



Janata Shikshan Mandal's
Smt. Indirabai G. Kulkarni Arts College,
J. B. Sawant Science College and
Sau. Janakibai D. Kunte Commerce College, Alibag-Raigad
(J.S.M. College, Alibag-Raigad)



And

Department of Commerce, University of Mumbai
Jointly organize

**One Day International Conference on
Commerce and Management in Digital Era:
Trends, Challenges & Innovations**



Date: 22/02/2025

Venue: Late Jayawantrao Keluskar Conference Hall
JSM College Alibag

About The College :

Janata Shikshan Mandal's Smt. Indirabai G. Kulkarni Arts College, J. B. Sawant Science College and Sau. Janakibai D. Kunte Commerce College, popularly known as J.S.M. College, was established in the year 1961.

The college is a reputed educational institution, which has been known for producing outstanding students who take on different careers, as per their academic merit, successfully in the society. Mumbai University awarded the 'Best College Award' to the college in 2019.



Our college is the pioneering senior college in Raigad district. Beginning with the dynamic leadership of Adv. Datta Patil and later under the effective guidance of Adv. Gautam Patil, the College has reached the stage of academic excellence. Presently, the college has state-of-the-art infrastructure including administrative block, lecture complex, well-equipped laboratories and a rich library all in a serene 5-acre campus on the seashore. Apart from regular B. A. (Marathi, English, Hindi, Economics, Politics, Geography) B. Sc. (Botany, Chemistry, Physics) and B.Com. courses, we also have professional courses of B.Sc. (C.S.), B.Sc. (I.T.), B.M.S., post-graduate courses in Chemistry, Botany, Marathi, Hindi and Commerce along with Ph.D. centres in Botany and Hindi.

About The Department :

The Commerce department has been there since the inception of the college. This department typically offers programs and courses that cover various aspects of business, economics, finance, accounting, marketing, and related fields. The primary goal is to provide students with a comprehensive understanding of the principles and practices that underlie the world of commerce and business.

The Bachelor of Management Studies (BMS) Department in the college is dedicated to providing students with a comprehensive education in the field of management. Designed to develop well-rounded professionals, the BMS department emphasizes a combination of theoretical knowledge and practical skills, essential for success in various business and organizational settings.

Aims & Objectives of the conference :

The International Conference on Commerce and Management aims to provide a platform for knowledge sharing and collaboration among industry leaders, researchers, and practitioners. The primary objectives are to explore current trends and innovations transforming commerce, address the challenges faced by businesses in the digital landscape, and facilitate discussions on effective management strategies. By fostering dialogue on emerging technologies, sustainability, and consumer behaviour, the conference seeks to equip participants with actionable insights and best practices. Ultimately, it aims to inspire a collective effort towards navigating the complexities of the digital age, driving growth and enhancing the future of commerce on a global scale.

Sub-Themes:

MARKETING & STRATEGY:

- Technology Marketing.
- Research Methods in Marketing.
- Ethical Issues in Marketing.
- Emerging Issues in Marketing.
- Ethical Issues in Marketing.
- Tourism Marketing.
- E-Marketing Strategies.
- Management in e-commerce
- Enterprise Relationship of TQM and Strategic Issues
- Role of the Entrepreneur as Strategist

HUMAN RESOURCE MANAGEMENT & LEADERSHIP :

- Current / new trends in Training and Development.
- Organizational Development and Change Management.
- Employee Engagement.
- Training and Development.
- Leader's role in innovation.
- Leadership challenges and barriers.
- Women and leadership.
- Leadership through ICT.
- Learning organizations

FINANCIAL MANAGEMENT :

- Accounting Challenges.
- Creative Accounting and Earnings Management.
- Electronic crime Asset-liability management.
- Financial accounting.
- Management accounting.
- Corporate finance.
- Micro Finance.
- International finance.
- Fintech.
- Financial inclusion.

OPERATION MANAGEMENT & INFORMATION SYSTEM :

- Inventory Management.
- Quality Control and Six Sigma.
- Applying new ICT tools for business.
- Artificial Intelligence.
- Logistics.
- Supply Chain Management.
- Empirical Research in Operation Management.

INNOVATION AND ENTREPRENEURSHIP :

- Effects of training on innovation.
- Entrepreneurship training and development.
- Entrepreneurship.
- Start-up management.
- Social innovation and social entrepreneurship.
- Green Innovation and Entrepreneurship.
- Venture capital.

MARKETING AND SOCIAL MEDIA :

- Marketing after pandemic.
- Role of IMC in marketing.
- Customer relationship Management.
- Rural Marketing.
- Social media marketing.
- Brand management and brand equity.
- Market structure and pricing.
- Entrepreneurship and start-ups in sustainable tourism.
- Research methods in tourism technology.
- Digitalization and tourism.
- Heritage and cultural tourism.
- Religious and pilgrimage.
- Health, wellness and medical tourism.
- Research methods in tourism.
- Communication and branding in sustainable tourism.
- Special Interests in sustainable tourism.
- Community based tourism and agro-tourism.

Guideline for paper submission

1. Email ID of each paper author is required. Otherwise paper will not be considered.
2. Font : For English, use Times New Roman font (Size 12 pt.) or Marathi and Hindi, use Unicode font (Size 14 pt.)
3. The paper must be sent in MS Word docs format in A4 size with 1.5 line spacing.
4. Full length papers (1500 to 2,000 words) should include full name (s), affiliated institution (s), mobile number (s) and email address (es) of the author (s) and abstract of the paper (up to 200 words).
5. An empirical paper should include Abstract, Keywords, Introduction, Methodology, Result Description, Conclusion, Tables, Figures, References. Theoretical and conceptual papers are also acceptable. Tables and charts should have self-explanatory titles and be numbered as referred to in the text. The sources, wherever necessary should be mentioned at the bottom of the tables / charts / graphs.
6. Plagiarism in any form is not accepted and if found, the paper shall be rejected and its presentation not allowed in the conference.

