



**Seva Sadan College of  
Arts, Science & Commerce**  
Affiliated to University of Mumbai

Organizes

**7<sup>th</sup> International  
Multidisciplinary Conference  
(Hybrid Mode) on**

***“Digital Transformation in  
Business, Financial Services  
and Education”***

on

**9<sup>th</sup> & 10<sup>th</sup> February, 2024**

**Friday & Saturday**

**Conference Communication**

The Convener

Seva Sadan College of Arts, Science & Commerce,  
Seva Sadan Marg, Ulhasnagar,  
Dist. Thane, Maharashtra, India PIN- 421003  
Phone: +91 251 2561020 www.ssasc.edu.in

**Patron**

Shri Sanjay Dabrai  
Hon. President, Seva Sadan

**Convener**

Dr Gulabchand K Gupta  
Principal

**Co-Convener**

• Dr. Vanshika Ahuja • Asst.Prof. Sona Dawra

**Coordinator**

• Asst.Prof. Niraj Mishra • Asst.Prof. Deepa Sadhwani

**Organizing Committee**

• Asst.Prof. Rachna Vadhiya • Asst.Prof. Soniya Lakhyan  
• Asst.Prof. Priya Kirpalani • Asst.Prof. Nimrata Kurseja  
• Asst.Prof. Bipin Hiranandani • Asst.Prof. Dipika Satnathi  
• Mrs Archana Dhulap

**Conference Tracks**

We invite Academicians, Corporates, Researchers and Students to submit the research papers on the following related themes

**Business and Finance**

• Banking Management • Business Marketing  
• Organizational and Consumer behaviour  
• Export & Import Management  
• Green Marketing • Customer Relationship Management  
• Innovative Banking practices  
• Stock Market Strategies & Valuation Models  
• Operational & Supply Chain Management  
• Role of Insurance sector • HR Analytics  
• Innovative Human Resource Practices  
• Entrepreneurship • E-Commerce  
• Enterprise Resource Planning • Retail Sector  
• Business Economy • Online Financial Services  
• Online marketing • Goods and Services Tax

• Financial Management • International Business  
• Investment strategies

**Education**

• Skill based Education • Self Learning Education  
• Learning Management System  
• Digital Technology in Education  
• Virtual Class Room • Vocational Education  
• Performance based Teaching Learning  
• Technical and Vocational Education  
• Mobile Learning Apps • Online Educations  
• Digital Library • Blended learning  
• National Education Policy 2020

**Digital Technology**

• Role of digital technology in Education  
• Mobile Application & Services  
• Multimedia and Applications  
• Digital Technology in Medical Services  
• Information and Knowledge Management  
• Data Mining • Wireless Technology  
• Cloud Computing • Network Security  
• Social Media • Cyber law • Artificial Intelligence  
• Digital Wallet • Cryptocurrency • Green Technology

**Any other related areas**

**Submission Guidelines**

• Abstract Format: It should contain the full title of the Paper, the Name of the Authors, and their Affiliations. The abstract should not exceed 300 words. About 3 to 5 keywords should be provided.  
• Full Paper Format: The manuscript should be MS Word format in Times New Roman, Font Size 12 points with 1.5 line spacing, 1 inch margin of the left, top, bottom and ½ inch margin on the right & A-4 size paper. APA citation style should be used. The Paper should not exceed 3500 words.  
• The manuscript must contain Title of the paper, authors name, institute name and Email address.

- Soft copy of the Abstract / manuscript should be send by Email: [sscimc18@gmail.com](mailto:sscimc18@gmail.com)

### Paper Submission: Important Dates

- Abstract Submission : 11.12.2023
- Full Paper Submission : 08.01.2024
- Notification of Accepted Papers : 20.01.2024
- Paper Submission – Email : [sscimc18@gmail.com](mailto:sscimc18@gmail.com)
- Conference Time : 9:00 am to 5:30 pm

### Registration Fee

- Delegate / Research Scholars : Rs.1600
- Foreigner : \$40
- Only Participation : Rs.300

*The Registration fee includes the Conference Certificate, Soft copy of peer reviewed referred Journal.*

The some selected original quality research papers shall be published in Scopus/ UGC CARE/ Web of Science Journal with additional charges as per publisher.

Registration fee can be paid by Cash/ DD / Online Transfer With DD Drawn in favour of “Seva Sadan College of Arts, Science and Commerce”

### Online Transfer / NEFT / RTGS

Account Name: Seva Sadan College of Arts, Science & Commerce  
Axis Bank, Account No. : 605010100043616  
IFSC Code : UTIB0000605  
Branch : Ulhasnagar, Maharashtra

### Registration Form

<https://forms.gle/L6jwKa3czPtfhDda7>

### For any Information please contact

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### About Us

Seva Sadan College of Arts, Science and Commerce was established in year 2009 by Seva Sadan Trust. The Trust was founded by Philanthropic Seth Parsram Parumal Dabrai with the aim of spreading Education among people in year 1950. The Trust has various Educational Institutions such as R. K. Talreja College of Arts, Science and Commerce, Seva Sadan's College of Education and other Institutes & School. Seva Sadan College of Arts, Science and Commerce offers B.Com, BMS, B.Com (Accounting and Finance), B.Com (Banking & Insurance), B.Com (Financial Markets), and Add-on courses are affiliated to the University of Mumbai and located at Ulhasnagar-3.

### About Conference

The digital Technologies have influence on every sector of society, including business, financial services, education, and the entire economy. The technology has a huge potential to help businesses, banks and educational institutions expand while spending less money on operations. The rapid transformation of digital technology makes it possible for entrepreneurs to organize intellectual capital and facilitate knowledge sharing through the use of enterprise collaboration solutions. By developing better processes, finding better solutions, and making wiser decisions, makes to improve sequence outcomes. However, we are also going deeper into how we provide each development by taking into account how this online & offline conference influences us. The purpose of this conference is to bring together scholars, industry professionals, and researchers from related domains on one stage so they may collaborate and exchange ideas on the topics covered.

### Conference Venue

Seva Sadan College of Arts, Science & Commerce,  
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Dist. Thane, Maharashtra, India PIN- 421003.  
Phone: +91 251 2561020. [www.ssasc.edu.in](http://www.ssasc.edu.in)

February 2018



February 2019



February 2020



February 2021



February 2022



February 2023