



**Institute of Social Science
& Management Studies
(ISSMS)**



**Social Science & Management
Welfare Association
(Cell-Commerce)**



**Radiant Group of
Institutions, Jabalpur
(M.P.), India**



TWO DAYS INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY RESEARCH IN COMMERCE THE DIGITAL AGE : TRENDS, INNOVATIONS, CHALLENGES AND FUTURE OF BUSINESS

Date 02-03 August, 2025 (Saturday & Sunday), **Time** : 12:00pm Onwards
Venue ISSMS, Jabalpur (M.P.), India **Online Mode on Google Meet**

Conference Organizing Committee

Chief Patron



Prof. Rajesh Kumar Verma
Hon'ble Vice Chancellor,
Rani Durgavati Vishwavidyalaya,
Jabalpur (M.P.), India
Advisory Board Member SSMWA

Patron



Dr. Sunil Kumar Pahwa
Former Principal & Professor of
Commerce, G.S. College &
Director, Mata Gujri Mahila
Mahavidyalaya (Autonomous),
Jabalpur (M.P.), India
Advisory Board Member SSMWA

Co-Patron



Dr. Sangeeta Jham
Principal,
Mata Gujri Mahila
Mahavidyalaya (Autonomous),
Jabalpur (M.P.), India

Co-Patron



Dr. Sanjay Tiwari
Principal & Professor of
Commerce,
Navyug Arts & Commerce
College, Jabalpur (M.P.), India
Advisory Board Member SSMWA

Organizing Secretary



Dr. Raj Kumar Gautam
Associate Professor, Commerce,
G.S. College of Commerce & Economics,
(Autonomous), Jabalpur (M.P.)
Executive Council Member
SSMWA

Convener



Dr. Pramod Vishwakarma
Assistant Professor of
Commerce, Shri Guru Teg
Bahadur Khalsa College,
Jabalpur (M.P.), India
Executive Council Member
SSMWA

Co-convener



Dr. Abha Shukla
Faculty of Commerce,
ICFAI University, Raipur
(C.G.), India
Executive Council Member
SSMWA

Co-convener



Dr. Gurpreet Kaur Kalra
Assistant Professor of
Commerce, Shri Guru Teg
Bahadur Khalsa College,
Jabalpur (M.P.), India

Invited Guest & Speakers



Prof. M. Yadagiri
Registrar, Telangana University
& Head, Department of Commerce,
Telangana University, Dichpally,
Nizamabad, India



**Dr. Kuldeep Shivprasad
Sharma**
Secretary, Indian Commerce
Association



**Prof. Dr. Macario
G. Gayeta**
Taytay College, Philippine Christian
University, Interim Vice President Center
for Research, Publication & Development
(CRPD) Taytay, Rizal, Philippines
Advisory Board Member SSMWA



Dr. Assem A. H. Moussa
Think Tank Board Member in
Lang Butech University,
IGC Chair ASDF SRCA Africa
President Chief Eng, Egypt
Advisory Board Member SSMWA



Dr. Silviya Georgieva
Associate Professor at
Department Entrepreneurship
at the University of National
and World Economy (UNWE)
in Sofia, Bulgaria
Advisory Board Member SSMWA



Dr. D. Rajashekar
Associate Professor of Commerce,
Kakatiya Government College
Autonomous, Hanamkonda,
Telangana State, India
Vice President SSMWA
Telangana State

Participants Please Send Research Paper in this Email - conference25srf@gmail.com

Research Paper will be Publish in International Journal (ISSN : 2454-4655) International Journal of Social Science & Management Studies
(Peer Reviewed, Refereed Journal, Indexing & Impact Factor - 5.2)

Win the Best Research Paper & Best Presentation Award (Both Days Award 3+3)

PLEASE CONTACT

(Any Inquiry for Conference & Publication)

Email : conference25srf@gmail.com, Website : www.issmwa.com

Cell : 8305476707, 9770123251, 9752452915



**Institute of Social Science
& Management Studies
(ISSMS)**



**Social Science & Management
Welfare Association
(Cell-Commerce)**



**Radiant Group of
Institutions, Jabalpur
(M.P.), India**



TWO DAYS INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY RESEARCH IN COMMERCE THE DIGITAL AGE : TRENDS, INNOVATIONS, CHALLENGES AND FUTURE OF BUSINESS

Date 02-03 August, 2025 (Saturday & Sunday), **Time** : 12:00pm Onwards

Venue ISSMS, Jabalpur (M.P.), India **Online Mode on Google Meet**

Please Send Research Paper in this Email - conference25srf@gmail.com

Guidelines for Paper Submission

- The research paper can be written in Hindi or English.
- Research Paper will be Publish in International Journal (ISSN : 2454-4655)
International Journal of Social Science & Management Studies
(Peer Reviewed, Refereed Journal, Indexing & Impact Factor - 5.2)
- Please use font Times New Roman for English and Kruti Dev 010 for Hindi
- Papers Submitted should not exceed 3000 words with an Abstract of 200 words.

