

PG Dept. of Commerce and Management organized a National Conference



PG Dept. of Commerce and Management organized a one-day National Conference on “Challenges and Issues in Emerging Business Environment- Social and Technological Innovations”, in a blended mode on March 31st, 2023, covering different topics following under various sub-themes such as: Entrepreneurship, Marketing, Banking, Finance and accounting, Financial Technology & Laws and HRM & Business Environment. Dr. Balwinder Singh, Professor, University School of Financial Studies, GNDU delivered an inspiring and informative keynote speech on “Changing business environment and Role of IT”. The presentations were divided into different panels and 6 sessions consisting one offline and 5 online sessions. Dr. B.B. Singla chaired an offline session; focused on the discussion of various research papers presented during the session and encouraged the participants to keep the discussions lively and engaging. There were around 400 teachers, research scholars and students participated from 40 Institutions. whereas around 80 papers were presented at the conference in offline and online sessions as well. Whereas online sessions were chaired by Dr. Tajinder Sharma, HOD Commerce and Management, Kurukshetra University, Dr. Sandeep Viridi, Dr. Satinder Kumar, Assistant Professor, School of Management, Punjabi University Patiala, Dr. Roshan Lal, Director DAV Institute of Management, Chandigarh and Dr. Kavita Aggarwal, HOD Commerce, Rayat and Bahra University, Mohali, Chandigarh.



The conference served as a platform for researchers, academicians, and practitioners to discuss and share their research on different aspects related to the theme of the conference and hence the discussions in the conference provided valuable insights into the various challenges and issues of the businesses, role of IT , green marketing and other related subthemes. Pr. Prabhjit Singh was the co-ordinator of the conference.