SREE NARAYANA GURU COLLEGE OF COMMERCE
IN ASSOCIATION WITH IQAC - SNGCC & Research Culture Society
ONE DAY INTERNATIONAL SEMINAR ON
“Digital Transformation - Issues and Challenges”
A MULTI DISCIPLINARY APPROACH
Mode: Online on ZOOM app, on 17th April, (Saturday) 2021.

ABOUT THE INSTITUTION:
Sree Narayana Guru College of Commerce is a leading higher educational institution permanently affiliated to University of Mumbai, recognizes by UGC under section 2(f) of UGC Act and reaccredited with Grade ‘B’(2.45 CGPA). The College was established in 1986 by Sree Narayana Mandira Samiti (SNMS), a registered educational and charitable trust formed in 1963 by devotees of Sree Narayana Guru, the legendary saint and social reformer born in Kerala. The College is housed in an independent wing of Sree Narayana Guru Educational Complex on it’s about 5 acres of land at Chembur. “Gain Freedom through Education” was one of the clarion calls given by Sree Narayana Guru to millions of enslaved, oppressed and downtrodden masses to secure liberty, equality, fraternity & justice and to achieve social, economic and cultural progress. The College offers education to all irrespective of caste, creed, religion and economic status. Commitment of the management to serve the society better with enhanced infrastructure and high quality education is the strength of the institution. At present the College offers the following 10 UG Programs and 3 PG Programs and provides required employable skills in collaboration with TISS and many other organizations.

1. B.Com.  
2. B.M.S. (Bachelor of Management Studies)  
3. B.Com. (Accounting & Finance)  
4. B.Com. (Banking & Insurance)  
5. B.Com. (Financial Management)  
6. B.Com. (Transport Management)  
7. B.Com. (Investment Management)  
8. B.Com. (Environment Management)  
9. BAMMC (Mass Media)  
10. B.Sc. (Information Technology)

1. M.Com. (Accountancy)  
2. M.Com. (Banking & Finance)  
3. M.Com. (Business Management)
ABOUT THE SEMINAR: OBJECTIVES OF THE SEMINAR
The objectives of the seminar are to bring close together various related aspects of the main theme of the conference. The deliberations of the conference are expected to analyze the Issues and challenges faced by different stakeholders in the economy due to digital transformation. We invite papers from academicians, industrialists, research scholars, professionals and students around the world to revisit the different issues and challenges faced by different stakeholders due to digital transformation.

**Sub Themes: Digitalization in……**
- Education
- Media
- Transport
- E-governance
- Insurance
- Banking
- Financial Inclusion
- Marketing
- Artificial Intelligence
- Women Empowerment
- Real Estate
- Communication
- Library Management
- E-resource of Knowledge
- Health sector
- Cloud computing
- Trade Management

**Paper / Article Submission Guidelines:**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Last Date for Full Paper/ Article</td>
<td>10th April, 2021</td>
</tr>
<tr>
<td>Limit of words in final paper/ article</td>
<td>1200 - 3000</td>
</tr>
<tr>
<td>Abstract length</td>
<td>Not exceeding 300 words.</td>
</tr>
<tr>
<td>Page - A4 size ; Format</td>
<td>M.S. Office (editable file only)</td>
</tr>
<tr>
<td>Medium of submissions</td>
<td>English</td>
</tr>
<tr>
<td>Font</td>
<td>Times New Roman</td>
</tr>
<tr>
<td>Size</td>
<td>Title - 16 ; theory &amp; contents - 11</td>
</tr>
<tr>
<td>Line Spacing</td>
<td>Single spacing (1.0)</td>
</tr>
<tr>
<td>Margin</td>
<td>Narrow</td>
</tr>
<tr>
<td>Tables – Figures – Charts</td>
<td>Should be in the center place in paper</td>
</tr>
</tbody>
</table>

- The cover page of the manuscript must contain the title of the paper, author’s name, college name, email address and contact number.
- Soft copy of the research paper should be forwarded to: sngcseminar2021@gmail.com
- Selected research papers after peer review will be published in Peer-Reviewed, Refereed, International ISSN Journal with high impact factor.

**Payment Details:** RTGS/ NEFT/ IMPS/ International bank transfer.
Name of the Bank: Syndicate Bank
Branch: Chembur, Mumbai.
Beneficiary Name: Sree Narayana Guru College of Commerce.
Account Number: 50092010038875
IFSC Code: SYNB0005009

**Registration & Publication Charge**
(INDR is for Indian Authors, USD for Abroad Authors)
- Rs. 700 / 25 USD (1 Author)
- Rs. 800 / 30 USD (2 Author)
- Rs. 900 / 35 USD (3 Author)
- Rs. 1000 / 40 USD (4 Author)

**Registration Link:** https://forms.gle/i4AVpck5UdjnyjKWA
ORGANISING COMMITTEE

CHIEF PATRONS

Shri. N. Sasidaran
President, SNMS, Mumbai

Shri. M. I. Damodaran
Chairman, SNMS, Mumbai

PATRONS

Shri. N. Mohandas
Vice Chairman, SNMS, Mumbai

Shri. N. S. Salim Kumar
General Secretary, SNMS, Mumbai.

Shri. K. Gopidhas
Assistant Secretary, SNMS, Mumbai

CHAIRMAN

Dr. Ravindran Karathadi,
Principal

STEERING COMMITTEE

Prof. Mamta Meghnani
Prof. Rishita Shukla
Prof. Saraswati Nadi
Prof. Roslin Nadar
Prof. Mehjabeen Khan
Prof. Lakshmichaya Kale

SEMINAR COMMITTEE

Dr. Karishma Kasare (Convenor)
Prof. Jayasree Venkitachalam (Co-Convenor)
Dr. S. P. Hinduja (IQAC Coordinator)
Dr. Sumi Nijith
Prof. Naveena Suresh
Prof. Devaki Shetty
Prof. Priyadarshan Shede

Contact Persons:

Dr. Karishma Kasare: +91 88793 67064 ; (Call & Whatsapp)
Prof. Jayasree V.: +91 9833528340 ; (Call & Whatsapp)