**If participants has full paper ready for publication please send it 03 August, 2025
& If the participants is yet to write the paper kindly send before 10 August, 2025.**

Research Paper themes related topic accept for Publication & Presentation.

Please Send PPT for Presentation as soon as possible before 02 August 2025.

Win the Best Research Paper & Best Presentation Award (Both Days Award 3+3)

Last Date of Abstract / Registration : 03-08-2025

Last Date of Full Paper Submission for Publication : 10-08-2025

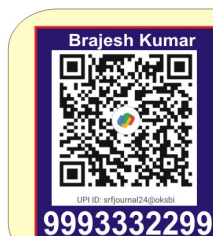
REGISTRATION FEES DETAILS

Registration Fees - 500/-
(Participate & Paper Presentation Certificate)

Publication Fees (International Journal) - 1000/-
Research Paper will be Publish in International Journal (ISSN : 2454-4655)

Please note : Both Certificate & Publication Fees Total : 1500/-

- We Provide Hard Copy of International Journal.



**Social Science & Management
Welfare Association
Bank of Maharashtra
Sanjeevani Nagar Garha, Jabalpur
A/C No. - 60367026242
IFSC Code - MAHB0001135
Google Pay - 9993332299**

Fee for presentation certificate - Please note that both authors and co-authors are required to pay individually.

All Registration (Fees) Candidates Certificate & International Journal Publication Hard Copy will provide.

Your registration Will Not be confirmed until payment is received.

PLEASE CONTACT (Any Inquiry for Conference & Publication)

Email : conference25srf@gmail.com, Website : www.issmwa.com

Cell : 8305476707, 9770123251, 9752452915

Two Days International Conference on Multidisciplinary Research in Commerce



The Digital Age : Trends, Innovations, Challenges and Future of Business

Date 02-03 August, 2025 (Saturday & Sunday), **Time** : 12:00pm Onwards
Venue ISSMS, Jabalpur (M.P.), India (Online Mode on Google Meet)



THEMES AND SUB THEMES

FINANCE & BANKING -

- Block Chain and Crypto Currency
- Financial Risk Management
- International Finance
- Earnings and Stock returns
- Financial Inclusion
- Accounting Challenges
- Financial Accounting
- Financial Product Development
- Optimization Methods in Finance
- Finance & Economics
- Financial Inclusion through technology & literacy in India
- Taxation and Budgeting for Development
- Banking, Insurance & Financial Services
- Financial Inclusion Program of NABARD
- Sustainable Micro Finance & Rural Development
- Fintech
- Behavioral Finance
- Microfinance
- Portfolio Management
- Financial Education
- Investment Banking
- Corporate Finance
- Financial Engineering
- FDI in Banks
- Commerce & Management

MARKETING & SOCIAL MEDIA -

- Green and Sustainable Marketing
- Brand Management & Brand Equity
- Advertising, Sales Promotion and Public Relations
- Marketing across the Borders
- Digital Marketing & Analytics
- Customer Relationship Management
- The Role of Social Media in Education
- Digital Marketing Trends in Education
- Market Structure and Pricing
- Rural Marketing and Digital Commerce
- Influential & Affiliated Marketing
- Corporate Social Responsibility
- Research Methods in Marketing
- Environmental Governance & Climate Justice
- Marketing during Crisis
- Environmental Marketing
- Fashion Marketing
- Tourism Marketing
- Sports Marketing
- Agricultural Supply Chain
- International Marketing
- Arts Marketing
- Hospitality Marketing
- Social & Digital Media Marketing

OPERATIONS MANAGEMENT -

- Operations Risk Management and Resilience
- Logistics and Supply Chain Management
- Operations Research
- Project Management
- Business Process Analysis
- Green Supply Chain
- Lean and Agile Operations
- Quality Management
- Decision Support Systems in Operations
- Next Generation Operations
- Agricultural & Environmental Risk Management
- Digital Manufacturing
- E-Business
- Data Security
- Cloud computing
- Artificial Intelligence
- City/Urban Logistics

