

**National Seminar**

**ON**

**“EMERGING ISSUES IN COMMERCE AND MANAGEMENT”**

**Gaur Brahman Degree College  
Rohtak ( Haryana)**



**29<sup>TH</sup> AND 30<sup>TH</sup> MARCH**

**PERSONS TO BE CONTACTED**

**Dr J.P Sharma (91-9896121635)**

**dr.jaipal.sharma@gmail.com**

**Dr D.S Kaushik(91-9017213579)**

**kaushikdalbir@yahoo.com**

**Sponsored By:**

**ICSSR**

**Ministry of HRD**

**(Government of India )**

# ABOUT COLLEGE

Gaur Brahman Vidhya Pancharini Sabha initially headed by Sh. Bhagwat Dayal Sharma has a glorious history of 102 years. It marked its inception in the year of 1912 and since then this educational institution has come a long way. Its altruistic journey of 102 years best exemplifies an earnest attempt for societal up-gradation. It is a confluence of education and societal service and has grown by leaps and bounds over the years. This educational institution ventures into various educational domain and has establishments like:

- Gaur Brahman Senior Secondary School
- All India Gaur Brahman Sanskrit College
- Gaur Brahman Degree College
- Gaur Brahman College of Education
- Gaur Brahman Ayurvedic College Brahmanwas

This educational flame kindled long time ago and is illustrious for enlightenment and wisdom. The foundation of Gaur Brahman Degree College was laid in 1970; it's a proud endeavour of Gaur Brahman Vidhya Pracharini Sabha, affiliated to MDU, Rohtak. The underpinning of this prestigious institution has always been to work for imbining a learning environment.

Since 44 years it has been deeply engrossed in imparting quality education and is working earnestly on all the manifestations of an apt student life. It is an endearing initiative which thrives for knowledge and wisdom. Its 44 years of selfless service has gone beyond communal realms and is presently striving for educational delight of society as a whole. This college is a blend of modern and traditional values. With lush green lawns and blossoming flowers it makes an attempt to provide salubrious and serene environment to its students. The institution has a well equipped infrastructure and a faculty that exemplifies hard work and conviction. This educational venture offers courses in humanities, commerce and is persistently working to enlarge its bailiwick of operations. Our college has well equipped computer and language labs, well served information centre that provides a wide range of books and journals to the students which helps them in knowing and learning better. It consistently works on the extra co-curricular activities of the students and has an astounding contribution in the field of sports. It seeks for the harmonious development of a student and works to make him a human resource fit for the contemporary scenario.

GBDC has an enlightening journey and is a constant endeavour which works for dynamism and comprehensive development as an educational venture. The sports and educational accomplishment of students are like gem in its crown and is adding to its repute and pristine glory. It believes in a simple principle "education leads to enlightenment and enlightenment opens the ways to empathy". GBDC is an efficacious educational pursuit which helps in complete unfolding of student life.



*WELCOME*

*MESSAGE*

Various economies across globe is undergoing a process of transition and overhauling. Certain economies are going through turbulent times while the others are progressing manifolds. Commerce and management are the backbone of any economy and their performance is substantially important for its growth and development. The 21<sup>st</sup> century which is an era of rapid industrialisation, globalisation and urbanisation which at one end is struggling with proliferating needs and on the other is dealing with depleting resources, the fate of commerce and management surely going to evolve and change. The paradigm shift in the global scenario and the changing interface of economies has made the commerce and management inevitably dynamic. New concepts and parameters are evolving and all these developments need a keen insight. In the contemporary scenario where the micro and macro environment are evolving and expanding, intricacies are growing, new reforms and policies are to be formulated. The political and economic instability and the changing socio-cultural environment and most importantly the changing definition of commerce and business have raised the utter need for discussion and brainstorming.

The political condition at national and global economy, the changing economic conditions of various nations, the burgeoning financial market, mushrooming management, the blooming entrepreneurship along with some loopholes like environmental degradation, exhaustion and depletion makes the overhauling of concepts and policies the need of hour.

A world which at one level is capitalising on evolving commerce and management and at the other is struggling with its deficiencies and discrepancies a counter balance has to be maintained and a research process has to set in which helps in making commerce and management more equipped and productive in the current perspective.

This seminar is the first step towards such a research endeavour and helps all the educationalist, researchers and students to peep into this world and discuss the complexities and ramifications and nit-pick the loopholes and suggest corrective measure

We welcome your participation in this event and extend our gratification for your enlightening presence on this colloquium. Help us in making our pursuit of sharing knowledge a grand success.

Thank you

Dr. J.N Sharma  
(Principal )

# About the Seminar

Amidst burgeoning commerce and evolving parameters of management educational brainstorming has become inevitable. At the junction of rapid industrialization and globalization where commerce is growing by leaps and bounds, an insight into this world has become need of the hour. This colloquium aims at to deal with all the contemporary issues of commerce and management. It is a learning Diaspora where complexities can be sorted and new ideas can be generated.

