



# MAHARASHTRA COMMERCE CONFERENCE

4<sup>th</sup> & 5<sup>th</sup> November 2023

## 34<sup>th</sup> Annual National Conference of Maharashtra Commerce Teacher's Association

**CHANGE AND TRANSFORMATION IN COMMERCE AND  
MANAGEMENT :**  
**BREAKTHROUGH INNOVATION AND CREATIVITY**

Hosted by

Shikshan Prasarak Sanstha's

**Sangamner Nagarpalika Arts, D.J. Malpani Commerce and B.N.  
Sarda Science College (Autonomous), Sangamner**

At Post- Ghulewadi, Nashik Pune Highway, Sangamner, Tal-Sangamner, Dist-Ahmednagar

**PRIN. DR. CA MAHESH BHIVANDIKAR**

(Achiever's College of Commerce and Management, Kalyan.)

**President of the Conference**

**PRIN. PROF. DR. A.H. GAIKWAD**

**Secretary of the Conference**



**Organized by: Department of Commerce and Research Centre**

Website : <https://sangamnercollege.edu.in>

## ABOUT MAHARASHTRA COMMERCE TEACHER'S ASSOCIATION

The Maharashtra State Commerce Teachers' Association was formed in 1985 with its first Conference at Dharangaon near Jalgaon under the leadership of Dr. G. M. Talhar who has late the founder President. The main objective of this Association has been to provide the platform for Commerce teachers in Maharashtra to express their views on the issues in Commerce and Management. The idea of formation was emerged from the discussion during the Centralized Assessment Programme of Savitribal Phule Pune University in 1984 at Pravara Nagar in Ahmednagar district. It was registered at Jalgaon as a formal body of Commerce leaders. Eminent Commerce teachers joined for a noble cause of organising Annual Conferences at different places in Maharashtra. New Life members joined at the time of each Annual Conference. Every time new emerging subjects and topics were discussed by Commerce teachers during the sessions of the Annual Conference. The 34<sup>th</sup> Annual Conference is an important landmark in the history of Association which is being held in Sangamner Nagarpalika Arts, D.J. Malpani Commerce and B.N. Sarda Science College (Autonomous), Sangamner 422605.

## ABOUT SANGAMNER

Sangamner in Maharashtra is a busy and mid-sized city located on the banks of the Pravara River. It derived its name from the confluence (*sangam*) of Pravara with Mhalungi and Adhala Rivers. Surrounded by hills, rivers, greenery and natural beauty. Sangamner is an attractive small town with several temples located at picturesque locations.

Perhaps the most popular shrine in Sangamner is Shani Dev temple. Shri Sant Dnyaneshwar Temple is also quite famous and is believed to come second only to Alandi Sanjivan Samadhi that is also dedicated to this famous saint from the Western Maharashtra.

### Tourist Destination :

Travelers appreciate Mula Dam, Wilson Dam and Pimpalgaon Joge Dam as the best of 101 picnic spots near Sangamner. There are 2 picnic spots near Sinnar, a city just 42 km from Sangamner and 2 picnic spots near Shrirampur, which is 51 km distant. The most popular of these are Dudhasagar Waterfalls near Sinnar and Shani Shingnapur near Shrirampur.

#### Nearest Railway Station:

- |                      |                  |                 |                |
|----------------------|------------------|-----------------|----------------|
| 1. Nashik Road 60 km | 2. Belapur 50 km | 3. Shirdi 45 km | 4. Pune 142 km |
|----------------------|------------------|-----------------|----------------|

## ABOUT SHIKSHAN PRASARAK SANSTHA

In order to make higher education available in the rural environment such as of Sangamner, Shikshan Prasarak Sanstha was established in 1960. Sangamner College was established by Shikshan Prasarak Sanstha, Sangamner on 23<sup>rd</sup> January 1961 on the auspicious occasion of Birth Anniversary of Netaji Subhashchandra Bose. The Arts and Commerce faculties commenced in June 1961 and Science faculty was introduced in June 1965. When Sangamner College was founded forty years ago, in 1961, there was no college available to the rural youth of this region. The college was founded with the aim of upliftment of the disadvantageous rural youth in all respects. On the one hand, we are aware of the social circumstances prevailing in the rural area where we are working. So, we offer our students the elective options that are favorable to the local atmosphere. On the other hand, we want to academically empower the aspiring youth by offering vocational course in Computer Applications to students of Arts & Commerce. B.B.A., B.C.A. and M.C.A. courses were started with the same purpose. "Think globally, act locally" is our guiding principle.



