

# 71వ అఖిల భారత వాణిజ్య సదస్సు



71<sup>st</sup> All India Commerce Conference  
of

Indian Commerce Association

20 - 22 December, 2018



గోదావరి విद्यापीठ వాణిజ్య-శాస్త్ర  
కులశుల్కం కార్యాలయం

తేదీ: 24/12/18

4873 21/9/18  
7908 24/12/18

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Principal, OUCC & BM, OU

Prof. D. Chennappa  
Principal, PG College  
Secunderabad

Dear Sir,

I am happy to inform you that the most prestigious 71<sup>st</sup> All India Commerce Conference is organized by Osmania University, Faculty of Commerce during 20-22 December, 2018. I request you to associate the Faculty of Commerce & Management of your University with the Conference. The Conference Brochure is enclosed.

Thanking you,

Yours sincerely,

(H. VENKATESHWARLU)  
Conference Secretary ✓  
71<sup>st</sup> All India Commerce Conference

Register display on website

15/12

Dr. Chodme  
Display on website  
21/12



## 71వ అఖిల భారత వాణిజ్య సదస్సు

71<sup>ST</sup> ALL INDIA COMMERCE CONFERENCE  
of Indian Commerce Association (ICA)

20-22 Dec, 2018

CONFERENCE THEME  
INNOVATIONS, ENTREPRENEURSHIP AND  
SUSTAINABLE DEVELOPMENT



Organized by:

**OSMANIA UNIVERSITY**

Reaccredited by NAAC with A+

Department of Commerce

Hyderabad-500007. Telangana, India.

71aiccosmania.com

www.icaindia.info

71aicc2018osmania@gmail.com



71<sup>st</sup> ALL INDIA  
COMMERCE CONFERENCE of

**ICA**  
INDIAN  
COMMERCE  
ASSOCIATION



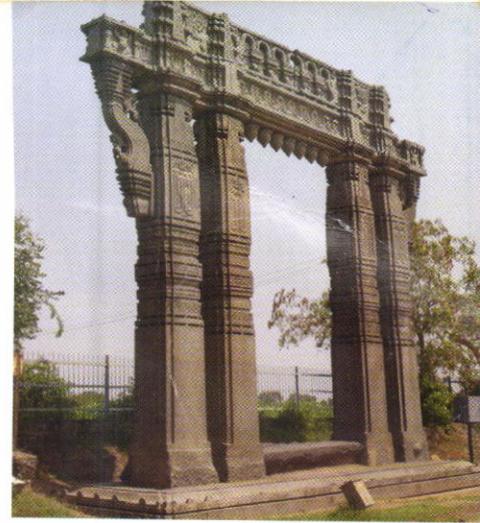
The Department of Commerce, Osmania University, Hyderabad, takes pride in hosting the 71<sup>st</sup> All India Commerce Conference - 2018 of the Indian Commerce Association from Dec 20-22, 2018

**The Indian Commerce Association (ICA)** which came into existence in the year 1947 is a cohesive group of Management Experts, Economists, Business Community persons, Technologists etc., that serves as a forum to support the Indian corporate sector by enriching the academic arena of commerce and management by way of conducting research, training, consulting, organizing annual conferences and publication of journals. In order to assist in the commercial upliftment of our country, the ICA serves as a single platform for exchange of ideas, experiences and collection and dissemination of information on business, trade, commerce and management. Till date, the ICA has successfully organized 70 Annual Conferences throughout the country and brought together experts for brainstorming on various issues of contemporary relevance. The vision of the ICA has been segregated into multifarious objectives which are as follows.

1. To promote research activities in commerce and management
2. To periodically organize seminars for enabling members to brainstorm on various issues on a single platform and develop unanimous consent on the respective issues.
3. To bring parity in curriculum of commerce and management at the national level.
4. To provide a basic analytical tool-kit for management so that scientific approaches may be used to implement commercial and managerial applications in the industry.
5. To enhance the ability of practitioners for taking decisions during times of uncertainty by analyzing the kaleidoscopic aspects of the issues at hand.
6. To serve as a forum for exchange of ideas, experiences, collection and dissemination of information on business, trade, commerce and management.
7. To provide technical assistance and consultancy to organizations with the help of experts available at the ICA
8. To publish books, journals, periodicals etc., for the benefit of academicians and practitioners at the micro level for the larger economy at the macro level
9. To undertake any other activities in furtherance of the vision of the Association.