It attempts to bring various educationalist, researchers and students to come on the same platform and learn through knowledge sharing. This seminar is an earnest attempt to indulge in educational experience and put various problems, trends and phenomena under scanner and work out their ramification on our national and global economies. It helps to evolve futuristic policies to forge ahead with a motive to build an apt economic setup. This seminar aims to focus on dilemmas and challenges that are faced by economies in the dynamic environment and chalk out possible solution and to provide feasible answers to the pesky issues of the economy as a whole.

It provides a forum for healthy debate among intellectuals and motivate research scholar to explore the emerging domains of commerce and management. An era which is manifested with growing population, proliferating needs, depleting resources on one hand and rapid industrialization, liberalization and globalization on the other , in such an environment strategies has to be formulated that helps in capitalizing on the strength and synergies and eradicating the loopholes and deficiencies. And this seminar undoubtedly through its enlightening sessions will sort out the problems at hand and evoke an enriching learning environment.

## Themes

### Commerce

- Business communication
- Business innovation
- Business world in 2050
- Future companies
- IT and Commerce
- Corporate Social Responsibility
- Women entrepreneur and empowerment in India
- Balancing act of needs and resources in commerce

### Economics

- Emerging paradigms in Indian economy
- Inclusive growth
- Economic equity and growth
- Knowledge economy
- Super economies in 2050
- Poverty and growth

### Management

- Infrastructure management
- Historical and contemporary prospects of management
- Education management
- Green marketing and growth
- HR planning and development
- Work engagement and management
- New recruitment strategies of HR

### Banking and Finance

- Micro finance
- Contemporary Finance Scenario
- Financial services and institution
- Financial derivatives

# Seminar dates and Fees

Submission of  
Abstract  
20<sup>th</sup> March, 2014

Acceptance of  
Abstract  
22<sup>nd</sup> March, 2014

Submission Of  
full paper  
24<sup>th</sup> March, 2014

Category	Fees
Academician/ Research Scholar	Rs 300
Student	Rs 250

# Guidelines

## Call for Papers

Plagiarism is an offence. Unpublished, empirical, theoretical high quality research papers are invited from academicians, research scholars, practicing managers, entrepreneurs and students for presentation in conference. Sub-themes are only indicative, papers on other related areas of management, economics, sociology, law, can also be submitted. However, the selection committee has full authority to select or reject the full paper and to consider the paper for publication in form of conference proceedings and an edited book.

## Guidelines for Authors

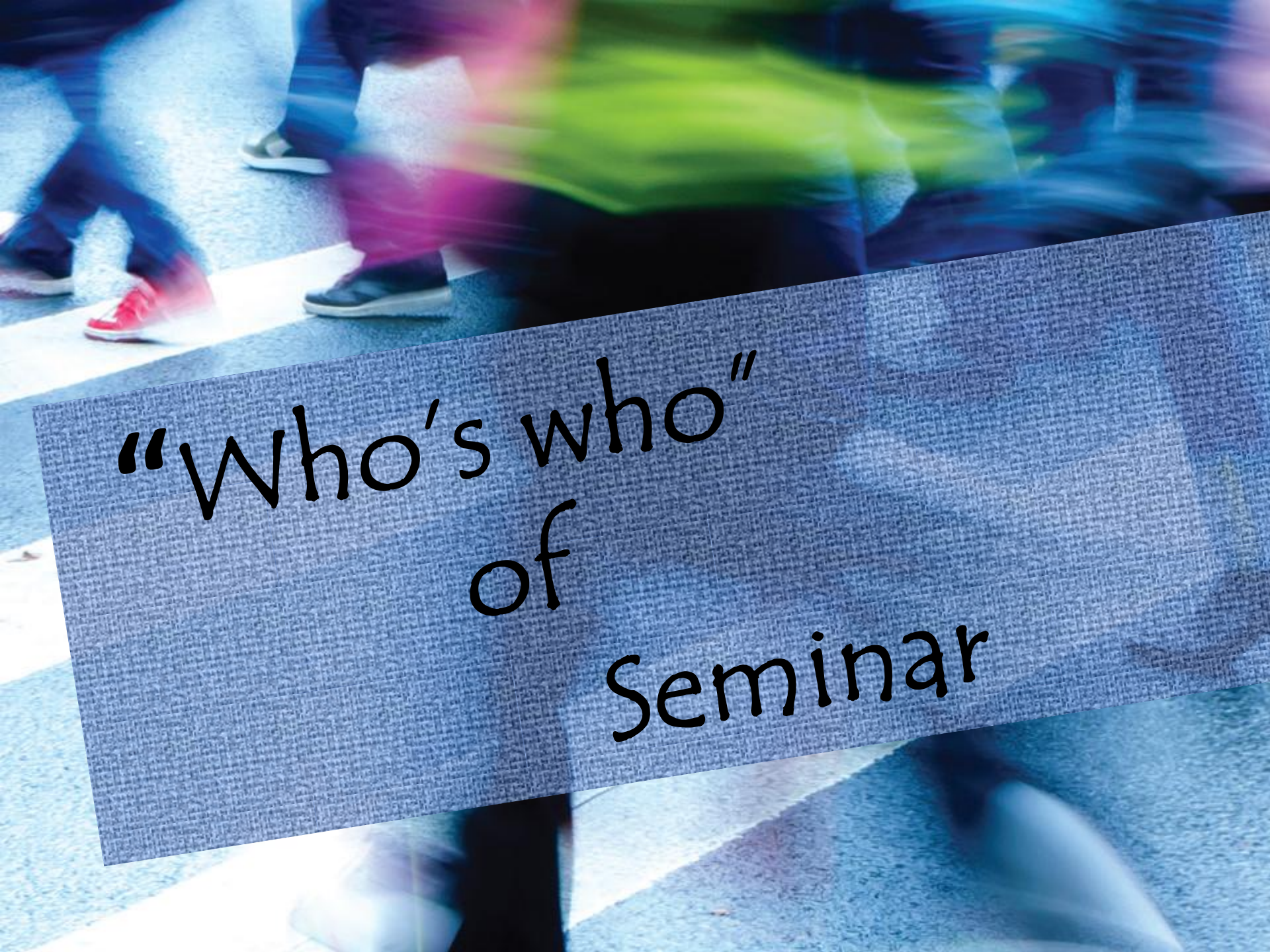
The following is the suggested format for paper submissions:

