



JNAN VIKAS MANDAL'S DEGREE COLLEGE

Plot No. 9, Sector-19, Airoli, Navi Mumbai

NAAC Re-Accredited 'A+' Grade (CGPA 3.31) (3rd Cycle)



Internal Quality Assurance Cell (IQAC)

organises

International Conference



NAVIGATING THE CONVERGENCE :
EXPLORING INNOVATIVE STRATEGIES
IN COMMERCE , MANAGEMENT AND MEDIA

Saturday, 31th August 2024
[Online & Offline Mode]

International Conference



Keynote Speaker

Varadraj Bapat
CA, CWA, DISA, Ph.D. (IIT Bombay)
Professor, SJM School of
Management, IIT Bombay.



Resource Person

Dr. Nutan Parab
Vice President & Head
Talent Acquisition
Apexon [Goldman Sachs Company]
New Jersey, USA.



Resource Person

Dr. Sneha Amre
P.G. [IIM Kashipur]
Faculty, IBS Mumbai.
Specialisation- Data Analysis &
Quantitative Research

ABOUT THE TRUST AND COLLEGE

The Jnan Vikas Mandal (JVM) trust, founded in 1974 by a group of visionaries dedicated to providing value-based education to the lower and middle-class society, is celebrating its golden jubilee this year. The college was started in the year 2001 as the first college in Airoli, Navi Mumbai. The college was re-accredited with an impressive A+ grade by NAAC with a CGPA of 3.31 in the third cycle. The college has grown into a multi-disciplinary educational institute affiliated with the University of Mumbai, offering eight UG courses, four PG courses, and a Ph.D. research centre. The college has an association with Yashwantrao Chavan Maharashtra Open University (YCMOU) for study centers of B.C.A. and M.C.A. courses. The institution has an enrollment of more than 3000 students in the UG and PG sections.

ABOUT THE CONFERENCE

When exploring new approaches in commerce, management, and media for advancement, it is crucial to take into account the ever-changing nature of these interconnected fields. In commerce, companies are increasingly utilizing e-commerce platforms, data analysis, and personalized marketing tactics to improve customer experiences and boost sales. Management techniques are adapting to incorporate agile methodologies, remote work options, and diversity and inclusion programs to meet evolving market needs and workforce dynamics. Within the media sector, digital transformation, customized content, and social media interaction are revolutionizing how information is consumed and distributed. To promote progress in these areas, organizations can consider interdisciplinary methods that merge technology, innovation, and strategic planning. Embracing creativity in product development, customer interaction, and corporate culture can assist companies in remaining competitive and pertinent in today's fast-paced setting. Collaboration across departments, ongoing education, and a readiness to experiment with fresh concepts are crucial elements in propelling advancement and expansion in commerce, management, and media. This Conference is more than just a gathering of minds; it is a fusion of expertise, a blend of varied viewpoints that will contribute to the formulation of inventive strategies. These strategies are not only prepared to adjust to changes but also to thrive in the midst of them, establishing an environment where businesses and societies not only survive but prosper.

SUB THEMES OF CONFERENCE

- Impact of E-commerce on Traditional Retailers: A Comparative Analysis
- Crypto Currency and its Implications on Global Commerce
- Sustainable Business Practices: Integrating Environmental Social Responsibility into Commerce
- The Role of Big Data Analytics in Improving Supply Chain Management
- Leadership Styles and Employee Motivation: A Comparative Study
- Strategic Human Resource Management in the Digital Age
- Effective Change Management Strategies in Organizations
- The Influence of Social Media on Consumer Behavior: A Comparative Study
- Media Representation of Gender: Analyzing Stereotypes and Progress
- Impact of Fake News on Public Opinion and Media Credibility
- Media Convergence and its Effects on News Production and Consumption
- The Intersection of Artificial Intelligence and Marketing Strategies
- Evaluating the Effectiveness of Influencer Marketing in E-commerce
- Cyber Security in Financial Transactions

CALL FOR PAPERS

The papers can be presented on any aspect of the themes. The conference welcomes submission of research papers, articles from research scholars, academicians, industry professionals, entrepreneurs, technological experts, policy makers, budding managers, technocrats and students.

