



44TH

ANNUAL

Conference of

ORISSA COMMERCE ASSOCIATION



ORGANIZED BY:

DEPARTMENT OF COMMERCE

**PRANANATH COLLEGE (AUTONOMOUS),
KHORDHA**



28TH & 29TH DECEMBER, 2024



SAMPARK BHAWAN

ABOUT THE CONFERENCE

The 44th Annual Conference of Orissa Commerce Association will be held on 28-29 December, 2024, in the Department of Commerce, Pranath College (Autonomous), Khordha, Odisha, India. The Conference along with an International Seminar will have a conglomeration of experts and delegates from Academics and Industry to deliberate on the issues ranging from local to global in various areas from academic to industries, economic to environment and society to governance.

Orissa Commerce Association

The Orissa Commerce Association (OCA) founded in 1970 is one of the oldest professional bodies of the State of Odisha and India. OCA provides platform to the academia, management, economists, business community, technologists, researchers, etc., to pursue their multifarious objectives and exchange ideas for furtherance of commerce and management. The core activities of OCA include organization of seminars, conferences, promotion of research, consultancy and publication of journals.

Pranath College (Autonomous), Khordha

Pranath College (Autonomous), Khordha, stands as a beacon of educational excellence in Odisha, demonstrating remarkable growth and development since its inception in 1959. With a strong emphasis on multidisciplinary education, modern facilities, active student organizations, and a commitment to socio-economic outreach, the college has cemented its reputation as a premier institution. Accredited and recognized for its potential, it continues to evolve, providing quality education and fostering a conducive environment for research and holistic development. Its strategic initiatives and comprehensive facilities ensure that it remains at the forefront of academic and social progress, meeting the challenges of the 21st century with dedication and innovation.

Department of Commerce, Pranath College (Autonomous), Khordha

The Department of Commerce at Pranath College (Autonomous), Khordha was Started in the year 1970. Over a period of more than five decades, the faculty has proved its excellence both in academics as well as in research activities. The department takes credit for being the largest department of the College with more than 1500 student's strength including UG (B.Com), PG (M.Com), BBA and PM&IR. The department boasts a consistently excellent performance track record for its students, reflecting its strong academic foundation and commitment to quality education.

Orissa Journal of Commerce

Orissa Journal of commerce, a publication of Orissa commerce Association, is a UGC CARE listed and double-blind peer reviewed Journal devoted to publishing research-based papers and other information on key aspects of Commerce, Accounting, Management and Emerging Research topics in business education of relevance to practitioners, academics, research scholars, students and professional bodies. There are four regular issues per year are published besides the special issue.

Themes and Subthemes

Papers are invited in the following themes. However, the sphere of conference is wider and not limited to the themes mentioned below. Papers can be submitted in any of the following broad areas.

Seminar: Purvodaya@2036: Pathway to Viksit Bharat

Technical Session - I:

Entrepreneurship and Sustainable Business Practices

- Start-ups in Odisha
- Social Entrepreneurship
- Innovations in Agriculture and allied Sectors
- Micro and Small Medium Enterprises (MSMEs)
- Corporate Social Responsibility
- Indigenous Women: Preserving Culture and Rights for Green Business

Technical Session- II:

Digital Transformation in Odisha

- Application of Digital Technology in Business
- Digital Transformation and Payment Gateways
- Digital Marketing and Social Marketing
- Customer Relationship Management
- Innovations in Technology: Blockchain, AI, etc.

Technical Session-III:

Changing Dimensions of Unorganized Sector for Inclusive Growth

- Micro and Small Enterprises in the Unorganized Sector
- Skill Development and Training
- Financial Inclusion
- Policy, Governance and Social Security
- Industrial Laws and Sustainability of Micro and Small Enterprises

Name of the Chairpersons, Co-Chair Persons and Key-Note Speakers for Seminar and all the Technical Sessions will be declared later in Subsequent Brochure.



Awards Instituted by OCA

1. OCA Lifetime Achievement Award
2. Prof. Malay Mohanty Academic Leadership Award
3. Prof. U. C. Pattnaik Promising Faculty Award
4. Prof. Malay Mohanty Award for the Best Research Paper Presented in all the four themes
5. Dr. Baladev Kar Award for Best Paper in each theme
6. Major (Dr.) S. A. Taher Best Organizer Award
7. OJC Prize for Commerce Talent Search

- Nominations for awards viz. 1, 2, 3 & 6 should reach the Conference Secretary by E-Mail to commercepnc@gmail.com latest by 15-11-2024.



Who can attend the Conference?

The Conference is open for all subjects. Academicians, Corporate Delegates, Consultants, Researchers and Students can participate and present their papers in the seminar.

Guidelines for Paper Submission and publication opportunity

- Original, innovative and unpublished papers are invited from researchers, academicians and professionals on the themes of the conference/seminar.
- Articles should be written as per the guidelines of Orissa Journal of Commerce (OJC) (<http://www.ojcoa.org/guideline.html>).
- Technical Session & Theme for which the Paper is submitted should be indicated clearly.
- **Soft copy** of abstract and full paper should be sent to the **Conference Secretary** by email to the following ID: ocaconference2024@gmail.com
- **One hard copy** of Full Paper should also be sent to the **Conference Secretary**, by speed post to the following address “*Dr. Sushil Kumar Pattanaik, Head, Department of Commerce, Prananath College (Autonomous), Khordha, Mukundaprasad, Odisha, PIN-752057*”.
- Papers will undergo a Double-Blind Review process and selected papers of the conference will be published in the Orissa Journal of Commerce, UGC CARE Listed with DOI which is a publication of the Orissa Commerce Association.

Important Dates:

DETAILS	DATE
Last date of Abstract Submission	31/10/2024
Last date of Full Paper Submission	11/11/2024
Last date of Hard Copy Submission	15/11/2024
Communication of Acceptance	25/11/2024
Last Date of Registration	10/12/2024

Abstract received within the Specified Date will be Published in Souvenir.

Registration Fees

DETAILS	AMOUNT
Registered Delegates (With Accommodation)	Rs. 1,000/-
Registered Delegates (Without Accommodation)	Rs. 600/-
Research Scholars/Students (With Accommodation)	Rs. 700/-
Research Scholars/ Students (Without Accommodation)	Rs. 500/-
Corporate Delegates	Rs. 5,000/-
Accompanying Persons (with Accommodation)	Rs. 700/- each
Accompanying Persons (without Accommodation)	Rs. 500/- each

Only Past Presidents, Invitees from outside the State and Foreign Delegates are exempted from payment of Delegation Fees.

Accommodation shall not be available for the Delegates from Khordha.

Spot Registration fees will be 20% Extra (Without Accommodation)

Online Registration for the Conference & Payment details of Registration/Delegation fees will be available from 1st November



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