

Guidelines

Manuscripts should be typed in Times New Roman, 12 font sizes, 1.5 spaced with 1" margin on a standard A4 size paper. It should be organized in the following order: title, names of authors, abstract, introduction, main body of paper, conclusions and references and not more than 9 pages. Abstract and full paper must be sent as a hard copy as well as a soft copy on CD in MS-Word.

Registration fee

There is no registration fee for the participants. Participants are requested to register in advance by sending filled in registration forms up to 02-12-2019.

Delegate Category	Fee
Students / Scholars	Free
Academicians (Other than Regular)	Free
Academicians (Regular)	Free
Industrial Representatives	Free

Account Name : M/s. **UGC NSER-2019**

Account Number : **175610100061789**

IFSC Code : **ANDB 0001756**

Accommodation :

Accommodation will be provided as per the request of the delegates on payment basis. Please contact the Seminal Director.

Important Dates : 20-11-2019 & 02-12-2019

Full paper with abstract should reach the seminar director on or before **20-11-2019**.

Confirmation of registration for participation in the seminar is on or before **02-12-2019**.

Publication :

Accepted papers published as conference proceedings and the Printed copies will be available to participants by paid the amount of Rs. 600/- at the time of seminar with ISBN No: 978-1-79472-447-1.

The soft copies of abstracts along with full papers can be sent online to the following e-mail address:

drkrishnabanana@gmail.com

❖ **Spot registration also available**

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Dr. KRISHNA BANANA

The Director, UGC National Seminar, ER-2019.

Department of Commerce & Business Administration

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UGC Sponsored



2 Day National Seminar on

EMERGING TRENDS & CHALLENGES OF ECONOMIC REFORMS IN INDIA



Organized by

Department of Commerce & Business Administration

Acharya Nagarjuna University Ongole Campus

Prakasam Dist., Andhra Pradesh, India

Date & Time:

12th & 13th December, 2019 at 10.30 AM

Seminar Director

Dr. KRISHNA BANANA

drkrishnabanana@gmail.com

Venue

Seminar Hall, 2nd Floor, Main Block
Andhra Kesari Tanguturi Prakasam University
Pelluru Colony-523001, Ongole, Prakasam District

About Acharya Nagarjuna University

Acharya Nagarjuna University is a state university established in 1976 (erstwhile AU PG Centre started in 1967) and was inaugurated by the then president of India his excellence Fakhruddin Ali Ahmed. Acharya Nagarjuna University was established by the Act of 43 of 1976 of A.P. Legislated and Governed by the Act of 1991. The university is regarded as a pioneering institution in developing research scholars, post graduates as well as under graduates for well over 45 years in the state of Andhra Pradesh. Its aim is to remain connected academically, functioning in the state of AP and India. Also it has been striving hard to cater to the educational needs of Guntur and Prakasam districts especially the rural students. It's now "A" grade NAAC accredited University.

About Andhra Kesari Tanguturi Prakasam University

The Acharya Nagarjuna University Ongole campus was started by Prof. Y. Simhadri, the then vice-chancellor of Nagarjuna University in the year 1993. The existing Acharya Nagarjuna University Ongole campus is upgraded as new University in the Prakasam district namely Andhra Kesari Tanguturi Prakasam University from the academic year 2019-20. Presently it is running with 10 courses and 10 new courses were proposed by Dr. Pola Bhaskar, I.A.S. Collector & Vice-Chancellor of Andhra Kesari Tanguturi Prakasam University. The existing 10 courses are M.Com, M.B.A, M.S.W, M. Ed, M. Sc.,(Maths), M.Sc.,(Statistics), M.A. Economics, M.A. History, B.P.Ed & M.P.Ed., with a student strength of over 500.

Further, Andhra Kesari Tanguturi Prakasam University will be offering 10 new courses viz. Physics, Chemistry, Botany, Zoology, Marine Biology, Geology, English, Telugu, Yoga and P. G. Diploma Courses with a total intake of 1240 students in the new University from the coming academic years 2020-21, 2021-22, and 2022-23 progressively.

About The Department:

The Department of Commerce and Business Administration was started with 2 academic courses viz. M.com with Accounting and M.B.A with three specializations viz., HRM, Marketing & Finance and also 2 research programmes M.Phil, and Ph.D. with all specializations. Shortly the Department is going to offer 5 years integrated course in Commerce with Banking and Financial services specialization, and also P.G diploma courses with specializations Financial Accounting & Packages, Hospital Management and Retail Marketing.

About the Seminar

I am happy to inform you that the Department of Commerce and Business Administration is going to organize a two-day National Seminar on "**Emerging Trends & Challenges of Economic Reforms in India**", on December 12th and 13th, 2019. The two day National Seminar will be organized by the DCBA, in association with the other departments in Andhra Kesari Tanguturi Prakasam University, formerly A. N. U. P. G. Centre, Ongole. In this context I earnestly request your valuable participation in the seminar. And I urge you to kindly offer your consent at your earliest convenience.

Theme of the Seminar

The year 1991, is an important year in the economic history of India. As soon as the new government resumed office on June 21, 1991, it adopted a number of stabilization measures to restore internal and external confidence in India's economy. In 1991, the government made some radical changes in its policies regarding foreign investment, trade, exchange rate, industries, banking, and fiscal affairs, etc. It also announced several new policies under the name – New

Economic Reforms of India, which gave a new direction and dimension to the Indian economy. It would, therefore, be both interesting and instructive to make an overall assessment of the reform process so as to ascertain whether the country is moving in the right direction, or, to terminate the reform process altogether.

The objectives stipulated by the New Economic reforms that were introduced by the Government of India in July 1991 have completed more than 28 years. Yet, it is a million dollar question to answer as to what extent the objectives have been achieved over these years. Debates and discussions are necessitated to explore the pros and cons of New Economic Reforms journey through the past. Hence, the theme of the seminar is set to reflect that thought. The seminar is expected to throw much light upon several intriguing issues in the New Economic Reforms era.

Sub- Themes

1. Impact of reforms on Start-ups.
2. Influence of LPG on Employment.
3. Impact of reforms on Service sector.
4. Impact of reforms on Unorganized sector.
5. Impact of reforms on Global investments.
6. Impact of reforms on Foreign trade.
7. Effect of GST on Stakeholders.

Call for papers:

- i) Papers should reflect on conference theme and sub themes.
- ii) All submitted papers are peer reviewed. Reviewer's opinion is final.
- iii) Papers presenters shall bring the hard copy of the paper on the day seminar.

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12th & 13th December, 2019



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