HUMAN RESOURCE MANAGEMENT -

- Organizational Change and Development
- Education & Human Resource Management
- Employee Turnover & Attrition
- Job Satisfaction and Employee Morale
- Organizational Culture and Climate
- Performance Management
- Future of Work
- Training & Development
- Gender and leadership
- Leadership through ICT
- Good Governance
- Technology & Innovation
- Socio-Economic Development
- Equity and Equality Health & Education
- Human Resources and Human Capital
- Economic Reforms, Infrastructure Development
- Rural, Agriculture & Industry Development
- Personality Development
- Emotional Intelligence
- Quality of Work Life
- Women and leadership
- Global HRM
- Youth Employment
- Employee Engagement

INNOVATION AND ENTREPRENEURSHIP -

- Business Management in Digital World
- Small Business Entrepreneurship
- IT-enabled Entrepreneurship
- Social Entrepreneurship & Green Economics
- Impact of COVID-19 on Business
- Entrepreneurial Finance for new and growing businesses
- Entrepreneurship & MSME Development
- Role of Education in Entrepreneurship Development
- Innovation and Product Design
- Innovation and Technology Entrepreneurship
- Entrepreneurship Training and Development
- Social Innovation and Social Entrepreneurship
- Technology Entrepreneurship
- Green & Sustainable Entrepreneurship
- Social Entrepreneurship
- Entrepreneurial Culture
- Start-Ups
- Women Entrepreneurship

BUSINESS ANALYTICS & DIGITAL TRANSFORMATION -

- Data-Driven Approach and Future Technologies
- Applications of Business Intelligence and Analytics
- Artificial Intelligence, Machine Learning and Emerging Technologies and Applications
- Digital Transformation in Education
- Culture & Ethics in Business
- Drivers of Digital Transformation
- Security and Privacy Issues
- Information Technology Management
- Digital India and E-Governance
- Data Governance in Business Intelligence & Analytics
- Business Intelligence Cycle
- Big Data Analytics
- Business models
- Industry 4.0

Please Send PPT for Presentation as soon as possible before 02 August 2025.

Win the Best Research Paper & Best Presentation Award (Both Days Award 3+3)

Please Send Research Paper in Email - conference25srf@gmail.com

Social Science & Management Welfare Association

Two Days International Conference on Multidisciplinary Research in Commerce

The Digital Age : Trends, Innovations, Challenges and Future of Business

Date 02-03 August, 2025 (Saturday & Sunday), **Time** : 12:00pm Onwards

Venue ISSMS, Jabalpur (M.P.), India (Online Mode on Google Meet)



REGISTRATION FORM

Please fill the Registration form and submit



Paper Presentation Yes/No.....

Name.....

Age.....Gender (M/F).....

Education.....

Designation.....

Subject of Education.....

Department/Institute/University.....

Title of Paper.....

Postal Address.....

Mobile No.....Whatsapp No.....

Email.....

Registration Fee Rs.(In words.....)

Detail of Payment Bank Name/Online.....

Time..... Payment Date.....

Your
Latest
Passport
Photo

Signature of the applicant

REGISTRATION FEES

Registration Fees - 500/-

(Participate & Paper Presentation Certificate)

Publication Fees - 1000/-

Research Paper will be Publish in International Journal (ISSN : 2454-4655)

Please note : Both Certificate & Publication Fees Total : 1500/-

● We Provide Hard Copy of International Journal.

Fee for presentation certificate - Please note that both authors and co-authors are required to pay individually.



Social Science & Management

Welfare Association

Bank of Maharashtra

Sanjeevani Nagar Garha, Jabalpur

A/C No. – 60367026242

IFSC Code – MAHB0001135

Google Pay - 9993332299

Win the Best Research Paper & Best Presentation Award (Both Days Award 3+3)
Certificate & Research Paper Publication in International Journal (ISSN : 2454-4655)

Please Send Research Paper in Email - conference25srf@gmail.com

Please use font Times New Roman for English and Kruti Dev 010 for Hindi

ISSN : 2454-4655

VOLUME - 11, No. - 7, Aug. - 2025

International Journal of Social Science & Management Studies

Peer Reviewed & Refereed Journal

Indexing & Impact Factor 5.2

Two Days International Conference on
Multidisciplinary Research in Commerce
The Digital Age : Trends, Innovations,
Challenges and Future of Business

Date : 02-03 August, 2025 (Saturday & Sunday)

