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## REGISTRATION FORM

**Department of Commerce**  
**Kurukshetra University, Kurukshetra**  
(Established by the State Legislature Act XII of 1956)  
(“A+” Grade, NAAC Accredited)  
**National Seminar**  
*Under UGC SAP-DRS Phase III*

**On**  
**Managing Business in the Era of Transformation**  
**08<sup>th</sup> March, 2018**

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Name of Co-Author :

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(Residence/Mobile) :

Title of the Research Paper :

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Signature

# National Seminar on Managing Business in the Era of Transformation

*(Under UGC SAP-DRS Phase III)*



**on 08<sup>th</sup> March, 2018**

**Venue: Senate Hall**



**Organised by**

**Department of Commerce**  
**Kurukshetra University**  
**Kurukshetra**

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## ABOUT THE SEMINAR

### Managing Business in the Era of Transformation

The process of economic transformation of India is a multipronged strategy which aims to unlock the real potential of Indian talent. The NDA government led by Prime Minister Narendra Modi has taken various bold initiatives to introduce long term change in the Indian economy. The major changes include replacement of Planning Commission by NITI Aayog, Jan Dhan Yojana, Make in India, Skill India, Start-up India, implementation of Goods and Services Tax (GST), Demonetisation and push to non-cash transactions, Indradhanush Plan for revamping Public Sector Banks, recapitalisation of Public Sector Banks; more than 37 FDI reforms allowing investment in Defence, Civil aviation, single brand retail and pharma sectors in big way, setting up regulatory framework for real state and many more. Government has taken various initiatives for the economic upliftment of North Eastern States as well. In order to ensure better Governance through digital technology, Central Government has launched UMANG App and taken various other such initiatives. The tireless pursuit to weed out corruption and black money is a noticeable feature of this transformation process. All these measures have made India an attractive investment opportunity for foreign investors, venture capital firms and young entrepreneurs alike.

However, this all is happening in India at a time when leading economic and political powers like USA and England are receding away from Globalisation and are adopting restrictive economic policies. Escalating trade restrictions and rising geopolitical tensions could lower the business confidence and adversely affect business activity. India, too is a land of diversity – geographical, climatic, cultural and economic. So a large number of opportunities and challenges have emerged for businessmen as a consequence of economic transformation measures.

In the light of above said scenario this seminar proposes to take up a wide variety of issues related to business transformation. It will provide an opportunity to academicians, business community, policy makers and other stakeholders to deliberate on various issues and imperatives involved in business transformation so as to sustain and rather increase the growth momentum. The subthemes of the seminar are as follows:

### Sub-Themes:

- Financial Sector Reforms – GST, Demonetisation, Banking Reforms, Financial Institutions – Challenges ahead
- Managing Technological Disruptions
- Enhancing Productivity
- Energy Security, Environmental Sustainability
- Promoting Entrepreneurship
- Skill Development, Reskilling Employees
- Talent Management
- Women’s Empowerment at Workplace
- Managing Workforce Diversity
- Work Life Balance
- Logistics for Business and Agriculture
- Mobile, Digital Marketing and Business Models
- Leadership Challenges in Organisations
- Business Analytics for Decision Making
- Role of Apps in Business
- Transforming Micro Small and Medium Enterprises
- Initiatives in Higher Education for Young India
- Rural Upliftment

**The ideas beyond above sub-themes are also welcome.**

### The schedule for paper submission is as under:

The paper should be in a standard format (Font: New Times Roman, 12 Font Size, 1.5 Line Spacing) and up to 4000 words in length. The paper should be submitted with an Abstract of not more than 250 words. Author(s) Name(s) and affiliation should be shown on a separate sheet along with the title of the paper. **Selected papers will be published in the forthcoming issues of the Journal of the Department “Journal of Business Wisdom”.**

**Last date for submitting Abstract: 26<sup>th</sup> February, 2018**

**Submission of Full Paper: 05<sup>th</sup> March, 2018**

**Acceptance of Full Paper: 06<sup>th</sup> March, 2018**

**Registration fee: Rs. 600/- per participant. Registration fee will be charged separately for co-authors. The registration fee includes conference kit, participation in conference, tea & lunch for conference day.**

Dinner and accommodation for outstation participants will be provided in the University Guest House on payment basis on prior request of the participants.

## ABOUT THE UNIVERSITY

Kurukshetra University is located in the Holy City of Kurukshetra where Lord Krishna delivered the immortal sermon of sacred Bhagwad Gita. Kurukshetra University has a 400 acres sprawling multi faculty campus equipped with modern facilities. Since its inception in 1956, It has grown into a multi faculty university consisting of 46 University Teaching Department/Institutions and 369 affiliated colleges. It has emerged as a premier centre of higher education and research. It has been bestowed with the A+ Grade by the National Assessment and Accreditation Council (NAAC), Bangalore in 2017. It has also been ranked 95<sup>th</sup> by NIRF. Earlier, the University has been conferred the ‘Green Campus Award’ by World Management Congress, New Delhi in recognition of its environmental maintenance activities. This speaks volumes about the world class education and learning experience imparted here to groom the overall personality of students coming here from all parts of the country and abroad.

## ABOUT THE DEPARTMENT

The Department of Commerce at Kurukshetra University is a pioneer in imparting quality education in the fast evolving area of commerce and business education since its establishment in 1971. The vision of the Department is to groom young business leaders and academicians with contemporary knowledge, decision making skills, and highly ethical values in the order to be socially relevant and professionally successful in their chosen career. The alumni of the Department is serving at senior positions in India as well as multinational companies. Many of them are successful entrepreneurs, academic leaders and senior government officers who have carved a unique place for themselves. Currently, Department is running M.Com., M.Phil. and Ph.D. programmes on the campus. Keeping pace with economic reforms, the Department took initiatives to incorporate the latest developments in the course curriculum of UG and PG programmes in the discipline of commerce. The Department has launched its Journal and teachers are vigorously pursuing research in emerging areas. For its such initiatives and futuristic pursuits, the Department has been conferred financial support under UGC Special Assistance Programme since 1999 and currently is in the III phase of implementation of the SAP-DRS programme.