



70<sup>th</sup> ALL INDIA  
**COMMERCE**  
of CONFERENCE  
of **ICA**  
INDIAN  
COMMERCE  
ASSOCIATION

12-14 OCTOBER 2017

CONFERENCE THEME

**REMONETISATION :**

politics VIS-À-VIS  
economics



ORGANIZED BY

Faculty of Commerce and Management

**THE IIS UNIVERSITY**

B2 Bypass, SFS, Gurukul Marg, Mansarovar, Jaipur-302 020

[www.70aicc2017.iisuniv.ac.in](http://www.70aicc2017.iisuniv.ac.in) / [www.iisuniv.ac.in](http://www.iisuniv.ac.in)

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# 70<sup>th</sup> ALL INDIA COMMERCE CONFERENCE of ICA

INDIAN  
COMMERCE  
ASSOCIATION

The Faculty of Commerce and Management, The IIS University, Jaipur, considers it a privilege and matter of great pride to host the 70<sup>th</sup> All India Commerce Conference-2017 of the Indian Commerce Association on October 12-14, 2017.

The Conference aims to provide a forum for interaction on contemporary issues and development in the areas of Commerce and Management. Its objective is to create an enabling interface among corporate representatives, professionals, academicians, economists, practitioners, researchers and experts in the field of Commerce and Management in India and abroad.

The Indian Commerce Association (ICA) is a cohesive group of Management Experts, Economists, Business Community persons, Technologists, etc. that serves as a forum to support the Indian corporate sector by enriching the academic arena of commerce and management by way of conducting research, training, consultancy, organizing annual conferences and publication of journals. In order to assist in the commercial upliftment of our country, the ICA serves as a single platform for exchange of ideas, experiences and collection and dissemination of information on business, trade, commerce and management. Till date, the ICA has successfully organized 69 Annual Conferences throughout the country and brought together experts for brainstorming on various issues of contemporary relevance. The vision of the ICA has been segregated into multifarious objectives which are as follows:



- 1) To promote research activities in commerce and management
- 2) To periodically organize seminars for enabling members to brainstorm on various issues on a single platform and develop unanimous consent on the respective issues
- 3) To bring parity in curriculum of commerce and management at the national level
- 4) To provide a basic analytical tool-kit for management so that scientific approaches may be used to implement commercial and managerial applications in the industry
- 5) To enhance the ability of practitioners for taking decisions during times of uncertainty by analyzing the kaleidoscopic aspects of the issues at hand
- 6) To serve as a forum for exchange of ideas, experiences, collection and dissemination of information on business, trade, commerce and management
- 7) To provide technical assistance and consultancy to organizations with the help of experts available at the ICA
- 8) To publish books, journals, periodicals etc. for the benefit of academicians and practitioners at the micro level and for the larger economy at the macro level
- 9) To undertake any other activities in furtherance of the vision of the Association



The IIS University is a cosmopolitan and vibrant University and is among the 38 deemed-to-be-universities in India placed in category 'A' by the Ministry of Human Resource Development, Government of India. With over 5200 students and 300 staff members, the University is known for its excellence in imparting meaningful education to students and to encourage them to think innovatively. It particularly focuses on empowering women to face the challenges of life with confidence and also provides creative leadership.



The IIS University Main Campus



Kshira Path Campus



Mohaveer Marg Campus



Sitapura Campus



In this era of globalization, The IIS University envisages a holistic education powered by technology, fuelled by information and driven by knowledge. The University is located across four sprawling campuses in Jaipur, at SFS, Kshipra Path, Mahaveer Marg and Sitapura. It has state-of-the-art infrastructure comprising big auditoriums, seminar halls, board rooms, meeting vestibules and a senate hall to facilitate the conduction of a plethora of University events such as conferences, workshops, seminars, meetings, placement drives and cultural programmes. All the venues are well-furnished, air-conditioned, equipped with modern projection and audio systems and with access to the internet. The open air stage and the university lawns are also used throughout the academic session for organizing various cultural and academic events.