## TELANGANA STATE

Despite being the youngest state of the Union, Telangana State has a rich history. Starting with the vedic period, when it was known as 'Trilinga Desa' from which 'Telangana' is derived, to the recent times, this region has witnessed numerous political upheavals, time and again. The city of Hyderabad was established in 1591, which with time rose to become one of the best cities of the world in those days. After numerous attempts, the Mughal Empire could take over the Golkonda Kingdom leading to the establishment of the AsafJahi rule in 1724 that lasted until 1948. It was during the reign of the seventh Nizam, His Exalted Highness Mir Osman Ali Khan, claimed to be the world's richest man during his time, the State of Hyderabad has reached its zenith. Among many such visionary actions was the establishment of Osmania University of Hyderabad in 1917.



## OSMANIA UNIVERSITY

Osmania University, established in 1917, is the seventh oldest in India, the third oldest in south India and the first to be established in the erstwhile princely state of Hyderabad. It has emerged as one of the premier institutions of higher learning in the country. It was conferred with the coveted status of 'University with Potential for Excellence' in the year 2012. It epitomizes the national agenda on higher education for Access, Equity, and Quality through Expansion, Inclusiveness, and Excellence. The University was declared as an autonomous institution through an act of legislature and recognized by the University Grants Commission Act, 1956, Government of India. It continues to maintain its position among the top ten Universities in National Ranking and has been catering to the needs of the community in the region for last ten decades and has grown into one of the major universities of India. It has a vast sprawling verdant campus of 1632 acres set in picturesque and idyllic surroundings, where diversity is valued and accepted. It owns a number of buildings of great architectural elegance and variety to enhance

the beauty of the campus. It has significantly contributed to the academic and economic development of not only the region but also of the Country. Its alumni have distinguished themselves nationally and internationally in various spheres of life and are spread far and wide around the world. Osmania University is re-accredited by the National Assessment and Accreditation Council with 'A+' Grade.

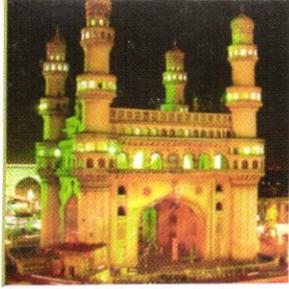


## THE DEPARTMENT OF COMMERCE

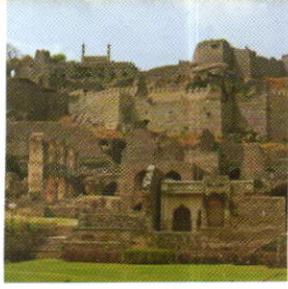
The Department came into existence as an independent wing of Osmania University with the launching of B.Com Course in 1945. The constituent colleges of University and 440 affiliated colleges spread over Hyderabad, Ranga Reddy and Medak offer the Bachelor's programme to around 1,20,000 students. The Department offers Master's Program in Commerce-M.Com. with different specializations in the University Campus and three constituent colleges Viz., Nizam College, University College for Women, and P.G. College Secunderabad. The Department also offers M.Com (IS) and Post Graduate Diploma course in Taxation in the campus. The Department is one of the oldest and largest departments in the country, has been serving the cause of commerce education for the last 75 years. The Department is rich by its robust faculty, some of whom are Best Teacher Awardees by the State Government and other reputed national and international organisations.



The Department runs a Quarterly Journal "Osmania Journal of International Business Studies" which has very large readership all over the world. The Department has been on the map of SAP, DRS (third stage) of University Grants Commission, New Delhi. The Department is proud of Dr. Y. Venugopal Reddy who took his Doctorate degree from Commerce Department who was the Governor of RBI, India.



