

Submission must be in MS-Word format with four-side one inch margin. It should be typed in Times New Roman with a letter font size of 12. Paper title and all sub-headings in 14. Keep line space at 1.5. Soft Copies should be mailed to [nagravinuthala@gmail.com](mailto:nagravinuthala@gmail.com)

### LAST DATE FOR

Submission of Abstract : 08-01-2020

Submission of Full Paper : 15-01-2020

## EMERGING TECHNOLOGIES IN BUSINESS

29<sup>th</sup> January 2020

### REGISTRATION FORM

Name (in capital letters) : \_\_\_\_\_

Designation : \_\_\_\_\_

Department : \_\_\_\_\_

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Title of the Paper \_\_\_\_\_

*Signature of the Participant*

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**JMJ COLLEGE FOR WOMEN**

(AUTONOMOUS) - TENALI

Affiliated to Acharya Nagarjuna University  
Re-accredited by NAAC with B++ Grade 2.93/4 (4<sup>th</sup> cycle)

## NATIONAL SEMINAR

*On*

## EMERGING TECHNOLOGIES IN BUSINESS

29<sup>th</sup> January 2020

(Sponsored by UGC & ICSSR)



How emerging technologies will effect the business

*Organised by*

**DEPARTMENT OF COMMERCE**

*in collobration with*

**DEPARTMENT OF COMMERCE AND  
BUSINESS ADMINISTRATION**

**Acharya Nagarjuna University, Guntur**

## ABOUT THE COLLEGE

JMJ College for Women (Autonomous), Tenali a Catholic Minority Institution established by the congregation of Jesus Mary Joseph in 1963 with a vision to educate, enrich and empower the rural girls to achieve academic excellence, spiritual growth and noble principles of life, to become integrated women force to lead home and society. The college is one of the premier educational institutions affiliated to Acharya Nagarjuna University, Andhra Pradesh recognized by UGC as a College of Potential for Excellence and by NAAC with B++ (2.93) Grade and certified by the ISO2018. The institution received a grant from RUSA of two crore to enhance the quality in teaching, research, extension and infrastructure facilities.

## ABOUT THE DEPARTMENT

The Department of Commerce was established in 1971 and it offers B.Com.(General), B.Com.(Comp), BBA and B Voc. (Accounting and Taxation) courses at UG level and M.Com at PG level. The Department has qualified and well experienced faculty with good infrastructure facilities. Two minor research projects were done and the Department organized UGC /ICSSR sponsored two National Seminars and one State level Seminar. The Department arranged several Industrial visits and court visits to give adequate practical knowledge to the students.

## ABOUT THE SEMINAR

The world of business has undergone a vast change ever since the age of digitalization started. The emergence and adoption of computers in the organization has redefined the business process. Data has become a key valuable resource. Every small transaction of an organization has the power to act as a key input to decision making. The main objective of every business is to serve the customers and help them

satisfy their needs. Whether it is retail, banking, manufacturing or trading, the guiding principle for the organization is value addition and customer satisfaction. The attainment of these objectives involves a set complex process of finance, marketing, production, inventory human resource management among many others. These processes over the period of time have become more and more interlinked and sharing of information among these areas is the key for effective decision making. The use of information technology has made it possible to create an integrated business framework across these various functional areas.

Technology is driving change at a hitherto unseen pace in almost every industrial sector. Volatility, uncertainty, complexity and ambiguity are going to be the norms rather than expectation. Along with the business social interactions are changing dramatically. What will happen in the coming decade? How will the business function in the next decade with the emerging technology.

With these objectives the Department of Commerce has decided to organize National Seminar on 29<sup>th</sup> January 2020 on the topic "EMERGING TECHNOLOGIES IN BUSINESS".

## SUB THEMES

1. E-Commerce and its Applications
2. Social Media- Marketing
3. Internet of Things and its Applications in Commerce and Management
4. An Overview of RTGS (Real Time Governance Service)
5. Big Data, Business Analytics and its applications in
  - ☞ Financial Management
  - ☞ Marketing

- ☞ Human Resource Management
- ☞ Inventory Management
- ☞ Total Quality Management

6. Artificial Intelligence
7. Block Chain Technology
8. Drown Technology

## CALL FOR PAPERS

Original research papers are invited for presentation from faculty, research scholars and PG students for the above Sub themes. For abstract the word limit is 250 - 300 and for full paper 2000 - 3000 words.

## PUBLICATION

All registered abstracts accepted for presentation are published in a volume with ISBN No. Proceedings will be released on the day of the seminar.

## REGISTRATION FEE

- ☞ For participation and presentation (Faculty) : Rs. 800/-
- ☞ For publication and presentation (Faculty): Rs. 1300/-
- ☞ For participation (Students): Rs. 200/-

**Note :** All the authors and co-authors must pay the publication amount.

Registration fee should be paid at the time of registration in the college.

## PAPER SUBMISSION GUIDELINES

Abstract and full papers must contain the name of the author/s, complete address, email id and mobile number.