



Bunts Sangha's  
S.M. Shetty College of Science, Commerce and Management Studies  
Hiranandani Garden, Powai, Mumbai-400076  
(Affiliated to University of Mumbai)

NAAC Accredited 'A' Grade  
IMC RBNQ Certificate of Merit 2019  
ISO 9001:2015 Certified



## Internal Quality Assurance Cell(IQAC)

Cordially invites you to the

### MULTIDISCIPLINARY INTERNATIONAL E-CONFERENCE ON "REDEFINING BUSINESS IN DIGITAL ERA: ISSUES AND CHALLENGES"

On FRIDAY, 29th May, 2020

Inauguration: 9:30 a.m.



#### Key Note Address

Dr. Sajan Mathew

(Registrar, Examination & Evaluation,  
Alliance University, Bangalore)

#### International Guest

Mr. Dave O' Gorman

(Former Professor at Santa Fe College, Florida &  
Business Consultant at Phnom Penh, Cambodia)

#### — Resource Persons —

##### Track I

Dr. Arvind Luhar- HOD in Commerce (Accountancy), Yusuf Ismail College of Arts, Science & Commerce,  
Chairman, Board of Studies in Accountancy, University of Mumbai.

##### Track II

Dr. M.P. Hrishikesh- Director, CMR Centre for Business Studies, Bengaluru.

##### Track III

Dr. Mangesh Karandikar- Director, MET Institute of Mass Media, Mumbai.

Venue: S.M.Shetty College, Powai (On Zoom Call)

Shri Padmanabha S. Payyade  
President

CA Shankar B. Shetty  
Chairman

Shri B R Shetty  
Vice Chairman

Shri Nityanand Hegde  
Vice Chairman

Shri Harish Vasu Shetty  
Secretary

CA Harish D. Shetty  
Treasurer

Dr. Sridhara Shetty  
Principal



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**INTERNAL QUALITY ASSURANCE CELL**

**KAMADHENU GUNA VIDYA  
SARVADVA PRAKASHAYINI  
ORGANIZES**

**MULTIDISCIPLINARY INTERNATIONAL E-CONFERENCE**

**ON**

***“REDEFINING BUSINESS IN DIGITAL  
ERA: ISSUES AND CHALLENGES”***

**Friday, 29<sup>th</sup> May, 2020**

**Bunts Sangha's S.M. Shetty College of Science,  
Commerce and Management Studies,  
Hiranandani Gardens,  
Powai -400 076.**

**Ph No: 022 61327321/ 022 61327352/ 022 61327363**

## Program Schedule

29.05.2020

09:30am-09:35am	NATIONAL ANTHEM
Briefing about the College 09:35am-09:40am	<b>Ms. Nidhi Chandorkar</b> <i>Conference Co-Convenor</i>
Briefing about the Conference 09:40am-09:45am	<b>Mr. Virendra Singh</b> <i>Conference Co-Convenor</i>
Welcome Address 09:45am-09:50am	<b>Dr. Sridhara Shetty</b> <i>Principal</i>
Introduction of the Key-note Speaker 09:50am-09:53am	<b>Mr. Sandesha Shetty</b> <i>Vice Principal &amp; Convenor</i>
Introduction of the International Guest 09:53am-09:55am	<b>Dr. Liji Santosh</b> <i>Vice Principal &amp; IQAC Coordinator</i>
Address by Chairman & Release of Conference Journal 09:55am-10:05am	<b>CA Shankar B. Shetty</b> <i>Chairman Powai Education Committee</i>
Address by International Guest 10:05am-10:35am	<b>Mr. Dave O’Gorman</b> <i>Former Professor – Santa Fe College, Florida &amp; Business Consultant at Phnom Penh, Cambodia</i>
Address by Key-note Speaker 10:35am-11:05am	<b>Dr. Sajan Mathew</b> <i>Registrar, Examination &amp; Evaluation, Alliance University, Bangalore</i>
Vote of Thanks 11:05am-11:10am	<b>Mr. Vijay Vishwakarma</b> <i>Assistant Professor</i>



## TECHNICAL SESSIONS

TRACK	TRACK CHAIR-PERSON	Disciplines	Time
TECHNICAL SESSION – I	Dr.Arvind Luhar	Commerce, Accountancy, Management & Economics	11:10am-1:30pm
TECHNICAL SESSION – II	Dr.M.P.Hrishikesh	Commerce, Accountancy, Management & Economics	11:10am-1:30pm
TECHNICAL SESSION –III	Dr. Mangesh Karandikar	Mass Media & Information Technology	11:10am-1:30pm

### **I. TECHNICAL SESSION – I**

<b>Technical Session Head</b>	Dr. Arvind Luhar
<b>Teacher In charge</b>	Prof. Sujata Rizal & Prof. Nabila Kazi
<b>Welcome and Introduction of the Technical Session Head</b>	
<b>Address by the Head</b>	Dr. Arvind Luhar
<b>Paper Presentation</b>	
<b>Vote of Thanks</b>	Prof. Sujata Rizal