In addition, the University houses an advanced Centre for Information & Technology, with well equipped computer labs and has also set up the A-view classroom on campus to participate in online lectures and workshops. The University is on par with global technology and provides an enriched educational environment with the help of a well-stocked and a fully computerized library; a highly sophisticated audio-visual studio with high definition video conferencing system and a media laboratory; a fleet of 50 buses manned by trained drivers and conductors plying to every nook and corner of the city, providing an easy commute for its students. The University has two centrally air-cooled hostels, 'Aanchal' and 'Vasundhara', which provide a disciplined yet homely environment for the girls. The University has the distinction of organizing several International and National Conferences, Seminars and Workshops on varied topics till date.

## FACULTY OF COMMERCE & MANAGEMENT

The Faculty of Commerce and Management of the IIS University was established in 1995. The Faculty comprises the disciplines of Accounting and Taxation, Business Studies, Financial Studies, Foreign Trade Management, Advertising and Brand Management, Human Resource Management and International Business, Management Studies as well as Tourism Management.

Along with graduation and post-graduation courses in different areas of Commerce and Management, the Faculty also offers M.Phil. and Ph.D. programmes. The Faculty was founded with a vision to make an impact on the two broad fields of commerce and management through quality education, training, research and innovation and to equip the students to manage trade and industries. At present, it stands tall with over 2100 students on roll and more than 100 faculty members.

## JAIPUR



Jaipur, the Pink City of India and the capital of Rajasthan, is the starting point for the visitors coming to the state. It casts an unusual spell on the travellers with its royal palaces, forts and monuments, revealing a historic past of chivalrous warriors, aristocratic royal ladies, art and craft, literature and science. The main tourist attractions of Jaipur are the Amber fort, Nahargarh Fort, Jaigarh Fort, Jal Mahal, Hawa Mahal, City Palace, Birla Temple, Govind Devji Temple and the Albert Hall Museum. Located 260 km from the Indian capital of New Delhi, Jaipur forms a part of the West Golden Triangle tourist circuit along with Agra. As a popular tourist destination in India, Jaipur also serves as a gateway to other tourist destinations in Rajasthan such as Jodhpur, Jaisalmer and Udaipur. Handicrafts like miniature paintings, block printed textiles, Bandhej, Bandhni, blue pottery and semi-precious jewellery make it a shopper's paradise as well.

## TRAVEL INFORMATION

### JAIPUR BY AIR

Jaipur is connected to the visitors of the world through its airport which is located in Sanganer, near the Jawahar Circle, at a distance of 4.6 kms from the IIS University. The airport has flight connectivity with major Indian cities such as Mumbai, Delhi, Pune, Bengaluru, Kolkata, Hyderabad, Ahmedabad, Chennai, etc.

### JAIPUR BY RAILWAY

The three railway junctions at Jaipur, viz., the Jaipur Main Railway Station (14 kms from the University), Durgapura Railway Station (4 km from the University) and Gandhi Nagar Railway Station (8 kms from the University) are well connected with various cities in India, facilitating an ease of movement for all travellers.

### JAIPUR BY ROAD

Jaipur is well-connected with almost all the cities of India through road. There are two bus stands at Jaipur viz. the Sindhi Camp Bus Stand and the Narain Singh Circle Bus Stand, which provide a regular service of buses from different parts of the country, ensuring that Jaipur is always ready to receive and welcome visitors.

**Transportation facility to delegates will be provided from the four locations (i.e. Jaipur Airport, Jaipur Main Railway Station, Durgapura Railway Station and Gandhi Nagar Railway Station from 6:00 am of 11 October '17 to 11:00 am of 12 October '17)**



# TOPICS

## SEMINAR

### REMONETISATION : POLITICS VIS-À-VIS ECONOMICS

#### CHAIRPERSON

**Prof. Debabrata Mitra**  
Dept. of Commerce  
University of North Bengal  
Raja Rammohunpur  
Darjeeling (West Bengal)

#### CO-CHAIRPERSON

**Dr. Anil Kumar G. Garag**  
Director  
Global Business School  
Twin City Campus, Bhairidevarakoppa  
Hubballi (Karnataka)

### TECHNICAL SESSION – I FINANCIAL SECTOR : REGULATION VIS-À-VIS LIBERALISATION

#### CHAIRPERSON

**Prof. Bhagaban Das**  
Head & Dean, P.G. Dept. of  
Business Management,  
Fakir Mohan University,  
Balasar (Odisha)

#### CO-CHAIRPERSON

**Dr. Rajendra Kumar V. Raval**  
Associate Professor, Commerce,  
C. C. Sheth College of Commerce,  
Navgurjaray Campus,  
Ahmedabad (Gujarat)

