

ABOUT US

Gobindgarh Public College, Alour (Khanna), an institute of higher learning, is established by Gobindgarh Educational and Social Welfare Trust, Mandi Gobindgarh, to impart quality education and brace the youth with empirical knowledge to cope up the challenges of the world. The trust members belong to various walks of life viz. industry, administration, philanthropy, entrepreneurship, engineering having a zealous spirit. They have a cosmopolitan, democratic, secular, national and progressive outlook. The multi-faceted personalities, with rare qualities of head and heart, inter-twined themselves to serve the people of the Steel Town and the surrounding areas since 1977. It's a non-profit organization that runs two other institutes GPS & PIMT. The long cherished dream of the trust became a reality on September 29, 2003, when the new campus building of Gobindgarh Public College, Alour (affiliated to Panjab University, Chandigarh) was inaugurated by Hon'ble Dr. K.N Pathak, the former Vice Chancellor of Panjab University on the Silver Jubilee Foundation Day of the trust. It was the day when Gobindgarh Educational and Social Welfare Trust came into being 25 years ago. The college is awarded & accredited with Grade 'B' by NAAC, Bengaluru.

REGISTRATION

Registration	
Academician /Faculty	Research Scholar
Rs. 500.00	Rs. 300.00

* Registration fees (non refundable and non transferable) is to be deposited on or before 16-March-2022. (Bank Details: State Bank of India, Mandi Gobindgarh A/C 40045887864, IFSC : SBIN0050023

Courses Running in College:
B.COM, B.B.A, B.C.A, B.A, P.G.D.C.A,
M.A(ENG) & M.A.(PUNJABI)

National Seminar on "Transformation of Business through Digitalization : Recent Trends and future of Indian Business After Covid 19 Pandemic"

19th March 2022
**Venue: Seminar Hall,
GPC Alour, Khanna**

Sponsored by :

**ICSSR, NORTH WESTERN REGIONAL CENTRE,
Panjab University, Chandigarh**

ORGANIZED BY: IQAC & Research Cell of



**GOBINDGARH
PUBLIC COLLEGE**

Accredited by NAAC, Recognized by UGC under 2 (F) & 12 (B)

AFFILIATED TO PANJAB UNIVERSITY, CHANDIGARH

**An Institute of Gobindgarh Educational &
Social Welfare Trust (Mandi Gobindgarh)
(Alour, Khanna, Distt. Ludhiana)**

For any queries, Contact
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Ruchika Jain :-+91-88475-12882

ABOUT THE SEMINAR

"Bringing the Digital and physical world together COVID has forced the Industries who were sitting on the fence to go for digital transformation, which has brought a tremendous change,"

The COVID-19 crisis is an unprecedented one in the history of mankind and caught the entire world by a big unpleasant surprise. The major challenge for the entire global economy was to sustain the Business Continuity amidst the lock down, Physical distancing and other challenges. While some organizations were better prepared - some bewildered initially but eventually tackled it - rest grumbled and surrendered to the situation, and waiting for it to get over. Here are the tenets of digital transformation that need to be dovetailed into the overall Digital strategy - to ensure better preparedness in future: The concept of 'Dark Factory' which essentially means running a fully automated factory with minimal or no humans onsite, needs to become a reality to ensure the better preparedness in future.

This topic will try to explain the concept of digitalization and opportunities of transformation of business in sales and Marketing. These days maturing digital business are focused on integrating digital technologies such as Social Media, Media, YouTube, Facebook, online shopping sites, Instagram pages to promote business ventures. Among companies where customer data, mobile and social technology are used intensively tends to be more profitable, more competitive and value driven. However there are several risk associated with digitalization but present need of hour is digitalization to penetrate or diversify business operations.

IMPORTANT DATES

Submission of Full paper through email:	15-March-2022
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GUIDELINES FOR PAPER

- Submit only original research papers.
 - Provide all the permission notices from the copyright owners ensuring the belongingness of the content with the author.
 - Abstract and full paper intended for presentation are required to be typed in MS Word in Times New Roman font of 12 points (for English), in Kruti Dev of 10 points (for Hindi), in Asees of 10 points (for Punjabi), and 1.5 line spacing.
 - Paper presenters must send the abstract of the paper not exceeding 250 words and the full paper must not exceed 3000 words.
 - Indicate up to six keywords for characterization the paper at the end of the abstract
 - Contain author names, affiliations and email addresses
- *All the manuscripts must be emailed at gpconference@gmail.com
*Information of Publication will be given on the day of seminar.