## ABOUT COLLEGE

Shikshan Prasarak Sanstha was established in 1961 with a mission to make higher education available to the students from rural background like Sangamner and its vicinity. Since its inception, the college has been following its vision "SPREAD KNOWLEDGE UNTO THE LAST" by taking the educational needs of the rural masses into account. In the year 2020, the college was conferred AUTONOMOUS status by University Grants Commission, New Delhi. In imparting higher education to its students, the college has always taken care that its efforts remain focused on the upliftment of socio-economically and culturally deprived rural youth from Sangamner and its vicinity.

Presently, around 6000 students are pursuing their higher education in different streams on a huge lush green and eco-friendly campus of 50 acres. The Sanstha which was founded on a dry, bare land sixty years ago has been transformed into a fertile land of knowledge and a centre striving for excellence in Higher Education under the visionary leadership of the *former* Principal Late M.V. Kaundinya and the torchbearer management founders. Former Chairman of Shikshan Prasarak Sanstha Late Shri. S. G. Joshi and Late Shri. Omkarnathaji Malpani laid down a sound and value-based academic foundation.

Since 2006, under the stalwart leadership of honourable Dr. Sanjay Malpani, Chairman, Shikshan Prasarak Sanstha, our college has been setting and achieving high goals to meet the global standards.

The college is known for executing innovative programmes such as restructuring of the courses at the undergraduate level and innumerable skill-based and job-oriented activities. The college runs several skills based courses supported by University Grants Commission. 12 Ph.D. Research Centres (Marathi, Hindi, English, Sanskrit, Economics, Politics, Commerce, Chemistry, Physics & Zoology) keep upgrading the research culture among the students.

We have dedicated and well-qualified teachers in all faculties. Most of them have the qualification of M.Phil. and/or Ph.D. to their credit. The teachers of the college are always prepared to update their knowledge and to accept all kinds of challenges for future prospects and plans in Higher Education. The college ensures empowerment of human resource through Seminars, conferences, workshops and faculty development programmes.

The college is re-accredited with A+ grade by NAAC in 2015-16 (CGPA 3.58) in the 3rd cycle valid till Dec, 2025. For its outstanding performance, the college has been honoured with the "Best College" Award by Savitribai Phule Pune University in 2002, 2008 and recently, in 2019. The college was also chosen as the Best NSS Unit, the Best NCC unit and the Best Sport unit by Savitribai Phule Pune University, Pune.

We are all geared up as an AUTONOMOUS COLLEGE and heading for a new identity as a FAST GROWING HUB OF QUALITY EDUCATION with a strong support of the management of Shikshan Prasarak Sanstha, dedicated faculty members, hard-working non-teaching staff, aspiring students, motivated parents and all of our inspiring stakeholders.





## ABOUT DEPARTMENT OF COMMERCE AND RESEARCH CENTRE

Being established with the inception of the institution in 1961, the Department of Commerce has emerged as one of the largest and major departments in the college. At present more than 1800 students have been enrolled for Commerce. Initially the Department run an under-graduate course in B. Com. but considering the demand for a PG course by students, M. Com. was introduced in 1971. The PG section is one of the few grant receiving PG Departments in SPPU.

In the course of time the Department has groomed itself to adapt with the changing paradigms in the field of commerce education. Considering the need of Professional Education, the department has introduced Professional Courses like BBA and BCA affiliated to SPPU. Recently, the department has taken initiative in imparting Skill Based education by starting skill-based degree courses such as B.Voc. in Accounts and Taxation and Study Center of CS have also been introduced. An opportunity for practical training is provided to our students in collaboration with reputed organizations like Bajajfinserv and WNS Co.



A full-fledged Research Center affiliated to SPPU was started for offering Ph D degrees and facilities to desirous and meritorious students. It has not only strengthened the academic standards of the department but also added a feather to the department's cap.

