

Publications of Selected Research Papers/ Articles

The papers presented in the Conference will be sent for peer review. The selected papers from the peer review committee will be published in the Conference proceedings with ISSN on the receipt of extra publication charges. It will be intimated after the Conference. The decision of the peer review committee with regard to the publication is final.

GUIDELINES TO AUTHORS

- The first page of the submission will be the title page and should contain Title, Author's details (Name, Designation, Affiliation, Contact details, e-mail ID)
- The second page should contain the Title, Abstract and Keywords.
- The abstract should be about 500 words along with 5 keywords
- The full paper is expected to be between 4000-5000 words.
- All submission should be in word documents and reference in APA format.
- The paper should be typed in Times New Roman Style, with font size 12, 1.5 lines spacing between lines and 1 inch margin on all sides in A4 size.
- The authors should ensure that they have submitted their original works, and if the authors have used the work of others then that has been appropriately cited. Plagiarism in all its forms is totally unacceptable.
- Article should be mailed to: vvpgcevents@gmail.com

IMPORTANT DATES

| | |
|--|------------------|
| Last date for sending Abstract | 30th April, 2022 |
| Notification of Acceptance of Abstract | 2nd May, 2022 |
| Beginning of Registration Process | 9th May, 2022 |
| Late date for sending Full papers | 11th May, 2022 |
| Notification of Acceptance of Full paper | 12th May, 2022 |

REGISTRATION FEES

| Category of Participation | Registration Fee* (Including GST) |
|---------------------------|-----------------------------------|
| Professionals | Rs. 885 |
| Academics | Rs. 590 |
| Research Scholars | Rs. 472 |
| Students | Rs. 236 |

*It includes Conference Kit, Lunch, Tea/ Coffee along with Conference Certificate.

NOTE: Delegates are required to make accommodation arrangement on their own.

PAYMENT PROCEDURE

Option 1: Payment may be made in the form of DD/ Cheque drawn in favor of "Secretary, National Conference 2022, Vidyavardhaka First Grade College, PG Centre" payable at Mysuru.

Option 2: National Electronic Fund Transfer (NEFT) at the following account number:

Account Name: M/S VIDYAVARDHAKA PG CONFERENCE
Account Number: SBA/C 74220100002948
Bank: Bank of Baroda - Sayaji Rao Road Branch, Mysuru Branch
IFSC Code: BARB0VJSAYY

Submit dully filled Registration Form along with the payment details.

Registration Link: <https://forms.gle/UUJiR5tc8qGUUF896>

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Conference Secretary

Dr. Rajeswari G M

Associate Professor & HOD
PG Department of Commerce
VVFGC, Mysuru
Mob: +91 9972577009
Email: dr.rajeswarigm@vvfgc.ac.in

Conference Convener

Smt. Poornima S

Assistant Professor
PG Department of Commerce
VVFGC, Mysuru
Mob: +91 9901293396
Email: poornimas@vvfgc.ac.in

MEMBERS

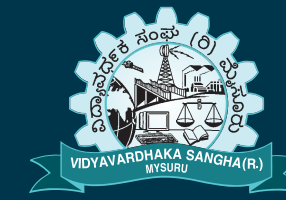
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Vidyavardhaka Sangha (R)
Vidyavardhaka First Grade College

PG Centre, Department of Studies in Commerce
Sheshadri Iyer Road, Mysuru, Karnataka 570 001
P: 0821-2420284, 2420224
vvpgcevents@gmail.com | www.vfgc.in

ramyacreations84@gmail.com



Vidyavardhaka First Grade College

Sheshadri Iyer Road, Mysuru - 570001

Post Graduate Centre

DEPARTMENT OF STUDIES IN COMMERCE,
VIDYAVARDHAKA RESEARCH FOUNDATION & IQAC

In Collaboration with

University Industry Interaction Centre (UIC)

