



# Vikram University, Ujjain

## Accredited 'A' Grade by NAAC

### Organized by "School of Studies in Commerce"

The School of Studies in Commerce has been established in year 2004 at Vikram University, Ujjain with the objective of conducting teaching and research on business issues. The department is committed to act as a centre for research on relevant business issues and maintained highest level of academic standard. **S.S in Commerce** has proposed to organize **National Seminar** on *"Impact of Technology on Business and Accounting: Issues & Challenges"* on *March 25-26, 2022*.

It is privilege of our institutions to share with you that the Two day National Seminar on **"Impact of Technology on Business and Accounting: Issues & Challenges"** on 25-26 March 2022. The programme will provide a platform for academicians, faculties, research scholars, traders, businessmen and others to deliberate and discuss the relevant business and accounting issues of modern trade and business world specifically in India. The programmes would focus on the following themes:

## "Impact of Technology on Business and Accounting: Issues & Challenges"



Technology has been driving factor of modern day business activities. Digital technology has changed the modern business environment in grand manner. The Artificial intelligence, big data, and the Machine Learning specifically have accelerated the abilities to do businesses in more cost efficient, quick, transparent and profitable way. Advancement in artificial intelligence, machine learning, and natural user interfaces are making it possible to automate workers' tasks that have long been regarded as impossible or impractical. With Big data one can do at a large scale to extract new insights or create new forms of value, in ways that change markets, organizations, the relationship between citizens and state. This will have the major disruptions in Trading, Business and the economy as of technology's ability to allow businesses to automate work. At present traders and businessmen need to keep up-to-date with technological advancement in order to respond to market conditions and customers needs. In future it may be possible manual accounting has virtually disappeared and has been replaced by E-Accounting. In fact, the breakthroughs in technology have changed the structure and processes of business.

Businesses can use technology to reduce time span between product idea and product creation as well as product creation and customer delivery in low costs. In fact this will diversify and multiply products and services at efficient costs. It may have adverse impact on society also, as jobs avenues may disappear, contractualisation of workers may accelerate. While this new structure of work may allow some business to pursue their creative goals, for others it may be uncertain and unstable future. The result may be two-tier societies where the rich can afford expensive products and services, and the poor may suffer due to job loss and income reduction. Though products can be produced more cheaply, poor cannot afford to buy. The sharing economy as a growing segment that could provide jobs for many people, but will require changes in business structure and management as well as changes in how citizens' well-being is maintained.

- **Need of technology in Trade & Business.**
- **Use of Technology in Business Activities and Accounting**
- **Impact of Technology and Innovation on Indian Business Environment**
- **Technology and Entrepreneurial development in India**
- **Modern Technology, Business Activities and Society**
- **Technology and Business Activities in Indian and MP Economy**
- **How technology helpful to keeping Accounting records.**
- **Use of specific online tools for Accounting and Taxation.**

### **Submission of Research Paper:**

Research papers and articles (not exceeding 3000 words in Hindi or English) accompanied with an abstract in 250 words are invited on any of above mentioned themes for discussion in the seminar. The papers must be written in MS Word using Times New Roman (12) font for English and Kruti Dev 10 font for Hindi. The research paper and abstract should be submitted **by 22 March, 2022 by email**. The papers and/or abstracts may be published in the edited book on recommendation of the editorial board. The editorial board reserves the right to edit/accept/reject the edited book. Submission of manuscript will be treated as transfer of copyrights to the editor. **A copy of research paper may also be sent to the Coordinator ([ssincommerce24@gmail.com](mailto:ssincommerce24@gmail.com)).**

### **Instructions:**

1. The last date of Submission of Research Article in the above mentioned prescribed format is 22th March, 2022.
2. For registration and accommodation in the seminar, you may kindly contact the **Co-Ordinator**, "Dr.Shailendra Kumar Bharal or **Convener** Dr.Ashish Mehta, School of Studies in Commerce, Vikram University, Ujjain.
3. Please use Separate Form (Photocopy) for each Registration. Registration fee is Rs. 1,000/- Registration form can be sent through email/post/spot.

**Dr.Shailendra Kumar Bharal**

**Professor & Co-Ordinator**

Mobile No: 83192 64160

**Dr. Satyendra Kishor Mishra**

**Head & Organizing secretary**

School of Studies in Commerce,  
Vikram University, Ujjain (MP) - 456010

**Dr.Parimita Singh**

**Co-Convener**

Mobile No: 74007 68236

**Dr.Ashish Mehta**

**Convener**

Mobile No: 98272 22676



**National Seminar: 'Impact of Technology on Business and Accounting: Issues & Challenges'**  
Ujjain on 25-26 March 2022.

***Registration Form***

1. Name in Full (Block Letter): .....
2. Designation:.....
- 3 Gender (Male/Female/Others): .....
4. Organization: .....
5. Postal Address:.....
- City: ..... State: ..... PIN: ..... Email: .....
- Contact: .....
5. Title of the Paper: .....
- .....
9. Accompanying Persons: ..... Accommodation Required/Not Required:.....
11. Arrival by Train/Bus/Taxi/Air No. .... Date: ..... Time: .....
12. Departure by Train/Bus/Taxi/Air No. .... Date: ..... Time: .....
13. Registration Fee. Rs.1000/-

Signature