The faculty working in the Department is well qualified and experienced. The department has pioneered various innovative activities like Commerce Festival, Commerce Laboratory, and Entrepreneurship Club etc. which have been followed by many other colleges affiliated to SPPU.

The department has successfully organized number of National, International and State Level Seminars, Conferences and Workshops. It has also published various proceedings with ISSN, ISBN and has published number of Research Articles.

## THEME OF CONFERENCE

**Main Theme :** Change and Transformation in Commerce and Management : Breakthrough Innovation and Creativity

### Sub Theme

1. National Education Policy -2020
2. Startups
3. Entrepreneurship Development
4. Women Empowerment
5. Human Resource Management
6. Employability in MSMEs
7. ChatGPT and AI
8. Service Industry: A Growth Driver
9. Role of Industry in Employment Generation
10. Role of Banking in Development of Commerce and Management
11. Marketing and Digital Marketing
12. CSR(Corporate Social Responsibility)
13. Co-operative Sector: Challenges and Opportunities
14. Higher Education and Psychology of Stakeholders

## GUIDELINE FOR FULL PAPER SUBMISSION

Academicians, practitioners, research scholars and students are invited to send their full research paper with abstract of not more than 3000 words on the themes, sub-themes or any topic related to the conference. The paper contributors are requested to send full papers (font size 12 and line spacing 1.5) in MS word, Times New Roman on or **before 25 Oct 2023. The front** page of the paper should provide details of the author/ authors, affiliation/organization, email address and contact number. All tables and figures should be numbered and should appear in the corresponding text with captions. APA citation style must be followed for references. Participants can send their research paper in language of **English, Hindi and Marathi**. Submitted papers will go under a double-blind review process and will be evaluated on parameters like originality, relevance, applicability and contribution. All correspondence will be addressed to the first author. The abstracts and full paper should be sent by email to the Organizing Secretary at [mcaconference2023@sangamnercollege.edu.in](mailto:mcaconference2023@sangamnercollege.edu.in)

The papers will be published in Peer Reviewed Journal with ISSN Publication and Selected papers will be published in UGC CARE JOURNAL (subject to additional charges)

## IMPORTANT DATES

<b>Last date for submission of Full Paper</b>	<b>25<sup>th</sup> Oct 2023</b>
<b>Intimation of Acceptance of Full Paper</b>	<b>27<sup>th</sup> Oct 2023</b>
<b>Last date for Registration of accepted paper</b>	<b>29<sup>th</sup> Oct 2023</b>

## AWARDS

1. Dr. P.C. Shejwalkar & Mahadeorao Talhar Best Teacher Award
2. Raman Parshuram Best Author Award
3. Saurabh Shivare Memorial Young Researcher Award
4. Late Madhukarrao Chaudhari Jivan Gaurav Purashkar
5. Late Swapnil Dilipkumar Lalwani Sevabhavi Teachers Award

will be given in the conference. The Applicants for these awards should apply in the Triplicate with C.V. and research publications to the Conference Secretary on or before 15 Oct, 2023.

## ELIGIBILITY FOR AWARDS

The applicant should be an approved commerce teacher. The applicant should be a member of MSCA and should have attended past three conferences of MSCA.

## REGISTRATION DETAILS

The interested participants can register by sending duly filled registration forms either hard copy or soft copy (Email ID [mcaconference2023@sangamnercollege.edu.in](mailto:mcaconference2023@sangamnercollege.edu.in) )

Registration Link : <https://forms.gle/3FKKxBr2sDEXg5216>

Registration as	Fees
For Life Members	Rs.2000
For Non-Life Members	Rs.2500
Entrepreneur and Professional Delegates	Rs.2500
Research Students / Scholars	Rs.700

## BANK DETAILS

Name of Account Holder	Seminar , Sangamner Nagarpalika Arts, D.J. Malpani Commerce and B.N. Sarda Science College (Autonomous), Sangamner
A/C No	60216571315
Name of Bank	Bank of Maharashtra
IFSC Code	MAHB0000420
MIRC code	422014201

## ACCOMMODATION

- Accommodation will provided only to the out station Participation with request in advance.
- Accommodation will be provided only for the date 4 Nov, and 5 Nov, 2023 Morning.
- On the Spot Accommodation will not be provided .
- Accommodation Charges Rs. 1000 per person



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