### TECHNICAL SESSION – II CASH TO CASHLESS ECONOMY : CHALLENGES AND OPPORTUNITIES

#### CHAIRPERSON

**Prof. M. Sulochna**  
Formerly with Dept. of Commerce  
Osmania University  
Hyderabad, (Telangana)

#### CO-CHAIRPERSON

**Prof. Pawan K. Poddar**  
Dean, Dept. of Commerce  
T.M.B. University  
Bhagalpur (Bihar)

### TECHNICAL SESSION – III EMPLOYMENT AND ENTREPRENEURSHIP : CHANGING PARADIGMS

#### CHAIRPERSON

**Prof. V. K. Shrotryia**  
Dept. of Commerce  
Delhi School of Economics  
University of Delhi (Delhi)

#### CO-CHAIRPERSON

**Dr. Krishna Gupta**  
Associate Professor  
Dept. of EAFM  
University of Rajasthan (Rajasthan)

### TECHNICAL SESSION – IV GST : IMPLICATIONS FOR INDIAN ECONOMY

#### CHAIRPERSON

**Prof. Jaspal Singh**  
Head, Dept. of Commerce  
Guru Nanak Dev University  
Amritsar (Punjab)

#### CO-CHAIRPERSON

**Dr. Amitava Samanta**  
Associate Professor  
Vinoba Bhawe University  
Hazariabag (Jharkhand)

### Prof. Manubhai M Shah Memorial Research Award Session (MMSMRA) EMPIRICAL RESEARCHES IN THE AREA OF MARKETING

#### CHAIRPERSON

**Prof. Prashant Kumar**  
Dept. of Commerce  
Banaras Hindu University  
Varanasi (U.P.)

#### CO-CHAIRPERSON

**Prof. Kavaldeep Dixit**  
Dept. of Marketing  
ISIM, Mansarovar  
Jaipur ((Rajasthan)

### PROF. SAMIUDDIN MEMORIAL ICA RESEARCH SCHOLAR AWARD SESSION

#### CHAIRPERSON

**Dr. M.S. Subhas**  
Vice Chancellor  
Vijayanagara Sri Krishnadevaraya  
University, Bellary (Karnataka)

#### CO-CHAIRPERSON

**Dr. Sanjay Rastogi**  
Associate Professor  
Indian Institute of Foreign Trade,  
New Delhi (Delhi)

### Prof. Manubhai M. Shah Memorial Award For Excellence In Commerce And Business Management (MMSMA)

This award was instituted by the ICA in 2012 in the memory of an eminent professor who was well known in the field of commerce and management, Prof. Manubhai M. Shah. Prof. Shah's dedication and hard work towards teaching, learning and research inspired his son Mr. Anil Shah, who is also associated with the ICA, to dedicate an award comprising a cash prize of Rs. 2,00,000/- (Rupees two lacs) [together with a certificate and trophy], to be awarded each year for outstanding research, fundamental or applied, of creative nature in the field of Commerce & Business Management.



### Sourabh Shiware Memorial Young Researcher Award

To salute the entrepreneurial, innovative and the versatile spirit of Mr. Saurabh Tukaram Shiware, the ICA, with the sponsorship of the very generous Dr. T. Shiware, has decided to announce this award for young professionals in the discipline who have made contributions which have the potential to make a difference in the research scenario thus taking research in the discipline to the mainstream. The award comprises a cash prize of Rs.25,000/- with a certificate of appreciation and a trophy to be presented each year in the Annual Conference of the ICA.



### Prof. Manubhai M. Shah Memorial Research Award (MMSMRA)

Manubhai M Shah Memorial Research Award was instituted under the auspices of the ICA with effect from 2010 and includes two Certificates of Honour and Gold medals for the Best Paper presented in the technical sessions of All India Commerce Conference.

### Best Business Academic of the year award (BBAY Award)

The BBAY award has been instituted under the aegis of the ICA with effect from 2005 in order to encourage the youth in the field of research in Commerce and Management. The award comprises one Gold medal and four Silver medals for the Best Papers presented in the technical sessions of the All India Commerce Conference, every year.

