The Keynote Speaker was Dr. C.S. Sharma, Director, Maharaja Agrasen Institute of Management Studies, Delhi, also gave his

  
Co-ordinator  
IQAC  
Kanya Mahavidyalaya  
Kharkhoda, Sonipat

  
Principal  
Kanya Mahavidyalaya  
Kharkhoda, Sonipat

views on the subject in the backdrop of the changing economic situation of the country and explained the necessity of improvements in various existing academic and professional courses to serve the society in a better way. Prof.(Retd.) H.J.Ghosh Roy IMSAR, MDU, Rohtak discussed the need of a thorough redesigning of Commerce education from the secondary education level and the role that should be played by the professional institutes in developing their courses to suit the industry and playing a liaison role between the universities and the industries to bridge the existing gap. The session was ended with a vote of thanks by Dr. Namita, Assistant Professor of Commerce, KanyaMahavidyalaya, Kharkhoda.

The first technical session was chaired by Dr. ShafaliNagpal, Deputy Director, Academic Staff College, BPSMV, Khanpur Kalan, initiated the discussion with the backdrop of international developments taking place in Marketing. She then went on discussing many relevant areas of online marketing that is popularity of e-shopping as well as problems faced by customers while purchasing from online sellers. She also threw light on precautions to be taken by customers while doing e-shopping.

Prof. Dr. Surjeet Boora, Deptt. of Tourism, KUK put stress on Digital Marketing & Indianalisation of Theories & Practices in Commerce Such as manufacturing according to local needs (Indian Business Environment), Globalisation (Think Global & Act local) etc.

Sh. RajroopChahal, Associate Professor of Commerce, CRA College, Sonapat focussed on Globalisation, Quality Assurance, Corporate Governance, Women Empowerment and Relationship management.


Mrs. Meenakshi, Assistant Professor of Commerce gave a detailed account of the seminar from the inaugural session and proposed a vote of thanks.

Many interesting and brain storming papers were presented in the seminar.

**Among those proceedings of few papers are as follows:**

- PoojaSharma, Research scholar K.U, Kurukshetra on the Topic “Student Satisfaction in Higher Education”
- Shashi Gupta Assistant Professor of Commerce, Vaish Arya KanyaMahavidyalaya ,Bahadurgarh on the topic “ A worklife Balance Of Teaching Faculty of Degree College
- KavitaJain Research Scholar JJTU (Jhunjhunu), Rajasthan on the topic “E-business: success and Failure in India”

  
Co-ordinator  
IQAC  
Kanya Mahavidyalaya  
Kharkhoda, Sonapat

  
Principal  
Kanya Mahavidyalaya  
Kharkhoda, Sonapat

- Dr. Swati Assistant Professor, Kasturi Ram College of Higher education, New Delhi on the topic “Flexitime: A success Mantra for Job Satisfaction and worklife Balance”
- Mr. Dipti Prakash Sahu ,Lecturer in Tourism & Hospitality DharaniDhar (Govt.) Autonomous College Keonjhar, Odisha on the topic “Odisha Government Set a global Trend & Modern Entrepreneurship Today for Development Of Tourism Industry in the State”
- Dr. Mohan kumar, Assistant Professor of Commerce, Govt. CollegeBahu, Jhajjar on the topic “Bank Lockers’ Safety and Responsibility of Banks”
- Dr, Ravinder Assistant Professor of commerce, I.G.U, Meerpur, Rewari on the topic” Quality of Worklife in Indian Banking Sector”
- Dr. IshaniPatharia, AssistantBPSMV, Khanpur Kalan on the Topic “Meeting challenging before FDI in Multi Branding Retailing”
- KavitaKaushal,Assistant Professor of Commerce MaharanaPratap Govt. PG. College,Amb, District Una (Himachal Pradesh) on the topic “Insurance and Risk Management”
- Ms. Savita, Ms. Anita, Ms. Meenu (Assistant Professor from KanyaMahavidyalaya, Kharkhoda) and Dr. Mohan Kumar Assistant Professor from Govt. College, Bahu, Jhajjar acted as Rapporteur in both technical sessions at different venues.

### **Valedictory Session**

The session was chaired by Prof .Narender Garg, Deptt. of Commerce, MDU, Rohtak and he also delivered the valedictory address.

Prof.Narender Garg spoke on new Marketing Strategies adopted by the marketers. He started with the comment that the increasing complexity in the business environment has thrown many challenges before the marketers. He put stress on the role of social networking sites such as Facebook, twitter etc. in marketing of goods and services in present era.

Dr. Parmila, Head, Dept. of Commerce and Seminar Coordinator proposed a Grand Vote of Thanks at the end.

  
 Co-ordinator  
 IQAC  
 Kanya Mahavidyalaya  
 Kharkhoda, Sonipat

  
 Principal  
 Kanya Mahavidyalaya  
 Kharkhoda, Sonipat



Lamp Lighting by the Principal



Principal Dr. Suresh Boora welcoming Ms. Meenakshi Pahuja, Resource Person.



Principal & other staff members welcoming Dy. Director of Sports Council M.D.U., Rohtak

## National Seminar on Emerging Trends in Sports Sciences, Yoga and Physical Education on 04-02-2017



President Sh. Ved Prakash, Sh. Dharampall Rohilla & Sh. Om Prakash gracing the Occassion.



Mrs. Darshana, Seminar Coordinator



Prof. Monika Verma presenting the paper.



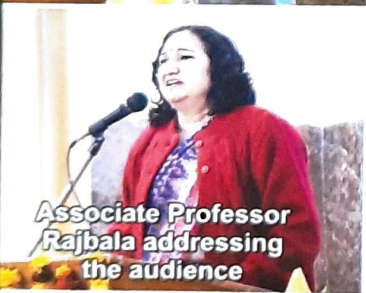
Chief Guest Prof. (Dr.) Bhagat Singh Addressing the gathering.



Prof. (Dr.) Nishan Singh Deol, Keynote Speaker.



Mrs. Meenakshi conducting the stage



Associate Professor Rajbala addressing the audience



Students of Yoga Science demonstrating yoga



Prof. (Dr.) D.S. Dhull receiving Memento from college Principal & staff members.