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Dr. Neha Soni  
(Dean, Commerce & Management)

## Convener

Dr. Sanju Singh  
(HOD, Dept. of Commerce)

## Co-Convener

Dr. Vimal Kumar  
(Associate Prof. , Dept. of Commerce)

## Organising Secretary

Dr. Suman Pandey  
(Assistant Prof. , Dept. of Commerce)

## Co-Organising Secretary

Dr. Anju Kumari,  
(Assistant Prof. , Dept. of Commerce)  
Ms. Heena Godwani  
(Assistant Prof. , Dept. of Commerce)

## NATIONAL SEMINAR OBJECTIVES

- To promote academic research on technology-driven management practices.
- To foster interdisciplinary learning.
- To inspire research scholars towards innovation oriented careers.
- Learn from experts in career development, and motivation.

## Important Dates

Last date of abstract submission : **15.01.2026**  
Last date of full paper submission : **27.01.2026**  
Last date of online registration : **20.01.2026**

## Presentation

- Online/Offline presentation
- The best paper presenter will be awarded.

## Publication

- All abstracts will be published in souvenir
- Selected paper will be published in peer reviewed ISSN journal.
- selected articles will be published in scopus indexed journals after the proper peer review process with some additional APC.
- Abstract and full paper should be submitted in MS-Word format only via e-mail at **nationalseminarsspu@gmail.com**



## Contacts Us:

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## SHRI SHANKARACHARYA PROFESSIONAL UNIVERSITY, BHILAI

Established on 9th June'2020 under Act The Chhattisgarh Private  
University (Establishment and Operation) Act,2005

## MULTIDISCIPLINARY NATIONAL SEMINAR

Theme:  
Role Of Technology &  
Innovation In Reshaping  
Commerce And Management

Organised by  
**Department Of Commerce,  
SSPU, Bhilai**

**12<sup>th</sup> &  
13<sup>th</sup> Feb.  
2026**

## Venue:

Auditorium,  
Shri Shankaracharya Professional  
University, Bhilai, Chhattisgarh

## Key-Note Speakers

### Invited Speakers

#### Dr. Gurudatta P. Japee

(Professor&HOD Gujarat University, Ahmedabad)

#### Dr. Anita Manna

(Principal, K.M.Agrawal College of Arts, Commerce and Science, Kalyan, West, Mumbai)

### Guest Speakers

#### Dr. Tapesh Chandra Gupta

(Principal, Govt. Chhattisgarh College, Raipur)

#### Dr. H.P.Singh Saluja

(Professor,Govt. V.Y.T. PG Autonomous College, Durg)

#### Dr. Hansa Shukla

(Principal,SSSSMV, Hudco, Bhilai)

## ADVISORY COMMITTEE

|                             |                             |
|-----------------------------|-----------------------------|
| Dr. Shailendra Kumar Bharal | Vikram University, Ujjain.  |
| Dr. Paritosh Dubey          | ITM University, Raipur      |
| Dr. Ashok Kumar Panigrahi   | NMIMS University, Shirpur   |
| Dr. Chetna Narendra Mehta   | A D. Y. P. University, Pune |
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| Ms. Rani Rajak              | SSM, Ambikapur              |
| Dr. R. P. Agrawal           | Bharti University, Durg     |
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| Dr. Premendra Sahu          | MATS University, Raipur     |
| Dr. Trilok Chand Bagh       | ISBM University             |

## ORGANISING COMMITTEE

|                        |                     |
|------------------------|---------------------|
| Dr. Prashant Suddalwar | Assistant Professor |
| Dr. Kalpana Trivedi    | Assistant Professor |
| Dr. Ekta Mishra        | Assistant Professor |
| Ms. Prachi Sharma      | Assistant Professor |
| Ms. Purvi Mishra       | Assistant Professor |
| Ms. Mayuri Asati       | Assistant Professor |
| Mrs. Sangeeta Tiwari   | Assistant Professor |
| Mrs. Reshu Chourasiya  | Assistant Professor |

## SUB THEMES OF THE SEMINAR

### Digital Transformation

- E-commerce evolution and emerging business models
- Financial inclusion 2.0
- E-HRM and AI based HR activity
- Artificial intelligence,machine learning and cloud computing
- Green technologies transforming business operation.
- Impact of neuroscience behind AI development and marketing strategies.

### Technology Enabled Marketing

- Digital marketing tools and platforms
- Mobile marketing and digital wallets
- QR code marketing
- AI -driven customer service bots

### Contemporary HR Technologies

- Digital onboarding system
- Remote/hybrid workforce management tools
- Chatbots and Virtual assistance in HR
- Gig economy and flexible workforce.

### Financial Digitalization

- Cybersecurity and digital finance
- Digital payment and fintech innovation
- Commerce revenue models evolution
- AI based taxation.

## Guidelines for Paper Submission

- Only original and unpublished work is sought.
- Authors and Co-Authors should register separately.
- Paper format: single coloumn, A4 size, 1.5 line spacing. Font size: Times New Roman(size 12)/ Hindi Font: Hindi Unicode Fonts (Kokila, Font size:16)
- Abstract should be of 300-400 words only.
- The total word limit of each full length paper should not exceed 3000 words.

## Register Now

| Category                 | Early bird<br>(20.01.2026) | Till<br>(12.02.2026) | Publication<br>fee with<br>ISSN |
|--------------------------|----------------------------|----------------------|---------------------------------|
| Industry<br>Delegates    | 1000/-                     | 1200/-               |                                 |
| Academician              | 800/-                      | 900/-                |                                 |
| Research<br>Scholars     | 700/-                      | 800/-                | 1000/-                          |
| Students<br>(Individual) | 400/-                      | 500/-                |                                 |

## Account Details

Bank Name: Bank of Maharashtra

A/c NUMBER:60365276614

IFSC CODE : MAHB0001322



## Registration Link

<https://forms.gle/VjeKsDdcS4ZP6GeYA>