Visit: gpcalour.com
Submit Manuscript at: gpconference@gmail.com

ORGANIZING COMMITTEE

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Sh. Vikas Garg
Chairman GPC

Sh. Raj Goyal
President GESWT

Sh. Nitin Sagar
Secretary GESWT

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Organising Secretary	Prof. Varinder Kumar Dr. Ruchika Jain
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Call for Papers

Original full length research papers are invited for presentation in the seminar by 15th March 2022 along with Registration Form to be sent to gpcconference@gmail.com. Papers related to the main theme of the seminar will be accepted for presentation.

Registration Link : <https://forms.gle/CPRXRSPbgE1JQmsQ6>

SEMINAR SCHEDULE

9.00 AM – 10.00 AM	Registration
10.00 AM – 10.15 AM	Inauguration
10.15 AM – 11.00 AM	Inaugural Address by Chief Guest Prof. (Dr.) Ravinder K. Kohli Vice Chancellor, Amity University, Mohali.
11.00 AM – 11.45 AM	Keynote Address: Prof. (Dr.) Lalit Mohan Kathuria School of Business Studies, P.A.U, Ludhiana
11.45 AM – 12.00 PM	High Tea
(Technical Session-I)	
12.00 PM – 12.45 PM	Expert Talk Followed by Paper Presentation Resource Person Dr. Satinder Kumar Topic: Website Ranking & Search Engine Optimization Asst. Professor, School of Management Studies, Punjabi University, Patiala.
12.45 PM – 01:30 PM	Paper Presentations: Chair Person: Prof. (Dr.) Kirandeep Kaur Principal, M.T. S College, Ludhiana Rapporteur: Dr. Ruchika Jain, GPC
01:30 PM – 02:15 PM	Lunch Break
(Technical Session-II)	
02:15 PM – 03:00 PM	Expert Talk Followed by Paper Presentation Resource Person Professor (Dr.) Amandeep Singh Topic: Digitalizing the Indian Economy. Chitkara Business School Chitkara University, Rajpura, Punjab
03:00 PM – 03:30 PM	Chair Person: Prof. (Dr.) Kirandeep Kaur Principal, M.T. S College, Ludhiana Rapporteur: Prof. Varinder Kumar, GPC
03:30 PM – 04:00 PM	Valedictory Chief Guest Sh. Raj Goyal Chairman and MD Bharatam TMT Mandi Gobindgarh

SUB-THEMES OF THE SEMINAR

- Digital innovation in banking and financial services
- Finance and Accounting Enterprise Resource planning (ERP)
- Cashless Economy and Digitalization
- ERP for HRM
- M-commerce and E-commerce
- Customer Relationship through ERP
- E-Governance
- Digital Supply Chain
- Managing Global Business through IT system
- Digital Commerce and Competition Laws
- Shaping the Future Today
- Finding Value in Data and Getting "Return on Information"
- Engaging the Next Generation of Talent
- Scaling Digital Trust - the Foundation of Ecosystems Business Models
- Competing on Experience: The new definition of competitive advantage
- Social Media Optimisation in Business.
- Use of Block Chain Technology in Business & Services.

National Seminar on "Transformation of Business through Digitalization : Recent Trends and future of Indian Business After Covid 19 Pandemic"

Sponsored by : ICSSR, NORTH WESTERN REGIONAL CENTRE, Panjab University, Chandigarh

On

19th March 2022

REGISTRATION FORM

1	Name (In Block Letters)	
2	Designation	
3	Institution	
4	Gender Male/Female	
5	Address Office/ Institution/Residence	
6	Contact Details Mobile (Mandatory) Email Address (Mandatory)	
7	Tick the appropriate item	Paper presentation (), Participation Only () Poster presentation ()
8	Details of Registration Fees paid (Fill Bank Deposit Token Number)	

Registration Details:-

Registration	
Academician /Faculty/Others	Research Scholar
Rs. 500.00	Rs. 300.00

Registration Details:-

The participants are advised to carry original fee slip or payment transfer proof on the day of seminar.

Mode of Payment : Registration Fees (non-refundable and non-transferable) in favor of Gobindgarh Public College, State Bank of India, Mandi Gobindgarh A/C 40045887864, IFSC : SBIN0050023

Queries :

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Contact Us :

Email- gpcconference@gmail.com | Ph. 01765-251770

Registration Link : <https://forms.gle/CPRXRSPbgE1JQmsQ6>



GOBINDGARH PUBLIC COLLEGE ALOUR, KHANNA

(Affiliated to Panjab University, Chandigarh)

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