



Dept. of Business Administration and Dept. of Commerce

THK JAIN COLLEGE

6, Ram Gopal Ghosh Road, Cossipore, Kolkata, India

&

Kolkata Bidhannagar

SOCIETY FOR ACADEMIC ADVANCEMENT

West Bengal, India

Jointly Organises

STUDENTS' DEVELOPMENT PROGRAMME

April 12, 2025 [Saturday]

One Day National Conference [Hybrid Mode]

On

**EMERGING ISSUES AND PROSPECTS
IN
COMMERCE AND MANAGEMENT**

Venue: THK JAIN COLLEGE

6, Ram Gopal Ghosh Road, Cossipore
Kolkata - 700002, India

About KBSAA



Kolkata Bidhannagar
SOCIETY FOR ACADEMIC ADVANCEMENT
West Bengal, INDIA

A Registered Society under the West Bengal Societies Registration Act of 1961
Registration No. S0025851, Estd. - 2022. Website: kbsaa.org

Kolkata Bidhannagar Society for Academic Advancement (hereinafter referred to as the 'KBSAA') was established in the year 2022 as a registered Society under the West Bengal Societies Registration Act (West Bengal Act XXVI) of 1961 bearing registration No. S0025851 of 2021 - 2022. KBSAA is a Non-Profit Seeking Society for the Promotion and Advancement of Learning and Research in the field of Social Sciences and other allied areas.

The Main Objectives of Our Society

- To promote and develop the Academic Advancement of Learning in Research and Academics.
- To publish Research Journals, Books, Newsletters, etc., to further academic research, information and knowledge.
- To organise and participate in Conferences, Seminars, Webinars and Workshops / FDPs in collaboration with other Societies, Corporates and other organisations / Associations / Foundations, etc., for the promotion and development of research in the field of Social Sciences and other allied areas.

ABOUT OUR JOURNAL - (jaa.kbsaa.org)

The Journal of Academic Advancement [ISSN (Online): 2583 - 5203] is a Biannual Peer-Reviewed and Refereed Open-access Journal with DOI and indexing to be published annually in June and December. It is indexed in the International Institute of Organized Research (I2OR) database No. 8099, Crossref and Google Scholar.

The main aim of the Journal is to publish insightful research-oriented papers contributed by various eminent academicians, scholars and researchers in a highly organized and lucid manner with a clear and detailed analysis related to the latest research and developments in the emerging areas of Social Sciences and other allied areas.

About the College



THK JAIN COLLEGE

(Affiliated to the University of Calcutta)

6, Ram Gopal Ghosh Road, Cossipore

Kolkata - 700002, India

Re-accredited with B+ Grade (2024)

Taradevi Harakh Chand Kankaria Jain College, a self-financed minority college affiliated to the University of Calcutta, was established in 2006 by Shree S.S.Jain Sabha. The institution is christened after two renowned personalities, the Late Taradevi Kankaria and Shri Harakh Chand Kankaria. The college shares a large campus of 30351.52 square meters of land with a green environment all around. It comprises a large G+4 well-constructed building with 34 classrooms, laboratories, a library, an administrative block, teachers' rooms, separate common rooms for boys and girls, Five audio-visual rooms including smart classrooms and an Auditorium, a multipurpose hall, a board room and a large cafeteria. To enhance sports activities, the institute has constructed turf for football, cricket & basketball courts.

The college runs undergraduate courses in Science, Arts, Commerce and Management under the curriculum of the University of Calcutta. To maintain standard quality education, the college has appointed young and dynamic qualified teachers and experienced superannuated teachers as well.

Vision: The vision of this college is to establish itself as one of the leading academic institutions by providing quality and holistic education and inculcating moral and ethical values and skills for employment to the students from all sections of society as they grow up to be responsible citizens of the community and the country.

Mission: The mission of the college includes the following:

- To create an egalitarian environment where students belonging to different spheres of society, including academically backward areas, are imparted quality education.
- To introduce a variety of subjects and personality development courses that would develop employability skills amongst students as they prepare themselves for a diversified job market.
- To instil an ever-growing thirst for knowledge in the students and motivate them for higher studies and research.
- To encourage students' participation in extra-curricular activities for an all-around development of their character and personality.
- To establish a bond between the institution and society.
- To instil a spirit of community service and patriotism and guide students to be responsible citizens of the country.

