

Department of Commerce
SSJDWSSS Govt. P. G. College Ranikhet in Callobration with ICSSR

Invites you to
National Seminar on
***Digital Business
Operations and Sustainability***

29th and 30th September 2023

Chief Patron

Dr. C. D. Suntha

Director, Higher Education
Uttarakhand

Patron

Prof. Pushpesh Pande

Principal, Govt. P. G. College
Ranikhet

Convenor

Dr. Bushra Mateen

Assistant Professor,
Department of Commerce
Govt. P. G. College, Ranikhet

Coordinators

Dr. Dinesh Chandra

Dr. Basant Negi

Mr. Rahul Chandra

Mr. Rohit Joshi

Submit your paper at: submission.seminar2023@gmail.com

Contact information

Dr. Bushra Mateen

Ph.: 8057248814

Mr. Rohit Joshi

Ph.: 9411133135

Mr. Rahul Chandra

Ph.: 7579171265

Our Eminent Speakers



Prof. S. S. Khanka

Former Professor (HR),
National Institute of Financial Management (NIFM),
Ministry of Finance, Government of India, Faridabad (Haryana) &
National Trainer on Ethics and values in public Governance
Recognized by (DoPT), Govt. of India in collaboration with
United Nation Development Programme (UNDP)



Prof. Kripashankar Jaiswal

Former-Head, Dean & Director
Faculty of Commerce and Management Studies
Mahatma Gandhi Kashi Vidyapeeth
Varanasi



Prof. Atul Joshi

Head, Department of Commerce,
DSB Campus,
Kumaun University Nainital



Prof. H. C. Purohit

Professor & Head, Dean Students Welfare
School of Management
Doon University, Dehradun



Dr. Waseem Khan

Assistant Professor
Department of Management and
Business Studies
Jamia Hamdard University, New Delhi



Dr. Babar Ali Khan

Assistant Professor
Department of Management
Jamia Hamdard University, New Delhi
Incubation Manager, (CIIE)



Dr. Faizan Khan Sherwani

Assistant Professor
Department of Management and Business Studies
Jamia Hamdard University, New Delhi



Dr. Vivek

Assistant Professor
Department of Commerce and Business Studies
Jamia Millia Islamia University, New Delhi

Call For Papers

Department of Commerce, SSJDWSSS Govt.P.G.College Ranikhet invites Research Scholars, Academicians, and Management Practitioners to present their Research work in National Seminar on “Digital Business Operations and Sustainability” to be held on 29th and 30th September 2023. The sub themes for the paper submission are as follows but not limited to:

- ✎ Sustainability and Digitalization in Marketing Practices
- ✎ Digitalization, Finance and Financial Services
- ✎ Agri Business, Sustainability and Organic Farming
- ✎ Economic Growth and Sustainable Development
- ✎ Sustainable Development, Health and Wellness
- ✎ Global Sustainability and Human Health
- ✎ Sustainability through E-Learning
- ✎ G20 and SDGs
- ✎ Digitalization Public Sector and International Business
- ✎ Artificial Intelligence and Business Operations.
- ✎ Digitalisation, Governance and Reliability
- ✎ Digitalization and Rural Development

*Besides the above mentioned themes, researcher can write the research paper according to the theme of the Seminar.



Important Dates

Last Date to Submit Abstract: 30 August 2023
Last Date to Submit Full Paper: 10 September 2023
Seminar Date: 29 and 30 September 2023
Venue: SSJDWSSS Govt.P.G. College, Ranikhet
Paper submission: submission.seminar2023@gmail.com
Contact No.: Dr. Bushra Mateen
(Convenor) 8057248814

Bank Details

Account Name: Bushra Mateen
Account No. 98420100005234
IFSC Code: BARB0EXTNAI
Bank Name: Bank of Baroda
Branch: DSB Nainital

Registration Fees Subsidized (Without Accommodation)

- For Research Scholar Rs 500/ only.
- For Indian Delegates Rs 1000/ only.
- For Foreign Delegates Rs 1200/ only.
- One Hard copy of Seminar Proceedings will be provided to the registered author on Paid Basis.
- Registration Link
<https://forms.gle/LK8UHK5Uen8b8Lnj7>

*Registration fees include Seminar kit and Lunch.
*No TA/DA shall be paid

Publication Opportunities

Recommended paper will be published in:

- An Edited book with an ISBN No.
(the cost of publication will be borne by the Author@Rs 600 per copy)

Submission Guidelines

- ✓ Each Submitted paper should contain an abstract not exceeding 300 words and should be sent in MsWord on or before 30th August 2023.
- ✓ The title of the papers should contain full name(s) of author/authors/Affiliation, Mobile No, & Email.
- ✓ An expert Committee will screen the abstract on the parameters of research content, originality and concept clarity.
- ✓ After the abstract is accepted, the authors will have to submit the full length paper (Not more than 5000 words) on or before 15th September 2023, in 12 point font size, For Heading 14 Times New Roman in Ms Word with line spacing 1.5 For Hindi Kruti Dev10, Font size 14 Heading 16.
- ✓ Without Registration papers will not be considered for Presentations and Publications.
- ✓ Selected Papers will be published in edited book with ISBN No. Author(s) copy of Edited Book will be charged Rs 600 each only.



