

Vidyavardhaka Sangha (R)



VIDYAVARDHAKA FIRST GRADE COLLEGE

PG CENTRE

DEPARTMENT OF STUDIES IN COMMERCE

Sheshadri Iyer Road, Mysuru - 570001

organises

UGC SPONSORED

ONE DAY NATIONAL CONFERENCE

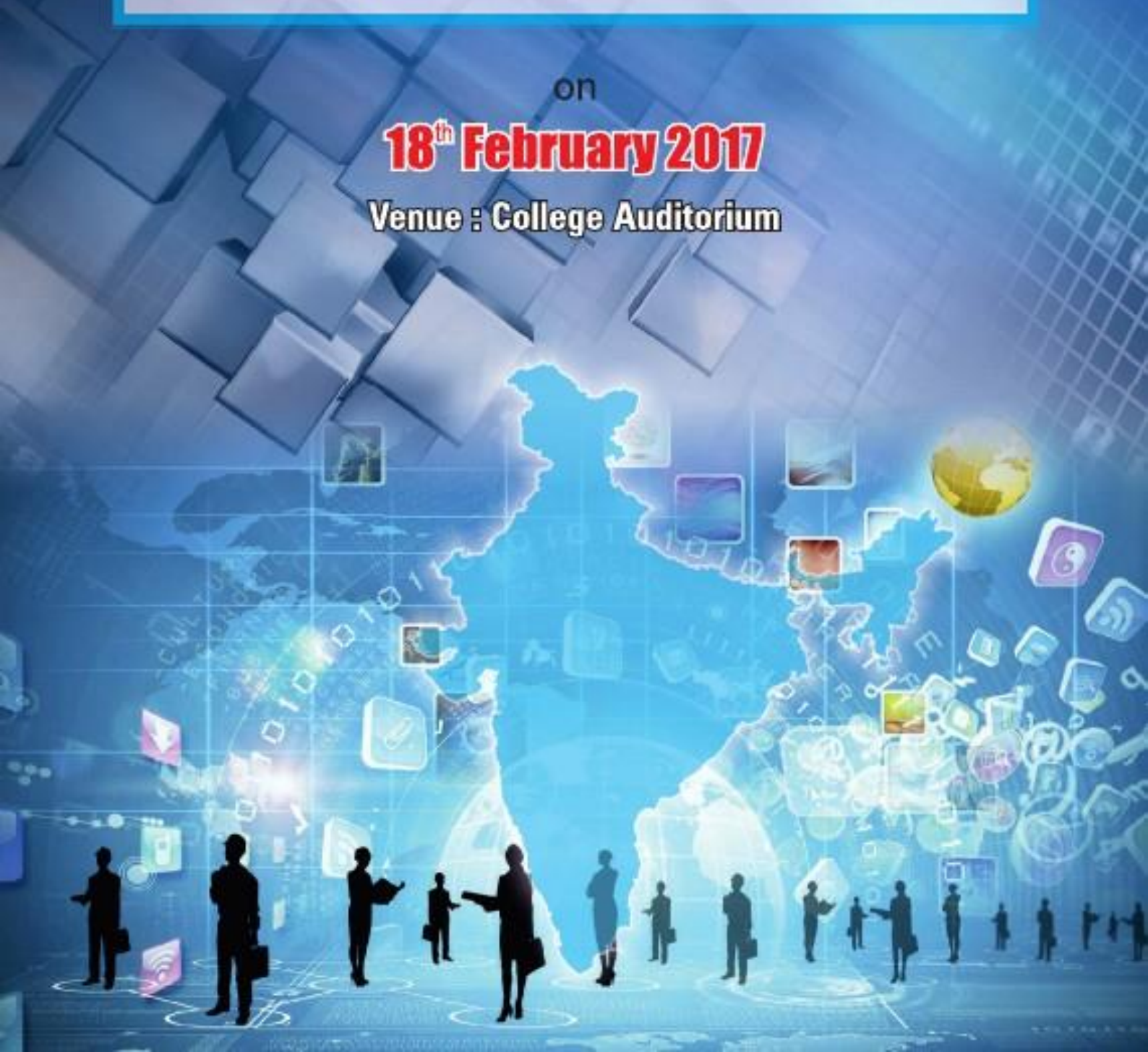
ON

**"DIGITAL ECONOMY IN INDIA :
THE CHALLENGES AHEAD"**

on

18th February 2017

Venue : College Auditorium



● ABOUT THE INSTITUTION

Vidyavardhaka Sangha (R) Mysuru was established by great visionaries and philanthropists namely Late Sri Sahukhar Chennaiah & Late Sri K Puttaswamy (former minister of Karnataka), to impart unparalleled education to all sections of society. The vision of Vidyavardhaka Sangha is to provide excellent education to the people of all caste, creed and religion. Vidyavardhaka Sangha located in the heart of the city of Mysuru stands as a synonym for quality education. There are ten educational institutions starting from Nursery to Engineering colleges under the aegis of Vidyavardhaka Sangha. At present, Vidyavardhaka Sangha is under the able guidance and leadership of Sri Gundappa Gowda, President and Sri P. Vishwanath, Hon. Secretary.

● VIDYAVARDHAKA FIRST GRADE COLLEGE

Starting from one Commerce teacher with a scratch of 37 students in 1978 it has now grown in to a huge and reputed institution offering B.Com, B.B.M, and B.A courses with more than 1000 students and 50 faculty members. The college is regularly bagging number of distinctions in all the courses. The college is affiliated to University of Mysore and is also covered under Sec 12(B) & Sec 2(F) of UGC & is recognized by the Government of Karnataka.

● PG CENTRE, DEPARTMENT OF STUDIES IN COMMERCE

Vidyavardhaka First Grade College Post Graduate Centre, housed in Vidyavardhaka First Grade college campus, was started in the year 2011 with M.Com course and is affiliated to the University of Mysore. The Department has highly qualified and committed teaching faculty who are actively engaged in research activities. The academic progress of the department is in par with excellence since it has to its credit of obtaining Ranks, Gold Medals and Cash prizes continuously from the very inception of the course. The department also provides campus placement opportunities to its students. The department is attached to Vidyavardhaka Research Foundation which is the only recognized Research Centre of the affiliated Colleges of the University of Mysore. The Research centre is facilitating research work leading to Ph.D. degrees in Commerce and Management.

● ABOUT MYSURU