Venue : ISSMS, Jabalpur (M.P.), India



International Journal of
Social Science & Management Studies



CALL FOR RESEARCH PAPER

July & August Edition - 2025



SRF International & National
Research Journal & Book Publication House

S.No.	ISSN	Journal Name	Indexing / Impact Factor
1	2394-3580	Swadeshi Research Foundation A Monthly Journal of Multidisciplinary Research	EX. UGC Approved (Serial No. 4990 or 4979) / International Peer Reviewed - Refereed Journal & Impact Factor - 5.2
2	2454-4655	International Journal of Social Science & Management Studies	EX. UGC Approved (Serial No. 5351) / Peer Reviewed - Refereed Journal & Impact Factor - 5.2
3	2581-8872	Unnati International Journal of Multidisciplinary Scientific Research	Peer Reviewed - Refereed Journal & Impact Factor - 4.8
4	2349-3313	A Monthly International Journal of Multidisciplinary Research The Research Journal of Environment, Culture and Development	Peer Reviewed - Refereed Journal & Impact Factor - 4.8
5	0975-8771	Educational Waves A Monthly International Journal of Multidisciplinary Research	Peer Reviewed - Refereed Journal & Impact Factor - 4.8

Please use font Times New Roman for English and Kruti Dev 010 for Hindi
Papers Submitted should not exceed 3000 words.

Head Office : 320 Sanjeevani Nagar Veer Sawarkar Ward In Front of Income
Tax Water Tanki Garha, Jabalpur (Madhya Pradesh) - 482003, INDIA

Email : srfjournal27@gmail.com, **Website :** www.srfresearchjournal.com

Cell : 8305476707, 9752452915, 9770123251 (W), **Phone :** 0761-3149238

Join ISSMWA

International Social Science & Management Welfare Association



*International Social
Science & Management
Welfare Association*



Association for Research & Development in Higher Education

- Conference / Seminar / Workshop / FDP (Faculty Development Program)
- Research Methodology Workshop
- Online Courses
- Research Publication etc.

Membership of Association Life Time Fees - 10000/- Rs.

- Association Membership Certificate
- Editorial Board Membership Certificate
- 1 Research Paper Published in International Journal of Social Science & Management Studies (ISSN 2454-4655)

Membership of Association 5 Year Fees - 5000/- Rs.

- Association Membership Certificate
- Editorial Board Membership Certificate
- 1 Research Paper Published in International Journal of Social Science & Management Studies (ISSN 2454-4655)

Membership of Association 3 Year Fees - 3000/- Rs.

- Association Membership Certificate
- Editorial Board Membership Certificate

Membership of Association 1 Year Fees - 1000/- Rs.

- Association Membership Certificate

Membership of Institute Fees - 25000/- Rs.

- Association Membership Certificate
- We Provide Email Journal Per Month to Member Institute
- Also Organization Conference, Seminar, Workshop, Faculty Development Program, Research Methodology Workshop etc. With Membership Institute

Benefit of Membership : Subject Expert / Resource Person / Speaker / Keynote Speaker
Convener / Co-Convener / State Co-coordinator / State Head etc.

Level of Membership - College / University / State / National / International

Head Office : 320 Sanjeevani Nagar, Veer Sawarkar Ward In Front of Income Tax Water Tanki
(Lal Maidaan) Garha, Jabalpur (Madhya Pradesh) - 482003, INDIA

Bhopal Office : 205, 2nd Floor, Fortune Signature, Near Shahpura Police Station, Bhopal (M.P.)-462016

Website : www.issmwa.com, **Email id :** issmwa.in@gmail.com, srfjournal27@gmail.com

**Please Send Your Biodata & Passport Size Color Photo
in this Email - issmwamembership@gmail.com**

Please Contact - Mr. Brajesh Kumar

Cell : 8305476707, 9770123251, 9752452915 (W), **Phone :** 0761-3149238



Institute of Social Science
& Management Studies
(ISSMS)



Social Science & Management
Welfare Association
(Cell-Commerce)



Radiant Group of
Institutions, Jabalpur
(M.P.), India

Two Days International Conference on Multidisciplinary Research in Commerce The Digital Age : Trends, Innovations, Challenges and Future of Business

