

ORGANISING COMMITTEE

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Bishop of Thuckalay

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Head, Dept. of Commerce

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Prof. B. Rajesh M.Com., M.Phil., SET. Asst. Prof. of Commerce

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Director, AVK Institute of Management, Bangalore.

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Professor, DSBS, Bangalore.

REGISTRATION FEES :

Students	: Rs. 100/-
Faculty & Research Scholars	: Rs. 250/-
Corporate Executives & Others	: Rs. 300/-
ISBN Publication fee	: Rs. 700/-

Note:

Registration fee should be sent in the form of DD Drawn in favour of

The Secretary,

St.Alphonsa College of Arts & Science,

payable at Nagercoil

(Or)

Paid through Net banking in

A/c head	: The Secretary
A/c No	: 254901000033333
A/c Type	: Savings Bank
IFSC Code	: IOBA0002549
MICR Code	: 629020112
Branch	: Indian Overseas Bank,

Midalakadu, Kanyakumari,
Tamil Nadu

ALL CORRESPONDENCE SHALL BE ADDRESSED TO

The Convener,

National Conference,

Department of Commerce,

St. Alphonsa College of Arts & Science,

Soosaipuram, Karinkal – 629 157.

Kanyakumari District, Tamilnadu

College ☎ :04651 - 255540, Dept. 8883300700

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Note : Accommodation will be arranged on request in advance

Call for Papers

Alcom 2k18

National Conference

on

Impact of Digitalization on Indian Economy - Issues and Challenges for MSMEs



Date : 12th October, 2018 (Friday)

Time : 9.30 a.m.

Venue : College Conference Hall



In Association with

PRIMAX FOUNDATION

(Registered Under the Karnataka Reg. Act. 1960)

Bengaluru, Karnataka

Reg. No. JNR - S221 - 2016 - 16



Organised by

DEPARTMENT OF COMMERCE



ST ALPHONSA COLLEGE

OF ARTS AND SCIENCE

An Institution run by the Syro Malabar Catholic Diocese of Thuckalay

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

Soosaipuram, Karinkal - Kanyakumari Dist, Tamil Nadu – 629 157

ABOUT THE COLLEGE

St. Alphonsa College of Arts & Science is run by the Syro Malabar Catholic Diocese of Thuckalay. The College was established in 2014. It offers educational service with the motto 'Wisdom, Truth, and Loyalty'. The College at present offers 6 Undergraduate and 3 Post Graduate courses at various disciplines. It is one of the best co-educational self-financing institutions affiliated to Manonmaniam Sundaranar University, Tirunelveli.

ABOUT THE DEPARTMENT

The Department of Commerce was established in the year 2014. The Department offers B.Com and M.Com courses. From its inception, it has been providing Entrepreneurial Skills, Soft Skills, and Industrial exposure through frequent visits. It highlights the important concepts and enables the students to acquire skills on Accounting, Managerial Communication, Economics, Auditing, Human Resource Management, Business Law, and Taxation. The Unique features of the Department are conducting Professional Training / Coaching to appear Bank Exam, NET/SET, ACA, Teaching Practice and Competitive Examinations. The students of Commerce Department excel in academic and co-academic activities.

ABOUT PRIMAX FOUNDATION

Primax foundation @ is getting establishing with the lofty ideals of imparting quality non profitable service to the society through Journal, Conferences, Seminars, Workshops, Educational Training & Skill Development & Initiating Research activities etc. For the development of total personality in society. Primax foundation is an upcoming training & development centre at Bangalore offering a variety of need based training programmes, through on and off campus modes. The Primax Foundation is registered under I.T.Act 1961, and exempted u/s 12(A) and 80G.

CONFERENCE THEME

Digitalization has become the buzz word in today's business world. Companies face pressures for a rapid transformation; however one must understand that each business transforms at different pace with different results. Technological transformation should be centred on optimizing operational processes, enhancing customer experience and augment business models. Digitalization of a business does not imply creation of a new business, but remodelling the existing business to take advantage of existing assets in new ways. Micro, Small and Medium Enterprises provides employment, production, investment and exports by which Indian economy is promoted.

The 2015-16 Annual report published by the Ministry of Micro, Small and Medium Enterprises, reports that India is the home to 51 million MSMEs. The report also states that MSMEs contributed 37.5 per cent of India's GDP and 37 per cent of the manufacturing output underlining their strategic importance to the Indian economy. Digitalization of Indian business is majorly driven by the fast advancing digitalization of consumers. This has led to increased data traffic and accelerated establishment of new tech-based start-ups to take advantage of the growth opportunities. Digitalization has a direct benefit on the performance of the Micro, Small and Medium Enterprises (MSME) sector of India. With this concern the department organises the National Conference on "Impact of Digitalization on Indian Economy – Issues and Challenges for MSMEs".

CALL FOR PAPERS

Papers on the sub themes and related topics are invited in the form of original research contribution that has not been published elsewhere in any manner. All papers are subject to screening and selection by the review committee and quality papers will be selected based on their originality.

- Digitalization of Indian Economy and its Dimensions.
- Digitalization of Rural India and its Impact on the Rural Economy.
- Digital India and its Impact.
- Issues and Challenges of Digitalization in India.

- Digitalization and its Impacts on MSMEs.
- Opportunities and threats of MSMEs in the digital era.
- Digitalization as a key to success of MSMEs.
- Growth and development of MSMEs before and after digitalization.
- Digitalization and Human Resource Management Practices in MSMEs.
- Digitalization and MSMEs.
- Digital Marketing in MSMEs.
- Digitalized MSMEs business/entrepreneurs
- Digitalization and Village Industries.

GUIDELINES FOR PAPER SUBMISSION

The Conference invites unpublished, conceptual and empirical research papers and case studies on the above theme and sub themes. The paper will be published in **Proceedings / ISBN Edited Book** and few papers with high research value will be published in **UGC - Approved Refereed Journal**.

All papers will be subjected to scrutiny by the technical expert committee.

- Full Text and abstract should be in **A4 Size** with **Font** : Times New Roman, **Font size** : 12, **Line space** : 1.5.
- A paper can be authored by maximum of two persons and each author should pay Publication and registration fee separately in advance.
- Abstract should not exceed 250 words; Full paper (including the title page, references and appendix) should not exceed 8 pages (in **word.doc** format).
- At the bottom of the first page, designation and postal address of the Author and Co-Author (if any), Mobile Numbers and E-mail id must be specified.
- The use of e-mail is encouraged for all correspondence.
stalphonsacommerce@gmail.com
- No TA & DA will be paid.
- Certificates will be issued to all the participants.

DATES TO REMEMBER

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|---------------------------------------|---------------------------------------|
| Submission of Full Paper and Abstract | : 1st October, 2018 |
| Confirmation of Participation | : 3rd October, 2018 |