University of Mysore

Organizing

One Day National Level Conference

on

"DIGITAL TRENDS AND TECHNOLOGIES

IN

COMMERCE AND MANAGEMENT:
ISSUES AND CHALLENGES"

On 14th May, 2022

Venue:

Sri P M Chikkaboriaiah Hall
Vidyavardhaka First Grade College, Mysuru

ABOUT THE INSTITUTION

Vidyavardhaka Sangha (R) Mysuru was established by great visionaries and philanthropists namely Late Sri Sahukhar Chennaiah and Late Sri K Puttaswamy (former Minister of Karnataka), to impart unparalleled education to all sections of society. The Vision of Vidyavardhaka Sangha is to provide excellent education to the people of all caste, creed and religion. Vidyavardhaka Sangha located in the heart of the city of Mysuru stands as a synonym for quality education. There are ten educational Institutions starting from Nursery to Engineering colleges under the aegis of Vidyavardhaka Sangha. At present, Vidyavardhaka Sangha is running under the able guidance and leadership of Sri Gundappa Gowda, President and Er. P. Vishwanath, Hon. Secretary.

VIDYAVARDHAKA FIRST GRADE COLLEGE

Starting from one Commerce teacher with 37 students in 1978 it has now grown in to a huge and reputed institution offering B.Com, B.B.A., B.A, and B.C.A courses with more than 1000 students and 50 faculty members. The college is regularly bagging number of ranks and distinctions in all the courses. The college is affiliated to University of Mysore and is also covered Under Sec 12 (B) and Sec 2 (F) of UGC and is recognized by the Government of Karnataka.

PG CENTRE, DEPARTMENT OF STUDIES IN COMMERCE

Vidyavardhaka First Grade College Post Graduate Centre, housed in Vidyavardhaka First Grade College campus, was started in the year 2011 with M. Com course and is affiliated to the University of Mysore. The Department has highly qualified and committed teaching faculty who are actively engaged in research activities. The academic progress of the department is in par with excellence. The department has credit of obtaining Ranks, Gold Medals and Cash prizes continuously from the very inception of the course. The department also provides campus placement opportunities to its students. The department is attached to Vidyavardhaka Research Foundation which is the only recognized Research Centre of the affiliated Colleges of the University of Mysore. The Research Centre is facilitating research work to pursue Ph.D. degree in Commerce and Management.

UNIVERSITY OF MYSORE & UNIVERITY INDUSTRY INTERACTION CENTRE

The University of Mysore was established on July 27, 1916. It is the sixth oldest in the country and the first in the state of Karnataka. Also, in a sense it is the first university of the country to be established outside the limits of the British India. The university was founded as a result of the efforts of the benevolent and visionary Maharaja of erstwhile Princely State of Mysore His Highness ShriNalvadiKrishnarajaWadiyar – IV (1884-1940), and the then Diwan Sir M. Visvesvaraya (1860-1962). It was the first University to be accredited by NAAC in 2000 with Five Star Status.

University Industry Interaction Centre (UIIC) acts as a catalyst for university-industry interaction. It partners with industry to achieve excellence in higher education and to enhance competitiveness of Indian Industry by providing interaction opportunities. It also engages with regulators of government to provide interaction opportunities to the faculties, research scholars and students on contemporary topics.

ABOUT MYSURU

Mysuru is the second largest city of Karnataka. It is known that in the world over for its exotic sandalwood and the rich silks. Its grand and magnificent palaces, majestic temples, gardens leave an ever-lasting impression on the visitor. Situated 770 mm above sea level, Mysuru has a warm and cool climate throughout the year. Mysuru is also bestowed with the 6th oldest University in India by name University of Mysore which is also the oldest in the state of Karnataka. The Mysuru city is also recognized as Heritage City by the Government of India because of its Heritage culture, Heritage buildings and important tourist destinations like Mysuru Palace, Sri Chamarajendra Zoological Gardens, KRS Dam, Chammundi Hills, Ranaganathittu Birds Sanctuary, etc.