### **II. TECHNICAL SESSION – II**

<b>Technical Session Head</b>	Dr. M. P. Hrishikesh
<b>Teacher In charge</b>	Prof. Vinay Shahpurkar & Prof.Raveena Shetty
<b>Welcome and Introduction of the Technical Session Head</b>	
<b>Address by the Head</b>	Dr. M. P. Hrishikesh
<b>Paper Presentation</b>	
<b>Vote of Thanks</b>	Prof. Nivedita Shetty

### **III. TECHNICAL SESSION – III**

<b>Technical Session Head</b>	Dr. Mangesh Karandikar
<b>Teacher In charge</b>	Prof. Mithilesh Chauhan & Prof. Himani Shukla
<b>Welcome and Introduction of the Technical Session Head</b>	
<b>Address by the Head</b>	Dr. Mangesh Karandikar
<b>Paper Presentation</b>	
<b>Vote of Thanks</b>	Prof. Swati Shetty

**REPORT**  
**ON**  
**MULTIDISCIPLINARY INTERNATIONAL E-CONFERENCE**

**ON**  
**REDEFINING BUSINESS IN DIGITAL ERA: ISSUES AND CHALLENGES**

The Internal Quality Assurance Cell of Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai organized the Multidisciplinary International e-Conference on Redefining Business in Digital Era: Issues and Challenges on May 29, 2020.

The conference received an overwhelming response from the researchers. Nearly 280 research papers were received by the editorial team out of which 184 research papers were selected for three journals IJAIR (with 7.36 impact factor), Studies in Indian Place names (March Edition, UGC CARE listed) and Journal of Xi'an University of Architecture and Technology (SCOPUS).

The conference began with the Inaugural ceremony where the participants were introduced to the college and the conference by Mrs. Nidhi Chandorkar and Mr. Virendra Singh respectively. Principal, Dr. Sridhara Shetty, welcomed the dignitaries and participants. The Key Note Speaker Dr. Sajan Mathew and International Guest Mr. David O'Gorman were introduced by Vice Principal Mr. Sandesha Shetty and Vice Principal Dr. Liji Santosh respectively. The Key Note Speaker of the function Dr. Sajan Mathew, who is currently working as Registrar, Examination and Evaluation, Alliance University, Bangalore and is a trainer, teacher and consultant in the field of Information Systems and e-Business, enlightened the audiences on current COVID situation and the changes which are about to happen in all the fields of businesses and education.

During the session the International Guest Mr. Dave O'Gorman, who is Former Professor of Economics from Santa Fe College in Gainesville, Florida and is currently a freelance business consultant for troubled and expanding small businesses, presented his paper on "Swimming from the Leaky Lifeboat: Crisis – Response Strategies for Digital Commerce in the Coming Post- Interventionist Economy".

Both the sessions were followed by question answer sessions.

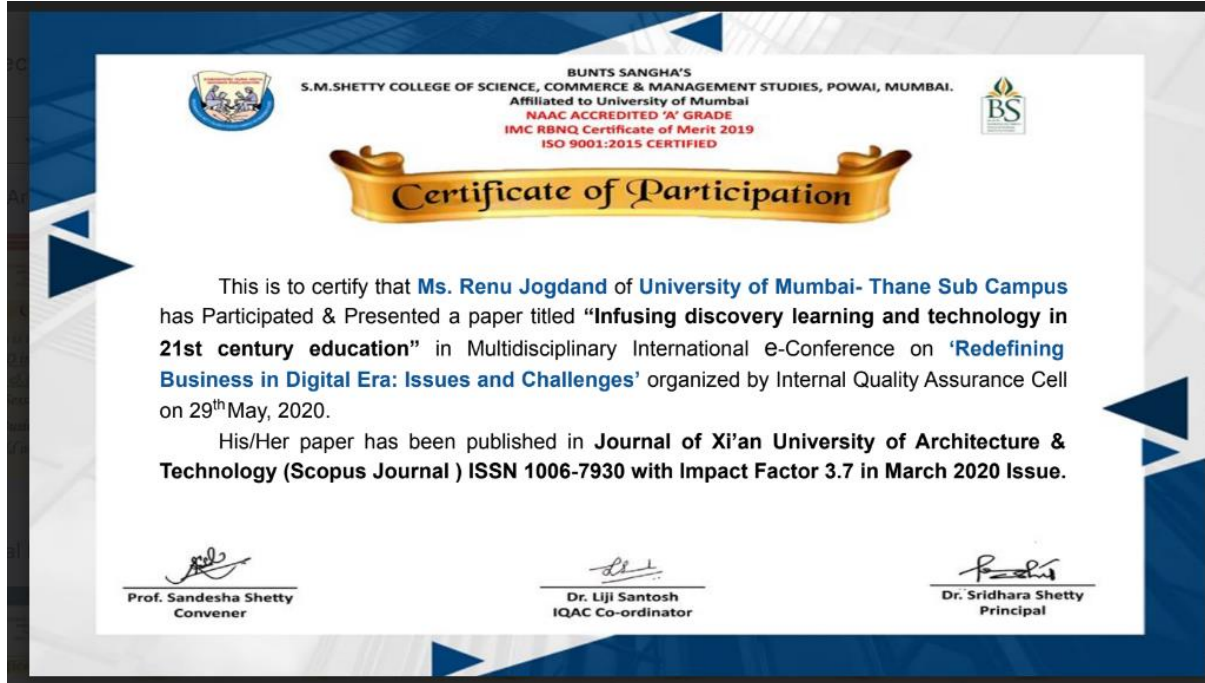
The inaugural session was also graced by the presence of the office bearers of Powai Education Committee, Chairman CA Shankar Shetty, Vice- Chairmen Shri. B.R. Shetty and Shri. Nityanand Hegde, Secretary Shri. Harish Vasu Shetty, Treasurer CA Harish D. Shetty. The Chairman CA Shankar Shetty addressed the gathering and declared the release of the IJAIR, UGC CARE and SCOPUS journals.