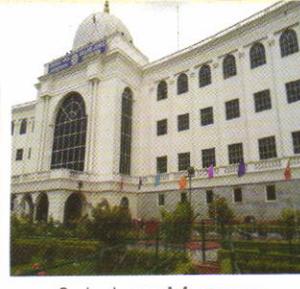
Charminar



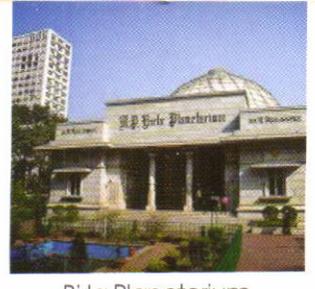
Golkonda Fort



Hussainsagar Lake



Salarjung Museum



Birla Planetarium

## ABOUT HYDERABAD

The sixth largest city in India, Hyderabad was founded in 1591. Hyderabad is capital of the newly formed Telangana State, and is world renowned for its unique *Ganga-Jamuna tehzeeb*, rich culture and tradition. It is an amalgamation of both traditional and contemporary cultures with an unparalleled diaspora. The temperature in Hyderabad in December is very pleasant and it is this time when you can enchant the city tour and its ambiance. Along with its twin city, Secunderabad, and the fast developing high-tech sub-urban, known as Cyberabad, Hyderabad is spread over an area of 650 sq km, and boasts numerous attractions for people of all ages.

### Tour

Travel Desk will be available at the Conference Venue for sight seeing. Delegates may make use of the facility at their own cost.

### How to Reach Hyderabad

Hyderabad is well connected with all major cities and towns of India by Air, Train and Roads. .

#### Hyderabad by Air

The Rajiv Gandhi international Airport is about 40 km from Osmania University. The Airport has very good flight connectivity with major Indian Cities.

#### Hyderabad by Rail

Three main railway stations – Hyderabad (Nampally), Secunderabad and Kacheguda, are important points of entry for those travelling by train, and are well connected with various cities in India.

#### Hyderabad by Road

Being located on the intersection of north to south and east to west national highways, Hyderabad is well connected by road with many cities and towns in India.

#### Ola and Uber Cabs

Ola, Uber Cabs and Autos are available in Hyderabad City

#### Transportation facility

Transport will be provided to delegates from 1. Hyderabad Airport 2. Secunderabad Railway Station (Platform No. 10 side) 3. Kacheguda Railway Station 4. Nampally Railway Station from 19th Dec., 2018 6.00 a.m. onwards.

#### Accommodation

Accommodation will be provided from 19th afternoon to 22nd evening Dec, 2018.



Hitech City



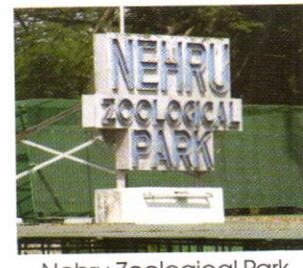
Birla Mandir



Falaknuma Palace



Ramoji Film City



Nehru Zoological Park

## SEMINAR

### Innovations, Entrepreneurship and Sustainable Development

#### CHAIRPERSON

**Professor (Dr.) Ramesh Agadi**  
Chairperson, Department of Mgt.,  
Gulbarga University,  
Kalaburagi - 585106, Karnataka, India  
agadiramesh@gmail.com 9342331314

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Associate Professor, School of Mgt.  
Studies, Indira Gandhi National Open  
University, Maidan Garhi, New Delhi  
sunilkgupta@ignou.ac.in 9891693917

## TECHNICAL SESSION – I

### Banking and Insurance : Contemporary Issues and Challenges

#### CHAIRPERSON

**Professor (Dr.) Renu Jatana**  
Director & Associate Dean, Dept of Banking  
& Business Economics, Univ. College of  
Commerce & Mgtt Studies, Mohan Lal  
Sukhadia University, Udaipur - 313001  
renu\_jatana@yahoo.co.in 9829217313

#### CO-CHAIRPERSON

**Dr Saad Bin Hamid**  
Associate Professor,  
Department of Commerce,  
Soghra College, Biharsharif-803101  
paithana1969@yahoo.com  
9905201143

## TECHNICAL SESSION – II

### Digital Marketing : Opportunities and Implications

#### CHAIRPERSON

**Professor (Dr.) Arun Gaikwad**  
Head & Vice Principal, Dept. of Commerce  
& Research Center, S.N. Arts, D.J.Malpani  
Commerce & B.N.Sarda Science College,  
Sangamner, S.P. Pune University,  
Pune 422 605, Maharashtra  
arunhgaiikwad@gmail.com 9822811761

