

For
Registrations
and Further
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All Participants and co-author are required to pay the Registration fee separately. The fee shall be paid by means of Demand Draft drawn in favour of "Bharathidasan College of Arts and Science" payable at Erode.

Abstract, Full paper, Registration form along with DD to be sent to

The Head,
Department of Commerce,
Bharathidasan College of Arts and Science,
Ellispettai, Erode.

- ❖ Photo Copy of Registration form may also be used
- ❖ Conference kit will be issued
- ❖ Spot Registration is also allowed
- ❖ No TA/DA will be paid
- ❖ Tea & Lunch will be provided

Transport facilities : Participants can use our College Buses available from Gobi, Bhavani, Erode, Tirupur, Kodumudi, Nambiyur and Sathyamangalam for transport.

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BHARATHIDASAN COLLEGE OF ARTS AND SCIENCE

PG & RESEARCH DEPARTMENTS OF
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2nd One Day International Conference On

**"IMPACT OF
DIGITAL ECONOMY
IN INDIA"**



On **12th**
September 2018
Wednesday

www.bharathidasancollege-erode.in
www.primaxfoundation.com
E-mail : commerceconference2k18@gmail.com

About the Institution

Bharathidasan College of Arts and Science, Ellispettai, Erode was established in 1995 with the aim of Education for all. It is a co-educational Institution and provides value based higher education. Our College offers fee concession liberally to meritorious students in studies and sports. Our college provides 50 percent fee concession for the physically challenged. Our college is situated at a distance of 14 km from Erode, on the Erode-Gobi state highway. The college has sophisticated infrastructure, fully equipped laboratories, highly configured computer lab with 24 hour Internet facility, well stacked library, well qualified and dedicated faculty. Our college offer Undergraduate, Post graduate, Research programmes and prepare the students for Professional carriers and provides them the foundation for ever learning. Our college produce students with qualities of love, discipline, courage, honest, creativity, moral values and social etiquette which make them a famous personality to serve the nation.

About Primax Foundation

Primax Foundation® is Registered under the Karnataka Society Reg. Act 1960 (12A and 80G), Bengaluru, Karnataka, India. Primax Foundation is established with towering ideals of imparting quality and non-profitable services to the society through Journals, Seminars, Workshops, Educational Training & Skill Development, Study Circles, Counseling & Rehabilitation, Initiating Research Activities etc., for total personality development in the society. Primax Foundation is an upcoming Training and Development Center at Bengaluru offering a variety of need based training programs, through on and off campus modes. The primary aim is to ensure employability for the students and molding them to suitably fit into all aspects of corporate requirements. In addition, its intention is to upgrade the quality of research work among the faculty members involved in Science & Humanities, Commerce, Management Education and the allied fields to ensure that all the research work undertaken, is gainfully employed by the industry, society and corporate world. Its operational objective is to disseminate, strengthen and enhance knowledge across all sections of the society.

About the Department

The Department of Commerce was established in the year 1996 with B.Com programme and B.Com (CA) and B.Com (PA) degree programmes were introduced in the year 2000 and 2017 respectively. Further the Department was improved with M.Com (CA) degree programme as well as M.Phil Research Programme by holding the perpetual visualization along with extensive dynamics. The Department has been fostering the

students to keep pace with the ever-changing scenario and excel in the competitive global business environment. Thus, the department is eternally and eventually directed towards creating the new categories of Skilled Professionals, Entrepreneurs, Finance Experts, Accounts Executives and Management Experts by dint of exceptional pragmatic teaching-learning system. The departments have 23 faculty members and around 800 students.

Objectives of the Conference

India comprises of 15 per cent of the world population and with a growth rate of 7 to 8 per cent, India can very well become the second largest economy by 2030. To achieve this, the government consider the digital economy as the primary growth enabler. By implementing digital payment methods, like Digital Point of Sale, Unified Payments Interface, Mobile Wallets, Mobile Point of Sale etc., our country is moving towards creating a digital economy that will benefit the people and the government in various ways.

Digital economic activity results from billions of online connections among people, businesses, devices, data and processes. The backbone of the digital economy is thus hyper-connectivity which creates interconnectedness of people, organizations and machines that based on the Internet, mobile technology and the Internet of things. The internet of things, which is known as the infrastructure of the information society connects physical devices, smart devices, buildings and other items embedded with electronics, software, sensors etc., to engage in the exchange of data.

Call for Papers

The Organizing committee invites the papers relevant to the following topics :

- ❖ Modernizations of Agricultural Sector
- ❖ Digitalization of Service Sector
- ❖ Financial Inclusion in Digital Era
- ❖ Women Empowerment in the Digital Economy
- ❖ Corporate healthcare Management
- ❖ E-Learning
- ❖ E-Governance Reforming Government through Technology
- ❖ Digital Economy – Ins and Outs in SSI
- ❖ Digital Transformation Issues, Challenges and Opportunities
- ❖ Evolution and Journey of Digital Companies
- ❖ Digitalization and Innovation
- ❖ Digital Scenario of Service Sector

Publications Forum

This Conference offers a platform for intellectual discussion among Faculty Members / Research Scholars / Students and Corporate delegates on the given sub themes from Business Management, Economics, Life Science and Computer Science Dept. Papers – Theoretical, empirical or case studies are invited.

Last Date to Submit the abstract & full Paper is 24-08-2018. Papers with research focus will be selected for publication. The selected papers will be published in the reputed UGC LISTED JOURNAL with additional cost of Rs.1,300 (Each Co-author has to pay additional fee Rs.500 & Maximum three authors are allowed per paper). The following publications forum is as follows.

International Journal of Scientific Research and Review (IJSRR)

ISSN : 2279-543X (UGC listed Journal : 64650, Impact Factor : 6.10)

Primax International Journal of Commerce and Management Research,

ISSN : 2321-3604, Online ISSN : 2321-3612
(SI Impact Factor = 4.532, ISRA = 5.321, SJIF = 7.184)

RESEARCH PAPER GUIDELINES

The format for Abstract / Full Paper is as follows :

Line Spacing : 1.5 on one side of A4 sheet

Font Size : 12, Font Style : Times New Roman

Full Paper : Not Exceeding 6 Pages

Important Dates

Particulars	Date
Abstract & Full Paper Submission	24.08.2018
Notification of Acceptance of Full Paper	30.08.2018
Last date for Submission of Registration form & Fee Payment	05.09.2018
Date of Conference	12.09.2018

Authors are requested to submit your original paper as per APA guidelines. Papers must be sent via mail to

E-mail : primaxfoundation2015@gmail.com (or)
commerceconference2k18@gmail.com

Registration Fee

Category	Fee
Students & Research Scholars (M.Phil. and Ph.D.)	200
Academicians	200
Corporate Delegates	300