

## Important Dates:

Last date for submission of Abstracts and full Papers: 26th February, 2019

Last date of Registration : 28th February, 2019

Registration Fees:

For Members: Rs. 800/-

For Non- members: Rs 1000/-

On the spot registration charges for the members : Rs.1000/-

On the spot registration charges for nonmembers.: Rs.1200/-

Registration can be done online by logging on website to the **ucmta.in**

Registration fees can be paid by NEFT/ RTGS/ Draft/ Cheque

For NEFT/ Direct Deposit and Online Transfer using following account details:

**Account No.: 032010100308021**

**Name of the Bank: Axis Bank**

**Branch Name: Vastrapur, Ahmedabad**

**Name of A/C Holder: Principal, R J Tibrewal Commerce College**

**IFS Code: UTIB0000032**

**MICR: 380211003**

Draft/ Cheque should be drawn in favor of Principal, R J Tibrewal Commerce College payable at Ahmedabad and sent to Principal, R J Tibrewal Commerce College, Vastrapur, Ahmedabad 380 015 Accommodation (Paid) during the conference will be provided to outstation participants only if intimated by 1st March, 2019.

Registration kit will not be given to those who avail on the spot registration.

## Participants' Profile:

Principals / Directors

Faculty Members of B Schools

College, University Department Teachers

Professionals, Research Scholars etc.

## Call for Papers:

We invite quality, original, unpublished, conceptual/research papers only in English that address the theme and sub-themes of the conference.

## Submission Guidelines:

The first page of the paper should contain only Title of the paper, Name of the Author, Affiliation, and Address with E-mail & Phone number. Abstract and the paper should be typed in Times New Roman font in MS Word format. Font size is 12 for normal text and 14 for Title. Line spacing should be 1.5. Abstract should not be more than 300 words. Total length of the research paper should be possibly restricted to 3000 words. Selected papers will be peer reviewed and evaluated based on originality and relevance to the conference. Full papers along with abstracts should be mailed to: [rjtcccfeence19@gmail.com](mailto:rjtcccfeence19@gmail.com)

All peer reviewed papers will be published in the ISBN Volumes. Author will present the paper in person. No papers in absentia will be accepted. In case of Joint Authorship, Author as well as Co-Author should register. Certificates will be issued only at the end of the conference in valedictory function.

## Organizing Committee:

Mr. K N Bhavsar, Asso. Prof. & Head, Accountancy Dept, RJTCC, (M): 9825166110

Dr. Kalpesh T Patel, Junior Vice President, UCMTA, (M): 9913931120

Mr. P A Sutaria, Asso Prof, RJTCC, (M): 9879354001

Dr. Hasmukh B Patel UCMTA, Ambaji, (M): 9898645064

CA (Dr) Nilesh V Suchak, Asso. Prof, RJTCC, (M): 9426359357

Dr. Mahesh M Patel, EC, UCMTA, Amreli, (M): 9998684699

CA P B Kedia, Asso. Prof. RJTCC (M):9825440670

Dr. Gaurang Barot, EC, UCMTA, Selvasa, (M): 9979539493

Dr. Bhavsinh Dodiya, EC, UCMTA, Junagadh, (M): 9428014986

Dr. Hareesh Barot, UCMTA, Gandhinagar, (M): 9825020196

Dr. Manisha S Bhatt, UCMTA, New Vallabh Vidyanagar, (M): 9427457271

Dr. Parimal Trivedi, UCMTA, Ahmedabad, (M): 9374230340

Dr. Brijesh Joshi, UCMTA, Palanpur, (M): 9428847734

Dr. Ashwin A Patel, UCMTA, Vaghodiya, (M): 9998980528

## National Advisory Committee

Prof. Harish S Oza, Former President, UCMTA

Prof. R H Acharya, Former President, UCMTA.

Prof. Daxa Pratapsinh, Head, Department of Commerce, Saurashtra University, Rajkot

Prof. Bharati V Pathak, Director, S D School of Commerce, Gujarat University, Ahmedabad

Dr. Jayavantsinh A Sarvaiya, President, Gujarat College Principal Association

Prof. Sandip K Bhatt, Head, Department of Business Studies, S P Uni., Vallabh Vidyanagar