#### CO-CHAIRPERSON

**Dr. K. Someshwar Rao**  
Principal,  
Badruka College of Commerce & Arts  
Affiliated to Osmania University,  
Hyderabad, Telangana  
ksrao1811@yahoo.co.in 9949495712

## TECHNICAL SESSION – III

### Corporate Social Responsibility : Policies and Practices

#### CHAIRPERSON

**Dr. Elangbam Nixon Singh**  
Professor, Department of Management  
Mizoram University, Aizawl Mizoram  
singhnixon@yahoo.co.in 9612160185

#### CO-CHAIRPERSON

**Dr. Rajendra Kumar Sahu**  
Associate Professor  
Faculty of Commerce, Gandhi  
Mahavidyalaya, Rourkela - 769004  
rksahu1960@gmail.com 9238572800

## TECHNICAL SESSION – IV

### Emerging Dimensions in Accounting

#### CHAIRPERSON

**Dr. Karamjeet Singh**  
Professor, University Business School &  
Dean, Faculty of Business Management &  
Commerce, Punjab University, Chandigarh  
krjsingh@gmail.com 9876107837

#### CO-CHAIRPERSON

**Dr. R.K.Tailor**  
Head,  
Dept. of Accounting and Taxation,  
The IIS University, Jaipur  
drrktailor@gmail.com 8875003217

### Prof. Manubhai M. Shah Memorial Research Award Session (MMSMRA) Empirical Researches in the field of Human Resource Development

#### CHAIRPERSON

**Dr. Pranjal Bezborah**  
Professor, Department of Commerce  
Dibrugarh University, Dibrugarh, Assam  
pranjalbezborah@yahoo.com 9435033601

#### CO-CHAIRPERSON

**Dr. Ishani Patharia**  
Assistant Professor, Dept. of Commerce  
BPSMVV, Sonapat, Haryana  
ishanibpsmv@gmail.com 9992223377

### Professor Samiuddin Memorial ICA Research Scholars' Award

#### CHAIRPERSON

**Professor (Dr.) Sanket Vij**  
Dean & Chairperson, Faculty of Commerce  
& Mgt, Bhagat Phool Singh Mahila  
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sanketvij@gmail.com 9812310310

#### CO-CHAIRPERSON

**Dr. Imam-Ul-Haque**  
Professor & Dean, Dept. of Commerce  
Aligarh Muslim University, Aligarh,  
imamul\_haque62@yahoo.co.in  
9897645355

### Prof. Manubhai M. Shah Memorial Award for Excellence in Commerce and Business Management (MMSMA)

This award was instituted by the ICA in 2012 in the memory of an eminent Professor who was well known in the field of commerce and management, Prof. Manubhai M. Shah. Prof. Shah's dedication and hard work towards teaching, learning and research inspired his son Mr. Anil Shah, who is also associated with the ICA, to dedicate an award comprising a cash prize of Rs. 2,00,000/- (Rupees Two Lakhs) [together with a Certificate and Trophy], to be awarded each year for outstanding research, fundamental or applied, of creative nature in the field of Commerce and Business Management



### Prof. Manubhai M. Shah Memorial Research Award (MMSMRA)

Manubhai M Shah Memorial Research Award was instituted under the auspices of the ICA with effect from 2010 and includes two certificates of Honor and Gold medals for the Best Paper presented in the technical sessions of All India Commerce Conference.

### Best Business Academic of the Year Award (BBAY Award)

The BBAY award has been instituted under the aegis of the ICA with the effect from 2005 in order to encourage the youth in the field of research in Commerce and Management. The award comprises one Gold medal and four Silver medals for the Best Papers presented in the technical sessions of the All India Commerce Conference, every year.

### Sourabh Shiware Memorial Young Researcher Award

To salute the entrepreneurial, innovative and the versatile sprit of Mr. Saurabh Tukaram Shiware, the ICA, with the sponsorship of the very generous Dr. T. Shiware, has decided to announce this award for young professionals in the discipline who have made contributions which have the potential to make a difference in the research scenario thus taking research in the discipline to the mainstream. The award comprises a cash prize of Rs. 25, 000/- with a certificate of appreciation and a trophy to be presented each year in the Annual Conference of the ICA.