HOW TO REACH

The Vidyavardhaka First Grade College, Post Graduate Centre is situated in the heart of the Mysuru city, next to Railway Station and very near to the Private Bus Stand and also one kilometer away from City Bus stand and suburban Bus stand.

ABOUT THE CONFERENCE

The world we live in today is not the world we were born into. In these past few years, technology has changed the way we interact, the way we conduct business, the way we shop and the way we live and work. Technology has become an integral part of our routine and now forms an indispensable part of life. The incredible pace at which digitization has transformed the business world is remarkable. The dependency on the internet is increasing at breakneck speed, and so is the joining of physical objects to sensors to create vast networks and prospects. The 'cloud' now has the ability to offer digital power at lower costs and this is changing the profile of entire Commerce and Management field. Corporates, Banking, Education, Insurance, etc., worldwide are relying on emerging technologies to help improve their competitive advantage and drive strategy and growth. Aply handling information systems will help various sectors streamline their administrative operations, reduce operation costs, innovate, enter new markets, improve customer service and create a competitive advantage for themselves in the market. Educational sector is no exception, as the millennial generation has grown up around technology. The landscape of education needs to be continuously evolving to ensure that this tech-savvy generation remains engaged in the learning process. Digital transformation in the global higher education sector determines the future roadmap to a sustainable education management strategy. Tasks that earlier seemed to be unimaginable are now being undertaken by digital technologies daily to generate optimum performance. Keeping in view, the changes and transformation required for higher education field particularly in Commerce and Management, there is need for deliberations on the issues and challenges with regard to technologies in higher education. Hence, the Department of Studies in Commerce of Vidyavardhaka First Grade College, PG Centre, Vidyavardhaka Research Foundation and IQAC in collaboration with University Industry Interaction Centre (UIIC), University of Mysore, Mysuru is taking initiative to provide a platform to deliberate on the issues and challenges concerned with digital trends and technologies in Commerce and Management.

OBJECTIVES OF THE CONFERENCE

- To have a critical purview of issues and challenges associated with digital trends and technologies in Commerce and Management.
- To shed a light on the various economic advantages of digital transformation.
- To provide a platform for Academicians, Research Scholars, Professionals and Students to deliberate on the intricacies of digital trends and technologies.

THEME OF THE CONFERENCE

“DIGITAL TRENDS AND TECHNOLOGIES IN COMMERCE AND MANAGEMENT: ISSUES AND CHALLENGES”

Technical Session 1: “DIGITAL TECHNOLOGY INDUSTRY 4.0”

Technical Session 2: “HOW DIGITAL TRANSFORMATION IS CHANGING THE WAY WE DO BUSINESS?”

Paper Presentation

Sub- themes of the Conference

- Digital Economy and Fiscal discipline
- Digitalization of Business
- Digital Literacy
- Digital University
- Digital Accounting
- Digital empowerment for inclusive growth
- Innovation in digital learning
- Digital Finance and Currency
- Digital Banking reforms
- Digital Industry
- Digitalization in education
- Digital technologies and culture

Note: Other than sub themes, any topic covering the border view of the Theme will also be accepted.

Who can participate?

Academicians, Researchers, Professionals, and Students community are invited to contribute research papers. Original contributions may deal with empirical evidence, theoretical perspectives, projected trends, issues on connection with digitalization, policy and programmes relevant to the main theme and sub themes stated above. Academicians, researchers and students are encouraged to discuss digitization process and its experience with that of the other developing / developed countries where implementation issues are experienced.

Call for Papers

Research papers/ articles are invited for presentation in the Conference on the theme/ sub themes. The papers will be blindly reviewed by the technical committee formed for this purpose and the committee decision will be final with the acceptance or rejection of the papers. Accepted papers are eligible for presentation by the author if there is only one, if more than one author then one of them will be allowed to present the paper in the conference. There will be separate session for presentation of papers for academicians/ researchers / professionals and students. If more than one author for the paper then the registration is to be obtained by all the authors individually then only the certificates will be issued.