Prof. C K Sonara, Department of Business Studies, S P Uni., Vallabh Vidyanagar

Prof. P S Hirani, Head, Department of Commerce, KSKV Kachchh University

Prof. Alok Chakrawal, Coordinator, IQAC, Saurashtra University, Rajkot

Dr. T A Shivare, Director, Wilson College of Arts & Science, Mumbai

Dr. Babanrao Taywade, Principal, Dhanvate National College, Nagpur

Prof. Debabrata Mitra, Head, Department of Commerce, University of North Bengal

Prof. I V Trivedi, Former Vice Chancellor, Mohanlal Sukhadia University, Udaipur

Prof. Naval Kishor, IGNOU, Delhi

Prof. D Chennaiappan, Dean, Faculty of Commerce, Osmania University, Hyderabad

Prof. Ketan Upadhyay, The M S University, Vadodara, Gujarat

Dr. Umesh R. Dangarvala, The M S University, Vadodara

Dr. S S Sodha, S D School of Commerce, Gujarat University, Ahmedabad

Dr. Ajay M Bhamare, Dean, Faculty of Commerce, University of Mumbai

Dr. Hemant Kothari, Dean of P G Research, Pacific University, Udaipur

Prof. (Dr.) S B Lal, Vanijya Mahavidyalay, Patna University, Patna

Dr. Nishikant Jha, General Secretary, IAA, Thane Branch

Dr. Kuldeep Sharma, Treasurer, IAA, Thane Branch

Dr. Amishi Arora, Principal, CIBMRD, Nagpur

Dr. Dalbir Singh Kaushik, Gaur Brahman Degree College, Rohtak

Prof. Vasudev Modi, Department of Commerce, M K S Bhavnagar University

Dr. Rajiv Sharma, Department of Accountancy and Business Statistics, University of Rajasthan

## NATIONAL CONFERENCE ON

## SUSTAINABLE DEVELOPMENT IN BUSINESS ALONG WITH SOCIETAL CHANGES

Organized by

**R J Tibrewal Commerce College Vastrapur,  
Ahmedabad -380 015 (Gujarat)**

&

**Universities Commerce & Management Teachers' Association  
(Gujarat State)**

Chief Patron:

**Dr. Manish D Shah, Vice President, Lok Jagruti Kendra**

Patron:

**Prof. S B Vora, Founder President, UCMTA & Former VC, Gujarat University, Ahmedabad**

Conference Chairman:

**CA (Dr.) H M Parikh, Principal, RJTCC, (M): 9825431369**

Conference Conveners:

**Dr. Rajendra V Raval, President, UCMTA, (M): 9998813936**

**Dr. Urmish S Javeri, Asso. Prof. & Head, Comm & Mgt Dept, RJTCC (M): 9825164750**

Conference Secretaries:

**Dr. Dharmendra Patel, Senior Vice President, UCMTA, (M) 9428482182**

**Mrs. Jignasa P Chauhan, Asso Prof, RJTCC, (M) 7984093813**

Conference Joint Secretaries:

**Dr. Jayendrasinh R Jadav, IPP, UCMTA, (M): 9898721245**

**Dr. Ashish J Dave, Secretary, UCMTA. (M): 9328078001**



**“SUNDAY, 10TH MARCH, 2019”**

AT

**L J Institute of Management Studies L J Campus, Nr. Nagdev Kalyan Mandir,  
Between Sarkhej Circle & Aandaz Party Plot**

**S G Highway, Ahmedabad -382210**

## Track – 4: Management

- Tourism Management
- Brand Management
- Virtual Business Management
- Global Business Ethics
- Talent Management
- Heritage Management
- Legal aspects in Business
- Innovation in Management
- Corporate Culture & Neutrality
- E- Commerce
- E- Marketing
- Changing Organizational & HR Practices
- Case Studies

## Track – 5: Economics

- Macro Economics, Monetary Economics & Growth
- Micro Economics, Public Policy & Political Economy
- Environment Development & Agricultural Economics
- FDI & Internationalization
- Trends & Challenges in Banking & Financial Services
- Financial Equation - Challenges & Opportunities
- Emerging Issues in Finance
- Disruptive Innovation
- Business Environment (Social, Economic, Political, Cultural Etc.)

## Accommodation Committee

- Dr. Chirag J Trivedi, Asso. Prof, RJTCC (M): 9426051122
- Dr. Jayesh B Shah, Asso. Prof, RJTCC (M): 9898121723
- Mrs. Rashmi S Gupta, Asso Prof, RJTCC (M): 9824507296

## Research Paper Publication Committee

- Dr. T U Dhruv, Asso. Prof, RJTCC
- Mrs. M A Shah, Asso. Prof, RJTCC
- Mrs. K Usha, Asso. Prof, RJTCC
- Mrs. R A Shah, Comp Prog, RJTCC

## Registration Committee

- Dr. M M Desai, Asso. Prof, RJTCC
- Mrs. P N Suchak, Asso. Prof, RJTCC
- Dr. S T Pillai, Asso. Prof, RJTCC

