



# CENTRAL UNIVERSITY OF KARNATAKA

(Established by an Act of the Parliament in 2009)

## DEPARTMENT OF COMMERCE SCHOOL OF BUSINESS STUDIES

Organising ICSSR-SRC Sponsored  
One Day National Seminar on

# E-COMMERCE AND DIGITAL TRANSFORMATION FOR VIKSIT BHARAT

**28th March 2025, Friday**  
**Central University of Karnataka**

ALAND ROAD, KALABURGI - 585367

## ABOUT DEPARTMENT OF COMMERCE, CUK

The Department of Commerce started in the academic year 2010-11 as a constituent department in the School of Business Studies. The department has well experienced full-time faculty and invites experts from industry as well as academicians from reputed institutions on need basis. It offers M. Com and Ph.D. programs.

The Department promotes research, consultancy, training and outreach activities. It is striving to promote applied research to address the challenges of national as well as the region. The Department organizing workshops, capacity building programmes, and national conferences. Research projects funded by ICSSR and UGC are being undertaken by the department.

- The M. Com program is being designed, updated and imparted to develop conceptual and analytical skills of the students in line with the industry requirements.
- The curriculum has a judicious mix of conceptual, analytical and quantitative reasoning to meet the requirement of industry along with interdisciplinary requirements.
- All the M. Com students undergo internship to get an exposure to the working of corporate environment and carryout dissertation to inculcate research culture.
- Programs Offered: M. Com, M. Com (Banking & Financial Technology) and Ph.D. in Commerce

## BACKGROUND OF THE SEMINAR

The future of e-commerce in India is promising, with projections indicating annual growth rates of 18% through 2025. By 2030, India is anticipated to emerge as the third-largest consumer market globally, underlining the vast opportunities and potential that lie ahead of the e-commerce sector in the country. The rise of emerging technologies like augmented reality, artificial intelligence, and machine learning will revolutionize the way consumers interact with e-commerce platforms, leading to more personalized and immersive shopping experiences. Additionally, as the Indian economy continues to grow and consumer spending power increases, coupled with the facilitation of 100% FDI in B2B e-commerce and marketplace, India's e-commerce ecosystem is poised for sustained growth and innovation and also make India as Viksit Bharat.

# OBJECTIVES OF THE SEMINAR

- ➔ To discuss about current trends, opportunities, challenges and prospects of e-commerce in India.
- ➔ To highlight the digital transformation in India and its business opportunities.
- ➔ To discuss the role of e-commerce for Viksit Bharat.

## CALL FOR PAPERS

The main theme of the seminar is the role of e-commerce and digital transformation for Viksit Bharat. The research articles, case studies and conceptual papers have been invited on the following sub themes.

- Digital Economy
- Digital Marketing
- Digital Banking
- Social Commerce
- Financial Technology (FinTech)
- Green Finance
- E-Governance and Government
- Technology, Innovation and Inclusive Growth
- E-commerce and corporate sustainability
- E-commerce and Sustainable Development Goals (SDG)
- Digital India and Viksit Bharat 2047
- Digital transformation strategies, practices and processes
- Digital transformation mindset, culture and roles
- Socio-technical factors for managing and sustaining digital transformations
- The role of analytics and big data in managing and sustaining digital Transformation
- Information systems role in digital transformation
- Sustaining and evaluating digital transformations
- Governance for digital transformations
- Evolving and competing across platforms for digital transformations
- Enablers and barriers of managing and sustaining digital transformations
- Information System ethical and corporate responsibility considerations for digital transformation
- Success or failure of digital transformation

# GUIDELINES FOR SUBMISSION OF PAPERS

- Manuscripts should adhere to APA style for formatting and citations.
- Manuscripts should not exceed 5000 words including abstract.
- Abstract shall be of 250-300 words with 4 - 6 Keywords.
- Send your Manuscripts in MS word format to: [cukdoc25@gmail.com](mailto:cukdoc25@gmail.com)

## REGISTRATION FEES

Faculty and Research Scholars	Rs. 500
Students	Rs. 200
Publication Charges	Rs. 1000

Registration Link :

<https://forms.gle/vxCoaRuiaznsS7gc6>

Registration fees is to be paid through NEFT/IMPS/UPI to the bank details given below

Bank Name:

Canara Bank, Kadaganchi Branch

Account Number: **5109101000001**

Account Name:

Central University of Karnataka

IFSC Code: CNRB0005109

## IMPORTANT DATES

- Last Date for Submission of Full Paper : 15th March, 2025
- Intimation of Acceptance : 20th March, 2025
- Last Date for Registration : 25th March, 2025
- Date of Seminar : 28th March, 2025

## PUBLICATION OPPORTUNITY

Selected papers will be published in an Edited Book with ISBN which will be released on the date of seminar.

## ORGANIZING COMMITTEE

**Prof. Panduranga V**  
Professor and Head  
Department of Commerce

**Prof. K Padmasree**  
Senior Professor  
Department of Commerce

**Prof. Shivakumar Deene**  
Professor  
Department of Commerce

**Dr. Sujatha S Kumari D**  
Associate Professor  
Department of Commerce

**Lt. Dr. Ranganatham Gangineni**  
Associate Professor  
Department of Commerce

**Dr. P Raja Lingam Goud**  
Assistant Professor  
Department of Commerce

**Prof. Devarajappa S**  
Professor and Seminar Convenor  
Department of Commerce

## ADVISORY COMMITTEE

**Prof. S.V. Satyanarayana**

Osmania University, Hyderabad

**Prof. R L Hyderabad**

Karnatak University, Dharwad

**Prof. Rajnalkar Laxman**

Gulbarga University, Gulbarga

**Prof. P Paramashivaiah**

Tumkur University, Tumakuru

**Prof. Pushpa M Savadatti**

Central University of Karnataka

**Prof. A N Tamragundi**

Karnatak University, Dharwad

**Prof. Nirmala K**

Bangalore University, Bangalore

**Prof. Venkatesh. S**

Kuvempu University, Shimoga

**Dr. Mohammad Zohair**

Head,Dept Business Studies,CUK

**Dr. Suma Scaria**

Head, DESP, CUK

**Prof. D. Chennappa**

Registrar, Palamuru University

**Prof. D. Lazar**

Pondicherry University

**Prof. Laxmana P**

Davangere University, Davangere

**Prof. Akash B**

Rani Chennamma University, Belagavi

**Prof. T S Devaraja**

University of Mysore, Mysore

**Prof. G Sudarsana Reddy**

Tumkur University, Tumakuru

**Prof. B Shekar**

Tumkur University, Tumakuru

**Prof. Bheemana Gouda**

Vijayanagara Sri Krishnadevaraya University

**Prof. B K Suresh**

Tumkur University, Tumakuru

**Dr. Gavinolla Mahendar**

Head,Dept of TTHM ,CUK

### CHIEF PATRON

**Prof. Battu Satyanarayana**

Hon'ble Vice Chancellor

Central University of Karnataka

### PATRONS

**Prof. R.R. Biradar**

Registrar,

Central University of Karnataka

**Prof. Panduranga V**

Dean, School of Business Studies

Central University of Karnataka

**All the Communication can be made to :**

Convenor of the Seminar

**Prof. Devarajappa S**

Professor, Department of Commerce,

School of Business Studies

Central University of Karnataka

Kalaburagi-585367, Phone-+91 9964696953

Email : cukdoc25@gmail.com

Contact- +91 6282171126, +91 6362951302