Publication Opportunities:

The Research papers shall be subjected to quality review and publication by team of editors.

The research papers will be published in Scholarly Research Journal for Interdisciplinary Studies (SRJIS) Peer-Reviewed & Referred & Index research journal with E-ISSN 2278-8808 impact factor 8.15

Submission of Full Paper : Email: jsmccomconf2025@gmail.com

Registration Fees :

Category	With publication	Without publication
Students	950/-	300/-
Research scholars/Academicians/ Industrialists	1250/-	600/-
Foreign delegates	25 \$	17 \$

Co-authors will be charged 500 Rupees separately for registration

***Registration fee includes seminar kit, certificate, lunch & breakfast.**

- Note :**
- 1) Maximum three authors for a paper.
 - 2) LCD projector for presentation will be available.
 - 3) Joint papers are accepted but all the authors should get registered separately.

IMPORTANT DATES :

Last Date of Registration & Paper Abstract Submission: 10/02/2025

Communication of Acceptance: 16/02/2025

Last Date for Submission of Full Paper: 18/02/2025

Conference Date: 22/02/2025

Mode of Conference : HYBRID

This conference will be held in hybrid mode only for plenary lecture - I for International guest.

Registration Link : <https://forms.gle/2gnizWCRvMvj1KoE8>





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CHIEF PATRONS



Adv. Gautam Patil
President
Janata Shikshan Mandal



Dr. Sakshi Patil
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OUR PATRONS



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Hon'ble Vice Chancellor,
University of Mumbai



Prin. (Dr.) Ajay Bhamare,
Pro-Vice Chancellor
University of Mumbai

CHIEF ORGANIZER



Dr. Sonali Patil
Principal JSM College Alibag



Prof (Dr.) Sangeeta N. Pawar
Professor and Head
Department of Commerce
Ex. Senate Member
University of Mumbai

Convener

Prof. Dr. P. B. Acharya

Associate Professor & Head Department of Commerce

Co-Convener

Prof. Shweta Patil Assistant Professor, Commerce Department	Prof. Shweta Mokul Incharge, BMS Department
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Faculty Members of the Commerce and BMS Department

Prof. Ashwini Athvale, Assistant Professor Prof. Vinayak Salunke, Assistant Professor Prof. Shantanuraj Walde, Assistant Professor Prof. Priti Patil, Assistant Professor	Prof. Ashwini Patil, Assistant Professor Prof. Akshata Ingale, Assistant Professor Prof. Sayali Vaishampayan, Assistant Professor Prof. Aditi Damle, Assistant Professor
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Organizing Committee

Prof. Dr. I. P. Kokane	Prof. Dr. P. P. Gharat
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Prof. H. L. Hake	Prof. H. P. Kulkarni
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Contact persons for Conference Enquiry :

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Prof. Priti Patil : 8983240808

Prof. Ashwini Patil : 9561286793

Prof. Akshata Dholke : 9049788295

Prof. Sayali Vaishampayan : 7066760716

Prof. Aditi Damle : 9673322326

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Time	Schedule
9.00 am to 10.00 am	Registration, Tea and Breakfast
10.00 am to 11.00 am Session - I	Inaugural Session - Adv. Gautam Patil, President, Janata Shikshan Mandal, Alibag. Prof. (Dr.) Sonali Patil, Principal, JSM College, Alibag. Prof (Dr.) Sangeeta N. Pawar, Professor and Head, Department of Commerce, Ex. Senate Member, University of Mumbai.
11.00 am to 11.30 am	Keynote Address by- Prof. (Dr.) W. K. Sarwade Hon. Pro. Vice Chancellor, Dr. Babasaheb Ambedkar Marathawada University, Ch. Sambhaji Nagar (Aurangabad).
11.30 am to 12.00 pm	Plenary Lecture (Virtual Mode) By - Prof. (Dr.) Amit Pathak, University of Technology and Applied Sciences, Ibri, Al Akhdar 416, Oman.
Session II :	Technical Session (Panel Discussion)
12.00 pm to 12.30 pm	Chair Person - Prof. (Dr.) V. J. Bhandare, Professor of Commerce & Research Guide, PES's Siddharth College of Commerce and Economics, Fort, Mumbai
12.30 pm to 1.00 pm	Chair Person - Prof. (Dr.) Dr. Kamlakar Kamble, Head of Department, Konkan Education Society's Dr. C. D. Deshmukh Commerce & Sau. K. G. Tamhane Arts College, Roha, Raigad.
Lunch Break 1.00 pm to 2.00 pm	
Session III :	Technical Session (Paper Presentation)
2.00 pm to 3.00 pm	Chair Person – Prof (Dr.) Harichandan, Former Director IDOL, University Of Mumbai (Education Track)
3.00 pm to 4.00 pm	Chair Person – Prof. (Dr.) Sushmita Mukerji, Faculty, Alkesh Mody Institute (Management and Marketing Track)
Tea Break 04.00 pm to 4.30 pm	
04.30 pm Onward Session IV	Valedictory Session

How to Reach Alibag ?

Alibag is the headquarter of Raigad district located 120 km south from Mumbai and 150 km from Pune. It is also connected by the ferry services from Gateway of India via Mandawa port which is 21 km away from Alibag. There are also direct State Transport buses from all the major cities like Aurangabad, Nashik, Kolhapur. Nearest railway station is Panvel (50km) while the nearest airport is Mumbai.

TOURISM DESTINATION

