



One Day National Level Seminar

Selected papers will be published in UGC listed approved journal with high Impact Factor

On

Contemporary Issues In Commerce & Management : An Indian Perspective

(All the Subjects of Commerce & Management)

Organized By

**Internal Quality Assurance Cell
D. R. Patel & R. B. Patel Commerce College &
Bhaniben C. Patel B.B.A. College**

Dated 4th March (Sunday), 2018

Principal

Dr. Janakrai J. Desai

D. R. Patel & R. B. Patel Commerce College & B. C. Patel B.B.A. College.

Co-ordinator

Dr. Ashish K. Desai

Head of the Department, Accountancy & IQAC Co-ordinator

... Venue ...

**Kantha Vibhag Navnirman Mandal,
D. C. Patel Navnirman Educational Campus,
D. R. Patel & R. B. Patel Commerce College & B. C. Patel B.B.A. College,
New City light Road, Bharthana (Vesu), Surat-395017**

From the President's Desk

D. R. Patel and R. B. Patel Commerce College & Bhaniben C. Patel BBA College is an epitome of academic excellence. We have highly proficient and experienced academic and administrative staff. Our goal is to work together as a unit in order to inculcate the values of perseverance, integrity and dedication in our students. Since our inception, the institute has achieved many milestones in academics, sports and cultural activities.

I express my heartfelt gratitude to all the donors and members of Kantha Vibhag Navnirman Mandal who have made all this possible through their selfless support and contribution. I also congratulate and convey my best wishes to all the staff members of D. R. Patel and R. B. Patel Commerce College & B. C. Patel BBA College for organizing the First One Day National Level Seminar. I wish them astounding success in all their endeavours.

Sunilbhai N. Patel

Management Body of KVNM

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4. Late Nanubhai Thakorbhai Patel
5. Shri Pankajbhai Natvarbhai Patel

My City Surat

Surat is one of the fastest growing cities in the world. Situated on the banks of Tapi river, Surat remains a commercial hub for textile and diamond industry. Surat has the highest number of bridges in India. Besides being famous as 'Diamond city', Surat is also known as the city of flyovers! Surat is one of the cleanest cities in India. Surat has an industrial belt on the coast of the Arabian Sea known as Hazira.

Theme and Sub-Theme

Researcher can present his/her paper on the following subjects and they will be awarded certificates in their respective subjects. N.B. there is an award for the best paper in each category.

Accountancy

Valuation and Financial Statement Analysis

Accounting standard setting, Auditing, Valuation and Financial Statement Analysis, capital markets, corporate financial reporting and other related topics in the area of accountancy

Finance

Portfolio Management

Microfinance, Portfolio Management, Profitability control, Insurance, loan, and other related topics in the area of finance

Commerce

Managing Conflict in Workplace

Managing Commerce and Business, Family business, supply chain, international business, banking, organisation and other topics in the area of commerce

Marketing

Innovation in Digital Marketing

Advertising, Brand management, Green Marketing, Consumer behaviour, Service Marketing, Digital Marketing and other topics in the area of marketing

Economics

Sectorial Development in India

Agriculture development, Rural Development, Urban Development and other topics in the area in Economics

Human Resources

Behavioural Training & Competence Mapping

Employee satisfaction, Stress management, work life balance, Behavioural Training & Competence Mapping and other topics in the area of HR

Statistics

Contemporary innovation in Statistics

Contemporary innovation in Statistics, Normality, reliability, validity testing, and other topics in the area of Statistics

English

Emerging Trends in English Language and Literature

Emerging Trends in English Language and Literature, Business/ Commerce Communication and other topics in the area of English

Information Technology (IT)

Cyber Security and Cyber Law

E-commerce, ERP, MIS, Cyber Security and Cyber Law, latest development in IT and other topics in the area of Information Technology IT

Important Dates

Submission	Last Date
Abstract	20 / 02 / 2018
Full Paper	28 / 02 / 2018

Following are the guidelines for authors. Abstract with 200 words (minimum 4 key words), Introduction, Review of Literature, Problem Statement, Objectives, Hypotheses, Scope of the Study, Analysis and Interpretation, Conclusion, References (APA Style) Acknowledgement (Optional)

Format

Paper Size - A4

Margin - L- 1" , R-1" , T- 1" , B-1"

Fonts: **1.** Title – 14 pt (Times New Roman), **2.** Authors' Name – 11 pt (Author affiliations must be in 10 pt Italic). Email address must be in 9 pt Cambria Regular font, **3.** Authors' Detail - 10, **4.** Main Points - 10 (Every word in a heading must be capitalized) Figures and Table Font - 9 pt (Centred in the column), **5.** Headings should be mentioned in the centre of the page with Roman numbers like I, II, III...

Registration Fees

Category	Fees
Academicians / Corporates	Rs. 700/-
Research Scholars	Rs. 500/-
UG and PG students	Rs. 200/-

Selected research papers will be published in UGC listed approved journal on payment of publication charges

Payment for Registration

1. By Cash or By Account Payee Cheque in favour of **D. R. Patel & R. B. Patel Commerce College**

Payment should be sent either by post or should be given in person to: Dr. Pramodkumar V. Deshani.

2. By NEFT / Direct Deposit/ Online Transfer:

Name of Bank : Axis Bank

Account No : 301010100022516

IFS Code : UTIB0000301

After depositing the amount, please send the details (Name, College, Title of the Paper (If presenting), Postal Address, mobile number, e-mail ID) through WhatsApp (on **9825406456**) or E-mail (**drbbcp.surat@gmail.com**). The fees are non-refundable.. The registration fee includes tea, lunch and seminar kit for the participants. No TA/DA shall be payable for attending/participating in the seminar. Accommodation charges are not included in registration fees.

Online Registration Link

https://docs.google.com/forms/d/e/1FAIpQLSf0i3016rJjnptMWGvPzRCSxXrjfkO9rd8Ov9_JRzXdd9V48A/viewform

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Dr. Bhaskar M. Rawal
Pro Vice Chancellor, VNSGU, Surat

Guest of Honour

Prin. Dr. J. M. Naik
Dean, Commerce Faculty (VNSGU), Surat

Keynote Speaker

Prof. Dr. Gaurang D. Rami
Economics Department, VNSGU, Surat

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Economics Department, VNSGU, Surat



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Book Post

To,

From,

The Principal,

D. R. Patel & R. B. Patel Commerce College & Bhaniben C. Patel B.B.A. College,
New City light Road, Bharthana (Vesu), Surat-395017