



**MODERN EDUCATION SOCIETY'S
THE D.G.RUPAREL COLLEGE OF
ARTS, SCIENCE AND COMMERCE.
SENAPATI BAPAT MARG, MAHIM
MUMBAI - 400016**

About the College :

The Doongarsee Gangjee Ruparel College, established in 1952 by the Modern Education Society, Pune is rightly known as one of the best institutions of higher education in Mumbai. The top ranks in University Merit Lists, Gold Medals and the high number of first classes bagged by our students in the examinations of the University of Mumbai reflect our constant quest for academic excellence. The College has oriented all its programmes towards the fulfilment of its Mission and Vision statements. Every attempt is made to align the curricula with the changing global milieu. The teachers use a combination of student-centric teaching-learning methods to cater to the diversity in the aptitudes, intelligence, learning styles and interests of the students. They use non-traditional teaching method and the tools in ICT

About The Department of Commerce

The Department of Commerce was established in the year 1981 for Undergraduate Course. Post Graduate Courses commenced from the year 2013 with specialisation in Advanced Accountancy. The Department conducts various activities like Seminars, Industrial Visits, Conferences, Guest Lectures under CASSO (Commerce Association) for the overall development of the students. The Department under the guidance of Dr. Ravindra Netawate also perform the special activity for the development of the entrepreneurial skills among the students known as "Udyojak". The Department of Commerce fosters the new insights among the students in order to enlighten them in the competitive world.

About the Conference

The Multidisciplinary National Conference on "DIGITAL TRANSFORMATION IN COMMERCE, ACCOUNTANCY & MANAGEMENT" is organised with a view to provide a platform for the exchange of views, ideas and opinions and enhancement of the knowledge and also to develop expertise. It provides to bring together research scholars, teachers, students of various fields to provide an innovative approach, methodologies and various techniques to handle the Post Covid Situation.

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**MES's The D. G. Ruparel
College
Department Of Commerce &
IQAC
in Association with
Department of Commerce
University of Mumbai,
And
Maharashtra Commerce
Teacher's Association**

Organizes

A One Day Multidisciplinary
National Conference

ON

**"DIGITAL
TRANSFORMATION
IN COMMERCE,
ACCOUNTANCY &
MANAGEMENT:
NAVIGATING THE
BUSINESS
DEVELOPMENT"**

On

**25TH APRIL 2025
FROM 10.00 AM TO 5.30 PM**

PAPER SUBMISSION GUIDELINES

1. The abstract should be within 300 words in an MS-Word file. Confirmation of the abstract selection will be communicated within 5 working days after the submission. After which the author/s should submit the full paper and make payment.

2. Full paper must be written in English using Times New Roman (Font Size 12 Page size should be A4, single column with 2.5 cm margin on both the sides with single line spacing.

3. The preferred word limit of full paper (including footnotes) is between 3000- 5000 words.

4. APA/IEEE referencing style should be used.

5. It is author's responsibility to ensure that all references and citations are correct, and that the contribution does not contain any material that infringes copyright, or is defamatory, obscene or otherwise unlawful or litigious.

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Papers submitted and presented at the conference will get an opportunity to get publication assistance in either ISSN Peer reviewed Journal

THEMES FOR TECHNICAL SESSIONS

Papers submitted and presented at the conference will get an opportunity to get published in ISSN/ISBN Peer reviewed Journal after the commencement of the conference upon the availability and authenticity of journals subject to compliance with all the requirements of the journal publishers and their acceptance of the same, the Publication charges will be informed accordingly.

ABSTRACT/ RESEARCH PAPER SELECTION CRITERIA

1. Clear description of the research topic in the title. Clear and concise description of the research, focused objectives, clearly stated study design/methodology and well drawn conclusion and/or recommendations for future research.

2. Relevance, appropriateness and significance of the abstract / issue / problem to the conference theme.

3. Originality, theoretical orientations and / or practical application or contribution to the field.

4. Evidence of a high standard of research and/or practice.(If applicable)

SUBMISSION PROCESS

An academic paper should be word processed, single spaced and provided in soft copy (MS-WORD) by email to "commerceconference2025@rupa-rel.edu"

[Registration Link](https://forms.gle/fGKiqX8ZjaL7sJXe7)

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SUBJECTS & THEMES

Marketing

- Ø Recent trends in marketing
- Ø Digital Marketing
- Ø Supply Chain Management
- Ø Role of AI in marketing
- Ø Contemporary distribution channels
- Ø Consumer Behavior
- Ø Product Life Cycle management
- Ø Importance of Drop Marketing
- Ø Tools & Application of Mobile Marketing
- Ø Rural Marketing
- Ø Marketing Information System
- Ø Unethical Practices in Marketing
- Ø Social Media Marketing
- Ø Green Marketing

Business Law

- Ø Intellectual Property Rights
- Ø Recent Amendment in Consumer Protection Act
- Ø Negotiable Instrument Act
- Ø Regulatory aspects of ESOP
- Ø Importance of Corporate Governance
- Ø The Regime of FDI
- Ø Private Equity Investment in Indian Company
- Ø Regulatory Challenges of RBI and SEBI
- Ø Recent Amendment in companies Act

Social & Education

- Ø Digitization in NEP 2020
- Ø Importance of Education in society Transformation
- Ø Women Empowerment and role of Start up
- Ø Emerging trends in society
- Ø Social Network and Social Media
- Ø Social Awareness
- Ø Swachha Bharat Abhiyan

Financial Accountancy

- Ø Importance of Book keeping
- Ø Methods of stock valuation
- Ø Crowd Funding as finance plan
- Ø Cash flow management
- Ø Trends in startup financing
- Ø Role of AI in Accounting
- Ø Accounting Applications
- Ø Financial Literacy
- Ø Financial difficulties of start up
- Ø Importance of decision making of financial trends
- Ø Current Reforms in taxation
- Ø Financial Analysis
- Ø Role of Finance in Privatization
- Ø Investment in MF, Equity and Financial Services

HRM

- Ø Strategic HRM
- Ø E Recruitment and Selection
- Ø Treats of AI in HRD
- Ø Labour Welfare
- Ø Performance Appraisal
- Ø Social Responsibility of businesses in respect to HRM
- Ø Contemporary issue of business relationship
- Ø Human Resource Accounting Practice
- Ø Current Trends in Training & Development

Economics

- Ø Measures to improve National Income
- Ø Problem of Inflation
- Ø Banking and Micro Financing
- Ø Role of startup and Economic development
- Ø Cash credit creation of banks
- Ø Economic Modelling
- Ø Role of Rural Economics in development
- Ø Income inequality
- Ø Problem of unemployment in India

PARTICIPANTS CAN PRESENT PAPERS ON OTHER THEMES AND SUBJECTS RELATED TO THE MAIN THEME OF CONFERENCE

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IMPORTANT DATES

Conference : 25th April 2025

Abstract Submission : 15th April 2025

Final paper Submission : 22nd April 2025

PPT Submission : 23rd April 2025

ACCOUNT DETAILS

NAME OF THE ACCOUNT HOLDER :
RUPAREL COLLEGE NO GRANT COURSE

BANK NAME: BANK OF MAHARASHTRA

ACCOUNT NUMBER: 20073830302

IFSC CODE : MAHB0000093

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