## Conference Preamble:

‘Make in India’ has provided impetus to changes in the fields of trade, commerce and to almost every sphere of the world. Demonetization and GST have paved a new way for economic growth of Indian economy. The introduction and emphasis on behalf of our Honorable Prime Minister for ‘First Generation Entrepreneurs’ will bring a boom in business in form of innovative ideas and prosperity in turn. The preference of upcoming generation for self- employment is always for the betterment of all the spheres of Society. These recent and relevant factors have enabled us to organize a National Conference and provide platform for discussion on Global Changes in Business, Economy and their impact on Society. It aims at bringing together Academicians, Researchers and Experts from various fields. It will provide a platform for young scholars to present their research work and interact with experts in relevant areas of interest and will facilitate discussions and knowledge-sharing gateways.

## Conference Theme:

### Tracks:

## Track – 1: Accounting & Finance

- Demonetization – Issues & Challenges
- Need for further Demonetization (?)
- Cloud Computing & Accounting
- Accounting Education & Research
- GST, Revision in GST & Its Impact
- Emerging Trends in Financial Reporting Practices
- Governance and Business Ethics
- Environmental Accounting – Impact Assessment & Audit
- CSR
- IFRS
- Corporate Governance
- Cost Accounts
- Management Accounting
- Forensic Accounting
- Finance for next 25 years

## Track – 2: Entrepreneurship

- Make in India
- Green Economy & Sustainable Development
- Entrepreneurship / Innovation and Regional Development
- Innovative Approaches in Marketing, Finance & HR for Skill Development
- Entrepreneurship & Family Business.
- Role of Digitalization
- Women Empowerment through Entrepreneurship
- Role of Government Policies/Schemes for Socio –Economic Development
- Micro Finance Institution and Inclusive Growth

## Track – 3: Statistics

- Big Data Analysis
- Artificial Intelligence and Data Mining
- Artificial Intelligence and Data Mining
- New Models in Business Analysis
- Trends in Quality Control and Data Base Management
- Bayesian Inference in Reliability
- Operation Research

## R J TIBREWAL COMMERCE COLLEGE

**RJTCC** is the flagship institute of Lok Jagruti Kendra and is affiliated to the Gujarat University. The **Lok Jagruti Kendra** was set up in 1982 as a manifestation of the vision of the legendary Principal Shri B M Peerzada. The charitable trust that aims at imparting quality education in various disciplines at undergraduate and postgraduate levels was created under the able guidance of eminent academicians and personalities from different walks of life. The untiring efforts put in by the management have led to the establishment of an excellent Brand Equity in the field of education in Gujarat within a short span of 34 years. Not resting on its laurels, the trust has been able to maintain a constantly rising graph. Despite a modest beginning, selection of excellent faculty members has helped **RJTCC** to hold a formidable position as one of the best colleges of Ahmedabad. The college has been accredited with ‘A’ Grade by NAAC for the two consecutive cycles. RJTCC can rightly take pride in its efficient infrastructure that includes a state of the art library and computer labs. The college has a sizable strength of more than 1700 students out of whom about 1400 opt for English Medium. The 18 member faculty, the USP of RJTCC, is possessed with constant zeal for academic advancement at the individual level and a passion for supporting career- building of students. Staff members include 12 Gold medalists, 4 M. Phil. degree holders, 3 C.As, 2 C.S.s, 1 I.C.W.A., 2 M.B.As and 8 Ph. D. degree holders.

### UCMTA

Established in 1986, with the name “Gujarat University Commerce and Management Teachers' Association and with the addition of neighboring University, it was named as “Gujarat & North Gujarat Universities Commerce & Management Teachers' Association” thereafter, with the inclusion of other Universities of Gujarat, it went to be renamed as **UNIVERSITIES COMMERCE & MANAGEMENT TEACHERS' ASSOCIATION**.

The aims and objectives of **UCMTA** are:

- to concentrate on various problems in the areas of Commerce and Management and to create competence for teaching and research work
- to encourage research and development of new methods and techniques
- to provide common platform for the meeting, discussion, discourse, development and analytical study to the teachers working in Colleges
- to study problems in fields of teaching, research and overall development of their professional status
- to establish liaison with the Universities and State of Gujarat to share opinions of the members of **UCMTA** regarding teaching methods, framing of syllabi, methods of examination etc.
- to undertake and help in the development of suitable teaching materials and different media covering emerging disciplines.

Our association has successfully completed 32 years and has managed to fulfill above aims and objectives through arranging lectures by expert in the fields of academia and corporate sectors. Industrial visits and dialogue with the bigwigs of industries and corporate sectors have provided practical perspectives to our members. With its pan Gujarat presence, **UCMTA** has been able to aid their members with constant developmental changes.