Mysuru is the second largest city of Karnataka. It is known the world over for its exotic sandalwood and rich silks. Its grand and imposing palaces, majestic temples, gardens leave an ever-lasting impression on the visitor. Situated 770m above sea level, Mysuru has a warm and cool climate throughout the year. Mysuru is also bestowed with the 6th oldest university in India by name University of Mysore which is also the oldest in the state of Karnataka. The Mysuru city is also recognized as Heritage City by the Government of India because of its Heritage culture, Heritage Buildings and important tourist destinations like Mysuru Palace, Sri Chamarajendra Zoological Gardens, KRS dam, Chamundi Hills, Ranganathittu Birds Sanctuary, etc.

● HOW TO REACH

The Vidyavardhaka First Grade College, Post Graduate Centre is situated in the heart of the Mysuru city, next to Railway Station and very near to the Private Bus stand, and also one kilometer away from City Bus stand and suburban Bus stand.

○ ABOUT THE CONFERENCE

There is a need for adoption of advanced technologies in economic or financial transactions to bring proper fiscal discipline in a country. It is hoped that, moving towards digital economy in India is a right direction to take the country on par with the status of developed countries. The digital economy is a "new productivity platform" which can be considered as the third industrial revolution. It is based on digital computing technologies and regarded as 'internet economy', or 'web economy' or 'new economy'. Sometimes, it is also considered as 'internet of everything'. It is the single most important driver of innovation, competitiveness and growth. With digital transactions, money will come into the system; it will be accountable, generate tax and help develop the country's economy. The digital economy is intertwined with the traditional economy making a clear delineation order. For a country like India, which is agriculture based any future strategy for financial inclusion will call for technology to reach the bottom of the pyramid. But, it is a hard task to complete since; minuscule 2% transactions are digital compared to advanced economies like the US where it is 45%. The digital economy is developing rapidly worldwide. Hence, the challenge for India to make more digital payments is enormous. India's recent demonetization could be the push, the country needs to move to digital banking but it will take more concerted government efforts to promote a long term transition. There is a hope that the push towards the digital economy can become a success as the people of the India will first observe technology, then adapt it and finally they adopt it as it has been seen with enormous use of mobile phones. However, it can be expected that the government may come up with more and more measures to make the people to adopt digital payments. In this backdrop, the Department of Studies in Commerce of Vidyavardhaka First Grade College, PG Centre, is making a little effort to create a platform to deliberate on the issues concerned with the digital economy in India.