ORGANISING COMMITTEE

PATRON(S)

DR. DIPTI KUMAR CHAKRAVORTY
Former Professor and Head
Dept. of Commerce, University of Calcutta
&
Hon'ble President
Kolkata Bidhannagar Society for Academic
Advancement, West Bengal, India

SRI SARDARMULL KANKARIA
Hon'ble President
Shree S.S Jain Sabha

SRI JAI BOTHRA
Hon'ble President, Governing Body
THK Jain College, Kolkata, India

SRI LALIT KANKARIA
Hon'ble Secretary, Governing Body
THK Jain College, Kolkata, India

CONFERENCE DIRECTOR

DR. MAUSUMI SINGH (SENGUPTA)
Hon'ble Principal, THK Jain College
6, Ram Gopal Ghosh Road, Cossipore, Kolkata, India

HON'BLE SECRETARY, KBSAA

PEMA LAMA
Associate Professor, Dept. of Commerce
University of Calcutta, India

ORGANISING SECRETARY

SOUMYATANU ADHIKARY
Assistant Professor & Head, Dept. of Business Administration
&
Convenor, Institution Innovation Council
THK Jain College
6, Ram Gopal Ghosh Road, Cossipore, Kolkata, India

JOINT ORGANISING SECRETARY

ANNU OJHA (PANDEY)
Assistant Professor, Dept. of Commerce
THK Jain College
6, Ram Gopal Ghosh Road, Cossipore, Kolkata, India

ADVISORY COMMITTEE

<p>DR. UTTAM KUMAR DUTTA Professor, School of Professional Studies Netaji Subhas Open University, Kolkata & Hon'ble Vice-President KBSAA, West Bengal, India</p>	<p>DR. ANANDA MOHAN PAL Professor, Dept. of Business Management University of Calcutta & Hon'ble Vice-President, KBSAA West Bengal, India</p>
<p>DR. DHRUBA RANJAN DANDAPAT Professor, Dept. of Commerce University of Calcutta & Hon'ble Governing Body Member KBSAA, West Bengal, India</p>	<p>SOUMYA MUKHERJEE Associate Professor, Dept. of Commerce Maharaja Manindra Chandra College & Hon'ble Treasurer, KBSAA West Bengal, India</p>
<p>DR. SUCHISMITA DAS President Institution Innovation Council THK Jain College, Kolkata, India</p>	<p>MANOJ PETER ELAKODICAL Assistant Professor Dept. of Business Administration THK Jain College, Kolkata, India</p>
<p>DR. ASIT KUMAR MONDAL Teacher-in-Charge, Dept. of Commerce THK Jain College, Kolkata, India</p>	

Submission Guidelines

Authors must send a soft copy of the ABSTRACT via email at kbsaathksem@gmail.com by April 05, 2025.

- The author/authors should submit their research papers/ with an **ABSTRACT** of **200 – 250 words** (with 4-5 Keywords and JEL Code (if any)).
- A Strict Anti-Plagiarism Policy is to be followed, therefore, the authors must ensure the originality of the work.
- Selected candidate(s) for the Paper Presentation will be informed via email.
- The Decision of the Review Committee regarding the selection of papers will be Final and Binding.

Sub Topics of the Conference

Environment in Workplace	Sustainable Development Goals
Women Empowerment	Societal Issues and Challenges
Finance and Investment	Indian Culture and Heritage
Digital Transformations	Natural Calamities
Digital Media and Democracy	Artificial Intelligence and its Application
Democracy and Economic Development	Stress and Anxiety
Healthcare	Inclusive Growth
Non-Conventional Energy	NGOs and SHGs as Growth Drivers
Economic Issues	Agriculture and Food Security
Travel and Tourism	Gender Issues
Design Thinking	Climate Change
Green Transport	Childhood Development
Social Media and its Role	Education and Skill Development
Ethics and Values	Geo-political Impacts
Boundaryless Organisations	Environmental Issues and Sustainability
Cyber Security	Green Technology
Innovation in Business, Economy and Society	Any other topics related to the theme
Issues related to Human Rights	

Participation Fee

Students (UG & PG) | Research Scholars: ₹ 100/-

Project Guide - Annual Members | Collaborator (THK Jain College): ₹ 500/-

Non-Members (Faculties / Corporates): ₹ 750/-

Kindly Note:

- **E - Abstracts Proceedings with ISBN** will be provided to the Registered Paper Presenters / Participants on the day of the Conference.
- **Certificate of Participation (Hard Copy)** will be issued to the actively participated registered participants only after the completion of the Conference.
- **Only the Students (UG & PG) | Research Scholars are eligible for Paper Presentation.**

Important Dates

Registration starts on and from **March 01, 2025**

Last Date for Submission of Abstracts: **April 05, 2025**

Notification of Acceptance for Paper Presentation: **April 07, 2025**

Last Date for Registration: **April 10, 2025**

Date of National Conference: **April 12, 2025 [Saturday]**

Bank Account Details

Account Holder's Name: **T.H.K. JAIN COLLEGE**

Name of Bank: **ICICI Bank**

Branch: **Kolkata - R N Mukherjee Road Branch**

Account No.: **000601053307**

IFSC Code: **ICIC0000006**

Nature of Payment: **Participation Fee**

QR Scanner for Payment