- Abstract should not be of more than 600 words and should include title, background, objective, methodology and finding
- Full Length Paper : 3500- 5000 words or 10-12 Pages
- The manuscript should not have more than two co-author in any case
- Proper Literature Review
- Detailed Analysis & Discussion is required.
- Conclusion, Limitations and Recommendations are mandatory
- Tables, figures, etc. in their appropriate location in the paper (if applicable)
- Font: Times New Roman font size -12 points
- Spacing: 1.5 between lines and 2 between paragraphs

Email-id:

[drjpsgbdcseminar2014@gmail.com](mailto:drjpsgbdcseminar2014@gmail.com)

[drdskgbdcseminar2014@yahoo.com](mailto:drdskgbdcseminar2014@yahoo.com)

A blurred background image showing a crowd of people walking, likely at a seminar or event. The image is tilted and has a blue tint. The text is overlaid on a dark blue textured rectangular area.

“Who’s who”  
of  
Seminar

# Chief Guest



Dr. K.C. Bhardwaj  
Ex Vice-Chancellor  
Chairman, Board of School Education  
Haryana, Bhiwani



# Guest Of Honour

Dr. Ravinder Vinayek  
Dean, Academic Affairs  
Maharshi Dayanand University, Rohtak



# Guest of honour



Dr Narender Kumar Garg  
Professor, Department of Commerce  
Maharshi Dayanand University, Rohtak

# Valedictory



## CHIEF PATRON

- SH. CHANDER PARKASH IAS  
Divisional Commissioner , Rohtak division  
Administrator



## PATRON

- DR. J N SHARMA  
PRINCIPAL



## CONVENER

- DR J.P SHARMA  
Head of Commerce Department



## ORGANISING SECRETARY

- Dr D.S KAUSHIK  
ASSOCIATE PROFESSOR

# Committees

## Organising Committee

***Dr Anju Sharma***

***Dr . D.V. Bhardwaj***

***Mrs. Santosh Sharma***

***Mrs. Pinki Chauhan***

***Dr. Sukhdev Kumar***

***Dr Tarun Vats***

***Mr Surender Sharma***

***Mrs Manju Devi***

***Ms Seema Sharma***

***Ms Bharti Singh***

## Advisory committee

**Prof Ravinder Vinayek**

**Prof W.K. Sarwade**

**Prof Narender Kumar**

**Prof H.J Ghosh Rai**

**Prof O.P Verma**

**Prof Neelam Jain**

**Dr Balvinder Singh**

**Dr M.K . Dekate**

**Dr. Mahesh Garg**

**Dr Sanket Viz**

# Proceedings

Day 1

Inaugural function  
Technical Session 1  
(Commerce)

Tea



Technical Session 2  
(Economics)  
Lunch



Day 2

Technical Session 3  
(Management)



Tea

Technical session 4  
(Banking and finance)

Valedictory  
Lunch



# Glimpses of Haryana