OBJECTIVES OF THE CONFERENCE:

- To understand the concepts and operationalization of Digital Economy.
- To discuss the benefits and challenges of digital economy in India.
- To throw light on the various economic advantages of digitization and discuss the issues in connection with digital economy.
- To provide a platform for academicians, scholars and students to deliberate on the intricacies of digital economy and fiscal discipline in the country.

THEME OF THE CONFERENCE :

"DIGITAL ECONOMY IN INDIA: THE CHALLENGES AHEAD"

Sub-themes

- Operational challenges of digitization of economy.
- Digital economy and fiscal discipline.
- Impact of digitization on informal sector.

Who Can Participate ?

Academicians, Researchers, Professionals and Students community are invited to contribute research papers. Original contributions may deal with empirical evidence, theoretical perspectives, projected trends, issues in connection with digitization, policy and programme relevant to the main theme and sub themes stated above. Academicians, researchers and students are encouraged to submit papers discussing digitization process and its experience with that of the other developing/ developed countries where implementation issues are experienced.

Call for Papers

Research papers/articles are invited for presentation in the Conference on the theme/subthemes. The papers will be blindly reviewed by the technical committee formed for this purpose and the committee decision will be final with the acceptance or rejection of the paper. Accepted papers are eligible for presentation by the author if there is only one, if more than one author then one of them will be allowed to present the paper in the conference. There will be separate sessions for presentation of papers for academicians' /researchers/ professionals and students. If more than one author for the paper then the registration is to be obtained by all the authors individually then only the certificates will be issued.

Publication of selected Research papers / Articles

The papers presented in the conference will be sent for peer review. The selected papers from the peer review committee are published in the conference proceedings with ISBN. The decision of the peer review committee with regard to the publication is final.

GUIDELINES TO AUTHORS

- ☞ The first page of the submission will be the title page and should contain Title, Author's details (Name, Affiliation, Designation, Contact details, e-mail ID)
- ☞ The second page should contain the Title, Abstract and Keywords.
- ☞ The abstract should be about 500 words along with 5 key words.
- ☞ The full paper is expected to be between 3000-5000 words.
- ☞ All submission should be in word document and references in APA format.
- ☞ The paper should be typed in Times New Roman Style, with font size 12, 1.5 line spacing between lines and 1 inch margin on all sides in A4 size.
- ☞ Authors should give a declaration that the article is original and has never been published in any form and in any journal.
- ☞ All the papers accepted will be published in electronic platform with ISBN.
- ☞ Articles should be mailed to : vvpgcmcom@yahoo.in

IMPORTANT DATES

Last date for sending Abstract	31st Jan 2017
Notification of Acceptance of Abstract	04th Feb 2017
Beginning of Registration Process	04th Feb 2017
Last date for sending Full papers	11th Feb 2017
Notification of Acceptance of Full paper and Last Date for Registration	13th Feb 2017

REGISTRATION FEES

(Without accommodation)

Category of Participation	Registration Fee* (in Rupees)
Academicians	₹750
Professionals	₹1000
Research Scholars	₹600
Students	₹300

*It includes Conference kit, lunch, tea/ coffee along with Conference Certificate.

NOTE :

Delegates are required to make accommodation arrangements on their own.

PAYMENT PROCEDURE :

- Option I :** Payment may be made in the form of DD/Cheque drawn in favor of "Secretary, National Conference 2017 , Vidyavardhaka First Grade College, PG Centre" payable at Mysuru.
- Option II :** National Electronic Fund Transfer (NEFT) at the following account numbers:
- Account Name : National Conference - 2017
 Account Number : SB A/C 133401011004089
 Bank : Vijaya Bank
 Branch : Sayyaji Rao Road Branch, Mysore,
 IFSC Code : VIJB0001334

Submit duly-filled Registration Form along with the payment details.

ORGANISING COMMITTEE

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Sri P. Vishwanath

Hon. Secretary, VV Sangha ®, Mysuru

Sri B. Shivalingappa

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