GUIDELINES FOR AUTHORS

COVERAGE PAGE:

Title of the paper, Author's Name, Designation, Organization Name and Address, Correspondence Address, Email ID and Contact Number.

ABSTRACT:

Word limit 250-300 words, Keywords: 5-6.

FULL PAPER:

Manuscripts should be in A-4 size, MS-Word format, word limit 2500-3000 words.

Font: Times New Roman, Size: Heading Bold 14, Regular: 12 , Line spacing 1.5 with left and right margin justified.

Selected papers will be published in Peer Reviewed Journal and hard copy will be provided.

Submission of Full paper & Abstract: jvm.conference@jnanvikasmandal.com

FOR REGISTRATION



Scan QR Code for Registration

IMPORTANT DATES

- Submission of Abstract : 5th August 2024
- Last date of full Paper Submission: 15th August 2024
- Last date of Registration : 25th August 2024
- Date of Conference : 31st August 2024

PAYMENT DETAILS

- ✓ Account Name : Jnan Vikas Mandal's Mehta Degree College
- ✓ Bank Name : ICICI Bank, Airoli
- ✓ Account No: 188201000329
- ✓ IFSC CODE: ICIC0001882



QR Code for Payment

Participation & Paper Publication Charges:	
Students	₹1000
Research Scholars & Academicians	₹ 2000
Industry Delegates	₹ 2500
Foreign Participants	\$ 25
Only Participation fees for Students and Academicians	₹ 500

PATRONS

- Hon'ble Shri V. N. Hegde (President, JVM Kalwa and Chairman College Governing Council)
- Hon'ble Shri. K. H. Deshpande (Executive President, JVM Kalwa)
- Hon'ble Shri. S. P. Kulkarni (Vice President, JVM Kalwa)
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- Hon'ble Shri. John P. Thomas (Jt. General Secretary, JVM Kalwa)
- Hon'ble Shri. Avinash Khilari (Treasurer, JVM Kalwa)

ADVISORY COMMITTEE

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- Dr. (Mrs.) Antara Sonawane Sarode - Co-ordinator BBA, BMS & M.Com, K.P.B Hinduja College of Commerce, Charni Road

Conference Convenor: Mrs. Ujwala Pawar [9870668949]

IQAC Co-ordinator: Mrs. Sindhu Ramani [9819160074]

Co-convenors: Dr. Savitri Dholey [9819162618]

Mrs. Yogita Sawant [9819219228]

Dr. Kishor Chauhan [9930006006]

Mrs. Anshu Kishore [9772750650]

Conference Chair-Dr. B. R. Deshpande
I/c Principal

Programme Schedule

31st August 2024

NAVIGATING THE CONVERGENCE: EXPLORING INNOVATIVE STRATEGIES INCOMMERCE, MANAGEMENT AND MEDIA

9.00 a.m to 10.00 a.m.	Registration & Breakfast
10.30 a.m. to 10.40 a.m.	Saraswati Vandana and Lighting the Lamp
10.40 a.m. to 10.50 a.m.	Welcome Note & Introduction of Seminar
10.50 a.m. to 11.10 a.m.	Felicitation of Guests
11.10 a.m. to 11.15 a.m.	Address by Executive President
11.15 a.m. to 11.20 a.m.	Address by President
11.20 a.m. to 11.25 a.m.	Introduction of Keynote Speaker
11.25 a.m. to 12.10 p.m.	Key Note Address By Dr. CA Varadraj Bapat
12.10 p.m. to 12.15 p.m.	Introduction of Resource Person
12.15 p.m. to 1.00 p.m.	Session by Dr. Nutan Parab (USA) Virtual Session
1.00 p.m. to 1.05 p.m.	Vote of Thanks
1.05 p.m. to 2.00 p.m.	Lunch Break
2.00 p.m. to 2.30 p.m.	Session by Dr. Sneha Amre
2.30 p.m. to 3.30 p.m.	Technical Session
3.30 p.m. to 3.40 p.m.	Tea Break
3.40 p.m. to 4.30 p.m.	Valedictory Function & Certificate Distribution
4.30 p.m. to 4.35 p.m.	Vote of Thanks & National Anthem