The session concluded with the vote of thanks delivered by Mr. Vijay Vishwakarma, member of the organising committee of the e-Conference. The inaugural session was attended by nearly 300 audience.

The presentations of research paper were conducted in three tracks. The resource persons for Track 1 Dr. Arvind Luhar, for Track 2 was Dr. M.P. Hrishikesh and Track 3 was Dr. Mangesh

Karandikar. Nearly 70 researchers presented their papers. Best presenter for each track were selected and felicitated.

**Certificate Copy:**



The certificate is framed with a blue and white geometric border. At the top center, it reads "BUNTS SANGHA'S S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES, POWAI, MUMBAI." Below this, it states "Affiliated to University of Mumbai NAAC ACCREDITED 'A' GRADE IMC RBNQ Certificate of Merit 2019 ISO 9001:2015 CERTIFIED". A golden ribbon banner in the center contains the title "Certificate of Participation". The main text certifies that Ms. Renu Jogdand of University of Mumbai- Thane Sub Campus has participated and presented a paper titled "Infusing discovery learning and technology in 21st century education" in a multidisciplinary international e-conference on 'Redefining Business in Digital Era: Issues and Challenges' organized by the Internal Quality Assurance Cell on 29th May, 2020. It also mentions that her paper has been published in the Journal of Xi'an University of Architecture & Technology (Scopus Journal) with ISSN 1006-7930 and an impact factor of 3.7 in the March 2020 issue. At the bottom, there are three signatures: Prof. Sandesha Shetty (Convener), Dr. Liji Santosh (IQAC Co-ordinator), and Dr. Sridhara Shetty (Principal).

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**Certificate of Participation**

This is to certify that **Ms. Renu Jogdand** of **University of Mumbai- Thane Sub Campus** has Participated & Presented a paper titled "**Infusing discovery learning and technology in 21st century education**" in Multidisciplinary International e-Conference on '**Redefining Business in Digital Era: Issues and Challenges**' organized by Internal Quality Assurance Cell on 29<sup>th</sup> May, 2020.

His/Her paper has been published in **Journal of Xi'an University of Architecture & Technology (Scopus Journal ) ISSN 1006-7930 with Impact Factor 3.7 in March 2020 Issue.**

Prof. Sandesha Shetty  
Convener

Dr. Liji Santosh  
IQAC Co-ordinator

Dr. Sridhara Shetty  
Principal



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**Certificate of Participation**

This is to certify that **Mrs. Khushabu Tejas Pandya** of **Niranjana Majithia College of Commerce** has Participated & Presented a paper titled "**Moving from Cash to Cashless Economy: A Study of Consumer Awareness towards Cashless Transactions**" in Multidisciplinary International e-Conference on '**Redefining Business in Digital Era: Issues and Challenges**' organized by Internal Quality Assurance Cell on 29<sup>th</sup> May, 2020.

His/Her paper has been published in **Studies in Indian Place Names (UGC CARE Journal) ISSN 2394-3114 with Impact Factor 6.2 in March 2020 Issue.**

Prof. Sandesha Shetty  
Convener

Dr. Liji Santosh  
IQAC Co-ordinator

Dr. Sridhara Shetty  
Principal



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## Certificate of Participation

This is to certify that **Dr. Sandhya Nabar** of **NA** has Participated & Presented a paper titled "**Cashless India : Post Demonetization**" in Multidisciplinary International e-Conference on '**Redefining Business in Digital Era: Issues and Challenges**' organized by Internal Quality Assurance Cell on 29<sup>th</sup> May, 2020.

His/Her paper has been published in **International Journal of Advance and Innovative Research** ISSN 2394-7780 with Impact Factor 7.36 in Jan - March 2020.

Prof. Sandesha Shetty  
Convener

Dr. Liji Santosh  
IQAC Co-ordinator

Dr. Sridhara Shetty  
Principal