

SANT SOHIROBANATH AMBIYE GOVERNMENT COLLEGE OF ARTS & COMMERCE, VIRNODA, PERNEM - GOA.

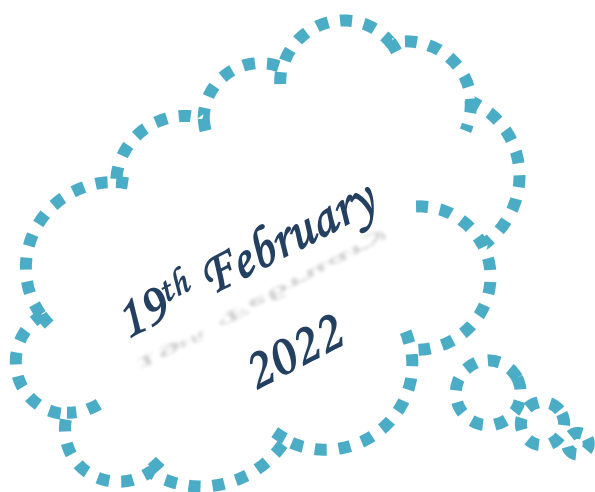


*Post-Graduate Department of Commerce
in association with
Department of Research, Development & Innovation
organizes*



One Day National Level Conference (Hybrid) on **“DIGITAL TRANSFORMATION TRENDS IN COMMERCE: IT’S IMPACT ON INDIAN ECONOMY”**

on



About us:

Sant Sohirobanath Ambige, Government College of Arts and Commerce, Virnoda, Pernem, Goa was established in the academic year 1993-94. The College is housed in a state-of-the-art building situated alongside NH-66 and nestled amidst pristine, greenery under a canopy of clear blue sky. With the excellent results it has achieved over the years, with hundreds of graduates placed in life, one can say that the College and the Taluka as a whole is on the highway to knowledge and success.

The new infrastructure is expected to provide a further boost to make this College a pride of the people of Pernem Taluka. The College is managed by the Government of Goa and offers degree courses leading to B.A., B.Com., M.Com.(Accounting & Finance / Business Management), and M.A. (Marathi). The College also has a Research Centre in Commerce offering Ph.D. degree in the subject of Commerce. The College is permanently affiliated to the Goa University and recognized by the University Grants Commission (U.G.C.), New Delhi, under Sections 2 (f) and 12 (B) of the UGC Act of 1956. The College is accredited by NAAC (National Assessment and Accreditation Council) with a CGPA of 2.74 out of 4.00 in 2015.

Digital transformation enables individuals/enterprises/institutions/firms to take advantage of modern technologies that allow them to improve customer experiences, automate processes, and help individuals to become more productive. Digital transformation include: Switching from mail flyers to email marketing. Adopting new technologies, like cloud computing. Using digital tools, like social media, to drive product engagement. Blending e-commerce with in-store pickup; BOPIS (Buy Online Pickup In Store). In simple terms, setting aside pen and paper in favour of a note-taking app is a form of digital transformation.

Broad theme: **Digital Transformation Trends in Commerce: Its impact on Indian Economy**

SUB THEMES:

- Human Resource
- Marketing
- Finance
- Service Sector
- Banking
- Insurance
- Small and Medium Scale Enterprises
- Entrepreneurship
- Production and Manufacturing
- Capital Market
- Financial Services
- Taxation
- Retail
- Education

CALL FOR
PAPER

**** Please note that this is not an exhaustive list of topics and authors can submit research work related to the theme of the conference.**



Guidelines:

- Only original and unpublished work should be submitted for consideration.
- The authors are required to submit their abstract, which should clearly indicate the purpose of research, methodology, major implications and key references.
- The abstract shall be maximum of 500 words, in MS Word, and the text should follow Times New Roman with font size 12 with one-inch margin all rounds, (the same applies for the Research paper also).
- The full paper should not be more than 10 pages that include objectives, literature review, methodology, result and discussion, and conclusions. APA style references should be used and should be put at the end of the document. Do not add footnotes or endnotes. It is suggested that there should be a good mix of all the above sections within the word limit 5000 words.
- Check for grammar and plagiarism before submission. (Permissible limit 10%)
- Names of authors, their addresses (postal and email), and phone numbers should be given on the first page of the paper.
- At least one of the authors, in case of co-authored papers must attend the conference to be considered for presentation and publication.
- Presented papers will be published in ISBN book through National publisher.
- Authors and Co-authors need to register separately for the Conference.
- Numbers of authors/co-authors of a research paper are restricted to 3.

- **Participants are requested to register on the below mentioned link. Attendees need to attach registration payment details at the time of filling up the registration form:**
- **Registration link:** <https://forms.gle/LXr9hiXeiuSXL9s9>

IMPORTANT DATES

| DATE | DETAILS |
|--------------------------------|---|
| 1 st December 2021 | Submission of abstract |
| 6 th December 2021 | Intimation of acceptance of abstract |
| 5 th January 2022 | Submission of full paper |
| 10 th January 2022 | Intimation of acceptance / modification of paper |
| 15 th January 2022 | Submission of approved full paper |
| 19 th February 2022 | Conference(Hybrid) – Release of publication proceedings |



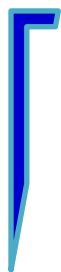
REGISTRATION FEES

| Particulars | Attendee | Presenter/ Author |
|----------------------------|----------|-------------------|
| Student | Rs.250/- | Rs.1000/- |
| Faculty / Research Scholar | Rs.500/- | Rs.1500/- |

For attendees: Registration fees to include refreshment, conference kit.

For Presenters: Registration fee to include Conference kit, Refreshment and Publication copy of ISBN edited book.

- **Note:** Full paper received and accepted along with registration fees will be published in ISBN book to be released on the day of the Conference.
- Last date of registration along with submission of abstract for Authors/ Co-Authors is **1st December 2021.**
- Authors/Co- Authors are requested to make the payment upon the acceptance of abstract. Kindly send a copy/screenshot/ payment details via Email on ssagcacpmcomcon@gmail.com latest by 5th December 2021.
- Certificate will be issued to Attendee, Authors/Co- Authors. Published copy of the book will be issued to the Authors/Co-Authors only (upon the payment of full registration fee).



PAYMENT DETAILS:

Name of the bank: Central Bank of India
Name of the account holder: Principal GC AC
Account no: 2143575018
IFSC code: CBIN0280722
MICR code: 403016008



➤ **Disclaimer :**

- Participants to kindly note, in case it is not possible to hold the conference in hybrid(Online/Offline) mode due to COVID 19 Pandemic situation and Government protocols, the conference will be organized completely through online mode. In this regard, participants will be kept informed.
- Once registered (attendees/Authors/Co-authors) participants to note, there will be no refund of registration fees.

CHIEF PATRON



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Professor & Principal
Sant Sohirobanath Ambiye, Government College of Arts &
Commerce, Virnoda – Pernem Goa.

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