### Prof. Samiuddin Memorial ICA Research Scholar Award & Memorial Lecture

The SMICARSA Award has been instituted to encourage and motivate the budding researchers in the field of Commerce and Management. Research Scholars registered at Ph. D in a University and those who have submitted their thesis are eligible to take part in this session. The cash prize for the Best Research Scholar will be given under five categories, viz., ₹ 5000; ₹ 4000; ₹ 3000; ₹ 2000; and ₹ 1000. To salute the valuable contributions of Prof. Samiuddin as the 45th president of the ICA and input made in the area of business and management research, a memorial lecture will be organized.



### Prof. A. D. Shinde Memorial Lecture

This lecture to be delivered in the memory of Prof. A D Shinde who contributed enormously in the field of commerce and management. He had also served as the 34th President of the Indian Commerce Association in 1980.





## GUIDELINES FOR PAPER CONTRIBUTORS

The delegates are invited to submit original research papers on the theme and sub-themes of the Conference. The paper should be in standard format [Times New Roman, 12 point, 1.5 line spacing, fully justified] and should be about 3000-5000 words in length, including an abstract [about 300 words] and 4-5 keywords. The front page of the paper should contain the title of the paper, author's name, organization/institution, address and contact details. APA citation style is to be used for references. The papers will undergo a Blind Review process and will be evaluated on different parameters such as originality, relevance, applicability and contribution to findings. A soft copy of the full paper should be submitted only through the website. Papers submitted through any other mode or after the due date will not be entertained. All correspondence will be addressed to the first author.

## IMPORTANT DATES

Last date for abstract and full paper submission	30 <sup>th</sup> August, 2017
Last date for registration	30 <sup>th</sup> August, 2017
Last date for registration with a late fees of Rs. 500	14 <sup>th</sup> September, 2017
Dates of Conference	12-14 <sup>th</sup> October, 2017
Venue of Conference	The IIS University B2 Bypass, SFS, Gurukul Marg Mansarovar, Jaipur 302020

## DELEGATE FEES

Categories	Fees upto 30 <sup>th</sup> August, 2017	Fees from 31 <sup>st</sup> August, 2017 to 14 <sup>th</sup> September, 2017	ICA Building Fund
Life Member	₹ 2000	₹ 2500	₹ 1000**
Non-Life Member	₹ 2000 + ₹ 1000	₹ 2500+1000 = ₹ 3500	
Accompanying Person Fee (Only Spouse)*	₹ 2000	₹ 2500	

\*No Conference kit will be provided to the accompanying person.

\*\* As per the decision made in the EC meeting of the ICA which was held on 12 July, 2015, all life members are requested to contribute Rs. 1000 in addition to the registration fee for the construction of the ICA building. Those life members who have already paid the said amount need not pay again.

### Note :

- 40% of the delegate fee will be reimbursed to those research scholars who will produce proof (on the spot) that they are not receiving any scholarship/ fellowship from any agency issued by the competent authority of the concerned University/ College/ institution
- Accommodation will be provided only to those outstation delegates who are Life Members of the ICA.

**ON-THE-SPOT REGISTRATION IS NOT ALLOWED**

**DELEGATES ARE REQUIRED TO COMPLETE THE REGISTRATION PROCESS THROUGH THE OFFICIAL WEBSITE OF THE CONFERENCE : [www.70aicc2017.iisuniv.ac.in](http://www.70aicc2017.iisuniv.ac.in)**

We cordially invite you to participate in the Conference by way of contributing research papers on the themes and sub-themes. The Conference will provide an opportunity to interact with eminent scholars, practitioners, economists, researchers and distinguished speakers from across the globe.

## OFFICE BEARERS OF ICA- 2017



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## CONFERENCE SECRETARIAT 70<sup>th</sup> All India Commerce Conference- 2017



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**Dr. Ashok Gupta**  
Vice- Chancellor  
The IIS University, Jaipur



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Dept. of Management & Dean  
and Director, Centre for Research,  
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**Organizing Secretary**  
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**Registration and  
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9783307046, 8003099222

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8875021439

**For transportation  
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8875003217

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