### Prof. Samiuddin Memorial ICA Research Scholar Award & Memorial Lecture

The SMICARSA Award has been instituted to encourage and motivate the budding researchers in the field of commerce and management. Research scholars registered at Ph.D in a University and those who have submitted their thesis are eligible to take part in this session. The cash prize for the Best Research Scholar will be given under five categories, viz., Rs. 5000, Rs. 4000, Rs. 3000, Rs. 2000, and Rs. 1000. To salute the valuable contributions of Prof. Samiuddin as the 45<sup>th</sup> President of the ICA and input made in the area of business and management research, a memorial lecture will be organized.



### Prof. A.D. Shinde Memorial Lecture

This lecture is delivered in the memory of Prof. AD Shinde who contributed enormously in the field of commerce and management. He had also served as the 34<sup>th</sup> President of the Indian Commerce Association in 1980.

# GUIDELINES FOR PAPER CONTRIBUTORS

The delegates are invited to submit original research papers on the theme and sub-themes of the Conference. The paper should be in standard format [Times New Roman, 12 size font, 1.5 line spacing, fully justified] and should be about 3000-5000 words in length, including an abstract [about 300 words] and 4-5 keywords. The front page of the paper should contain the title of the paper, author's name, organization/ institution, address and contact details. APA citation style is to be used for references. The papers will undergo a Blind Review process and will be evaluated on different parameters such as originality, relevance, applicability and contribution to findings. **A soft copy of the full paper should be submitted only through the website.** Papers submitted through any other mode or after the due date will not be entertained. All correspondence will be addressed to the first author.

## IMPORTANT DATES

Last date for abstract and full paper submission	31 <sup>th</sup> October 2018
Last date for registration	31 <sup>th</sup> October 2018
Last date for registration with late fees of Rs. 500	20 <sup>th</sup> November 2018
Dates of Conference	20-22 December 2018
Organised by	Osmania University, Hyderabad, TS

- + ACCOMMODATION WILL BE PROVIDED ONLY TO LIFE MEMBERS OF THE ICA FROM OUTSTATION.
- + ON THE SPOT REGISTRATION IS NOT ALLOWED. DELEGATES ARE REQUIRED TO COMPLETE THE REGISTRATION PROCESS THROUGH WEBSITE ONLY.

## DELEGATE FEES

Category	Fees upto 31 <sup>st</sup> October 2018	Fees from 1 <sup>st</sup> Nov 2018 to 20 <sup>th</sup> Nov 2018	ICA Building Fund
Life member	Rs 2000	Rs 2500	Rs 1000 **
Non-Life Member	Rs 2000 + Rs 1000	Rs 2500 + Rs 1000= Rs 3500	** ICA Building Fund : Rs. 1000/ - or more, optional, in addition to Registration (Contribute liberally to ICA Building Fund which is coming up shortly)
Accompanying Person Fee (Only Spouse)*	Rs 2000	Rs 2500	

\* No Conference kit will be provided to the accompanying person

### NOTE:

40% of the delegate fee will be reimbursed to those research scholars who will produce proof (on the spot) that they are not receiving any scholarship/fellowship from any agency issued by the component authority of the concerned University / College / Institution.

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### Sri Kadiyam Srihari

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&  
Minister for Higher Education  
Govt. of Telangana



### Sri K.T. Rama Rao

Hon. Minister for I.T, Commerce &  
Industry, Municipal Administration  
&  
Urban Development,  
Govt. of Telangana

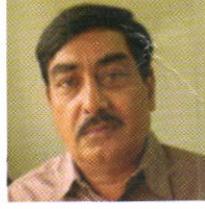
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**Sri B.V. Papa Rao** IAS (Retd.)  
Advisor to Government of  
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**Prof. S. Ramachandram**  
Vice Chancellor,  
Osmania University

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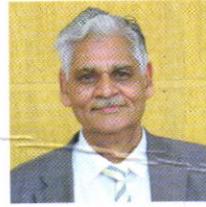
## Conference Advisors



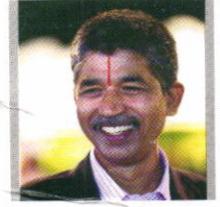
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Osmania University



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Professor of Commerce, OU

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## Conference Joint Secretary



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Principal,  
Bhavans Degree College

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