Date : 02-03 August, 2025 (Saturday & Sunday), **Time :** 12:00 PM to 04:30 PM,

Venue : ISSMS, Jabalpur (M.P.), India **(Online Mode on Google Meet)**

Day – 1st Saturday

PROGRAM SCHEDULE

Date : 02 August 2025, Saturday, **Time :** 12:00 PM Onwards

Program / Guest / Speakers		Time
Introduction & Welcome Speech & Session Hosting	Dr. Gurpreet Kaur Kalra , Co-convener of Conference Assistant Professor of Commerce, Shri Guru Teg Bahadur Khalsa College, Jabalpur (M.P.), India	12:00 to 12:05
Speech of Chief Guest & Speaker	Prof. Rajesh Kumar Verma Hon'ble Vice Chancellor, Rani Durgavati Vishwavidyalaya, Jabalpur (M.P.), India, Advisory Board Member SSMWA	12:05 to 12:20
Speech of Guest & Speaker	Dr. Sunil Kumar Pahwa Former Principal & Professor of Commerce, G.S. College & Director, Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur (M.P.), India, Advisory Board Member SSMWA	12:20 to 12:35
Speech of Keynote Speaker	Dr. Silviya Georgieva Associate Professor at Department Entrepreneurship at the University of National and World Economy (UNWE) in Sofia, Bulgaria, Advisory Board Member SSMWA	12:35 to 12:50
Speech of Keynote Speaker	Prof. Dr. Macario G. Gayeta Taytay College, Philippine Christian University, Interim Vice President Center for Research, Publication & Development (CRPD) Taytay, Rizal, Philippines Advisory Board Member SSMWA	12:50 to 01:05
Speech of Speaker	Dr. D. Vishwakarma President, International Youth Economic Association, EC Member of Indian Economic Association & Incharge of Madhya Pradesh	01:05 to 01:15
Vote of Thanks	Dr. Pramod Vishwakarma , Convener of Conference Assistant Professor of Commerce, Shri Guru Teg Bahadur Khalsa College, Jabalpur (M.P.), India, Executive Council Member SSMWA	01:15 to 01:20
Paper Presentation Technical Session : 01:20pm to 04:30pm		

Join with Google Meet – Kindly Join & Check 11:30 AM & Conference Start 12:00 PM



Institute of Social Science
& Management Studies
(ISSMS)



Social Science & Management
Welfare Association
(Cell-Commerce)



Radiant Group of
Institutions, Jabalpur
(M.P.), India

Two Days International Conference on Multidisciplinary Research in Commerce The Digital Age : Trends, Innovations, Challenges and Future of Business

Date : 02-03 August, 2025 (Saturday & Sunday), **Time :** 12:00 PM to 04:30 PM,

Venue : ISSMS, Jabalpur (M.P.), India **(Online Mode on Google Meet)**

Day – 2nd Sunday

PROGRAM SCHEDULE

Date : 03 August 2025, Sunday, **Time :** 12:00 PM Onwards

Program / Guest / Speakers		Time
Introduction & Welcome Speech & Session Hosting	Dr. Abha Shukla , Co-convenor of Conference Faculty of Commerce, ICFAI University, Raipur (C.G.), India Executive Council Member SSMWA	12:00 to 12:05
Speech of Convener	Dr. Pramod Vishwakarma Assistant Professor of Commerce, Shri Guru Teg Bahadur Khalsa College, Jabalpur (M.P.), India, Executive Council Member SSMWA	12:05 to 12:15
Speech of Chief Guest & Speaker	Prof. M. Yadagiri Registrar, Telangana University & Head, Department of Commerce, Telangana University, Dichpally, Nizamabad, India	12:15 to 12:30
Speech of Keynote Speaker	Dr. Kuldeep Shivprasad Sharma Secretary, Indian Commerce Association	12:30 to 12:45
Speech of Keynote Speaker	Dr. Assem A. H. Moussa Think Tank Board Member in Lang Bustech University, IGC Chair ASDF SRCA Africa President Chief Eng, Egypt, Advisory Board Member SSMWA	12:45 to 01:00
Speech of Guest & Speaker	Dr. D. Rajashekar Associate Professor of Commerce, Kakatiya Government College Autonomous, Hanamkonda, Telangana State, India Vice President- Indian Accounting Association Warangal Chapter, Vice President-SSMWA Telangana State	01:00 to 01:10
Speech of Organizing Secretary	Dr. Raj Kumar Gautam Associate Professor, Commerce, G.S. College of Commerce & Economics, (Autonomous), Jabalpur (M.P.), Executive Council Member SSMWA	01:10 to 01:20
VOTE OF THANKS - 01:20 pm to 01:25 pm		
PAPER PRESENTATION : 2nd SESSION - 01:25 pm to 04:00 pm		
VALEDICTORY SESSION - 04:00 pm to 04:30 pm		

Join with Google Meet – Kindly Join & Check 11:30 AM & Conference Start 12:00 PM