



T.Z.A.S.P. Mandal's

Pragati College of Arts & Commerce, Dombivli.

(Permanently Affiliated to the University of Mumbai)

Re-accredited with 'B++' Grade by NAAC,

2 (f) & 12 (B) status by UGC

Academic Year: 2023-24

Departments of Self-Financing Courses

Organizes

One-Day National Level Multidisciplinary E-Conference

DIGITAL TRANSFORMATION: NAVIGATING THE NEW FRONTIER :::::

REGISTER NOW https://forms.gle/kCBEczvZoucpQab9A



15 FEBRUARY, 2024 09:00AM TO 5:00PM



ABOUTUS

T.Z.A.S.P Mandal's Pragati College of Arts & Commerce, Dombivli is one of the leading Educational Institution in Mumbai Suburban, affiliated to the University of Mumbai, with around 3000 students on its roll including Junior College and Professional courses. National Council for Accreditation and Assessment, Bangalore, accredited it with a B++ Grade in Third Cycle of Accreditation. The College is managed by Thane Zilla Agri Shikshan Prasarak Mandal. Shri. Jagannathji Patil, Chairman of the T.Z.A.S.P.Mandal, the former Minister for the Government of Maharashtra, is a visionary and guiding force for the college. Besides the regular Degree programs in Commerce and Arts, The College offer several other programs. This includes the Bachelor in Management Studies (BMS), B.Com. in Banking & Insurance (B.Com. B & I), B.Sc. in Information Technology (B.Sc. I.T). All these programs Affiliated to the University of Mumbai. We also have M.Com, (Adv. Accountancy) and M.A. (Economics) for the PG Section. The college has Ph.D. centers in Economics and Commerce. The college runs skill-based certificate courses by various departments of the college.

ABOUT CONFERENCE

The purpose of this conference is to bring together all management, academics, professionals, research scholars, students, and stakeholders from corporate. This conference seeks to provide a forum for attendees to analyze, database, and share important insights on the most recent trends, innovations, and new ideas in business, commerce, and management. The purpose of this topic is to create an opportunity to learn about current digital transformation. Digital transformation is the integration of digital technology into all areas of business, fundamentally changing how you operate and deliver.

OBJECTIVE OF CONFERENCE

•To discuss upcoming Digital Transformation Trends.

·It will provide an opportunity for the research community to present their ideas and explore new ones through engaging discussion and feedback.

•To provide an opportunity for participants to upgrade their knowledge and skills.

•To understand the emerging trends and innovation in Digital Transformation.



SUB-IHEMIES

- Techniques for adapting to this new landscape
 - Business Models
 - Latest technology
 - Green Environment and Sustainability
- Digital transformation impacts in Marketing:
- ·Artificial intelligence in Marketing.
- ·Automation
- ·Social Media Marketing
- ·Retail Digital transformation market
- ·Machine learning
- ·Digital Marketing
- •Remote work, Internet of The Thing (IOT)

- Innovation and Development in Education Systems (New Education Policy, Skill Development Courses)
- Nexus between technology and business strategies
- Digital transformation impacts in Human Resource Management:
- •Empower business with Artificial intelligence.
- Diversity and inclusion
- •Exploring HRM through Artificial Intelligence.
- ·Leadership skills in HRM.
- •Employee perceptions of talent Development

- Digital transformation impacts in Finance:
- ·Financial Analytics including Cloud Accounting
- ·Sustainability reporting including Environmental Accounting
- ·Human Resources Accounting (HRA)
- ·Activity Based Costing (ABC) & Activity
- Based Management (ABM)
- ·Commodity market (Green Bonds)
- ·Black swan events
- ·Future of Accounting with AI
- Digital modification in the Banking and Insurance sector

PAPER FORMAT

Full paper with an abstract not exceeding 2500 words - on or before 10 February, 2024

should be mailed to sfcconferencepragati24@gmail.com

Format of the paper:

Paper size: A4

Font: Times New Roman

Font Size: 14 for the title and 12 for the contents, line spacing should be 1.5

Selected papers will be published in Peer Reviewed Refereed Journal with a high Impact

Factor.

High quality research papers will be published in UGC- CARE listed Journal.(with additional charges).

All the participants will get an E-certificate within 15 days after the date of the Conference The participants, publishing the research paper will get a hard copy of the journal.

REGISTRATION

Registration fees for participation/paper presentation (without

publication):

Students (UG, PG): Rs 100

Academician: Rs 200

For a paper presentation with publication (hard copy):

Students (UG, PG): Rs 800

Academician: Rs 1000

Academician: Separate registration and publication fees to be paid

for each co-author is Rs 1000

For further details, Contact

Ms. Sneha M: 8450939093

Mr. Yatin K: 9819858709

Ms. Hema C: 7208210461

Link for registration:

https://forms.gle/kCBEczvZoucpQab9A

Registration fees can be sent to:

Account name: Pragati College of Arts & Commerce

Account no: 705558249

IFSC code: IDIB000D047

Branch: Indian Bank, Dombivli.







Dr. Jyoti Pohane (Principal)
Dr. Anuja Bapat (Vice Principal)

Ms. Sneha Mhatre (Convener)



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Mrs. Ashwini Deshmukh













PATRONS

Hon. Shri. Jagannathji Patil (Chairman of T.Z.A.S.P.Mandal)

Hon. Smt. Pushpalata Nakul Patil (Vice-Chairman of T.Z.A.S.P.Mandal)

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Hon. Shri. Shankar B. Bhoir (Treasurer, T.Z.A.S.P. Mandal)

ADVISORY COMMITTEE

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Dr. Sangita Chaudhari,
HOD & Professor of Information Technology
D.Y. Patil Engineering College,
Mumbai, Maharashtra.

CHEIF GUEST AND KEYNOTE SPEAKER

Dr. Rajendra B. Patil,
I/C Principal, BOS Member, IT, University of Mumbai,
Ph.D Guide, IT, University of Mumbai,
Associate Professor, Anna Leela College of Commerce and Economics, Mumbai.

Resource Person for Technical Session 1

Dr. Kiran S. Menghani,
Ph.D in Commerce, Ph.D Guide in Commerce.
Vice Principal in Vedanta College, Ulhasnagar, Mumbai.

Resource Person for Technical Session 2

Dr. Hiren Dand,
Assistant Professor, Chairman of B.Sc IT,
MCC College, Mulund, Mumbai.