Advisory Board

- Prof. N. P. Maheshwari, Retd. Director, Higher Education, Uttarakhand
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- Prof. Atul Joshi, Head, Dept. of Commerce, Kumaun University, Nainital.
- Prof. G. C. R. Jaiswal, Head & Dean, Faculty of Commerce, BHU Varanasi.
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- Prof. Vijay Agarwal, Principal Govt. P. G. College Kotdwar, Bhabhar, Uttarakhand.
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- Dr. H. R. Kaushal, Assistant Prof. Dept. of Commerce, Almora Campus, SSJ University, Almora.
- Dr. Sumit Prasad, Assistant Prof. Dept. of Commerce & Management, Uttarakhand Open University, Haldwani

About Seminar

Digital sustainability and sustainable business operations are the two most important dimensions of contemporary global society that focuses on future course of action for the whole humanity. This has led us to the theme of the current seminar “Digital Business Operations and Sustainability.” It will be an enthusiastic attempt to inspire, encourage and support the scholars from various disciplines to present their scholarly work among academicians, technologists, industrialist, policy-makers, scientists, marketers and many more. The research work presented in the seminar will enlighten the stakeholders with factual information and valuable suggestions relating digital business operations and sustainability. The participants will get acquainted with existing and potential sustainable business practices across industries. Along with potential dividend that Digital India is expected to deliver in the future course, one can contribute their valuable suggestions towards modern day business challenges and its sustainable solutions. This Two-day's seminar will be providing a great opportunity to interact with multi-disciplinary professionals and scholars across the country.

About the College

Swargiya Shri Jai Dutt Waila Swanatrata Sangram Senani, Govt. P.G. College Ranikhet started its functioning in the year 1973 with a small settlement in lush green meadows of Ranikhet, a hill station located in a cantonment town in Almora district. Ranikhet is the regimental center for Kumaon Regiment (KRC) and Naga Regiment currently. Government Post Graduate College, Ranikhet was founded by the Uttar Pradesh Government with just one Bachelor of Arts course. Since then, the college has gone through many changes and developments



and is now a multi-discipline College having all the major subjects in Arts, Science and Commerce to fulfill the requirements of the youth of this region. After the acquisition of land, the college was subsequently relocated to its current location in Chiliyanaula. Located at an altitude of around 1750 meters in the Peaceful valley and away from the main city provide the best atmosphere for studies. This college is affiliated to Soban Singh Jeena University Almora, Uttarakhand (A state University- founded in the year 2020). This College is a NAAC B+ Graded college accredited in the year 2023 and a well-known institution of the region for imparting higher education in all the three major disciplines viz. Arts, Science and Commerce, both at UG as well PG levels, currently 60+ research scholars are pursuing their research's in various fields under the able guidance of learned academicians. Besides it B. Ed. Program is also being offered on self-finance mode.

About Commerce Department

Looking at the importance of Commerce education in the world as a global village, the Department of Commerce came into existence in the year 2000-01 and started to function in the same academic session with B. Com program only. Later in the year 2014 it started to offer M. Com. Programs as well. The goal of Commerce Department has been towards expanding the horizons of learning with the integration of global knowledge which creates an individual who is knowledgeable, competent, and Critical enough towards various aspects of the dynamically changing work environment. A commerce graduate should possess traits of reflective thinking through which



he/she should be able to not just apply the underlying assumptions and theories in problem identification but also in providing creative solutions with strategic decision-making. With the goal of attaining academic excellence, Commerce Department focuses on succeeding in this globally competitive world and making the learners acquaint with the best in the world so that they develop intellectual autonomy, personal learning and become lifelong learners.

About Ranikhet

Ranikhet is a beautiful hill station located in Almora district of the State of Uttarakhand, northern India. Ranikhet also named as the Queen's Meadow is located at an altitude of 1,869 metres (6,132 ft) above sea level, within sight of the western peaks of the Majestic Himalayas. Ranikhet has a pleasant environment all year round, it remains moderate in summers and becomes a bit cold in the winters. The best suited time to visit is from March to October. Ranikhet gets snowfall in the winter season, mainly in the months of December, January and February. The Ranikhet being a Cantonment is also home to several tourist places. The KRC Museum, maintained by the Kumaon Regiment of the Indian Army, has a collection of pictures and artifacts, mainly focusing on the contributions of the Regiment majorly during the World wars and the wars fought after independence. The Ranikhet Golf Course, located at Kalika is one of the highest golf courses of Asia. Nearby places include Chaubatia, Tarikhet, Syalikheth and Majkhali. Other most visited places in Ranikhet are Chaubatia gardens (famous for its apple orchards). Jhula-devi temple, Hairakhan Temple (famous as spiritual centers) are all located in close proximity of the college.

* Participants should carry light Woolen clothes

* How to Reach Ranikhet: <https://g.co/kgs/D3LSR4>

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- | | | |
|----------------------|-----------------------|---------------------------|
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- ✓ Mr. Rohit Joshi



ESTD. 1973

Swargiya Shri Jai Dutt Waila Swanatrata Sangram Senani, Govt. P.G. College
Dist. Almora, Ranikhet, Uttarakhand (India)