



Sheth Lalji Dayal Amalgamated Trust's

Lilavati Lalji Dayal Night College of Commerce

(Affiliated to University of Mumbai)

Criterion – 3.2.1

Institution has created an ecosystem for innovations and has initiatives for creation and transfer of knowledge (Patents filed, published, incubation center facilities in the HEI to be considered)



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1. Innovation Ecosystem at Lilavati Lalji Dayal Night College of Commerce

The LLDCOC has consistently been an institution committed to preparing students for the demands of the corporate world. To enhance this mission, LLDCOC has developed a robust ecosystem for innovation. This ecosystem fosters the exploration of new concepts, the acquisition of cutting-edge techniques, and the implementation of innovative ideas that drive better outcomes for industries and their customers. A recent initiative within this ecosystem focuses on re-evaluating traditional Accounting and Financial frameworks, as well as corporate structures more broadly. Furthermore, LLDCOC has launched numerous workshops on patents and Intellectual Property Rights (IPR) to underscore the critical importance of innovation among our students.

2. Lilavati Lalji Dayal Night College of Commerce Initiatives for Knowledge Creation

Research Conference

Brochure of National Conference organised by Lilavati Lalji Dayal Night College of Commerce



SHETH LALJI DAYAL AMALGAMATED TRUSTS
Lilavati Lalji Dayal Night College of Commerce
(Affiliated to University of Mumbai)



In Association with
Jai Bharat College of Commerce (Night)
(Affiliated to University of Mumbai)

Internal Quality Assurance Cell (IQAC) & Research Cell
organises
National Conference

On
“Emerging Dynamic Trends for Changing the Landscape of Commerce and Management”

On 3rd December, 2022 at 12:30pm



Venue : Lilavati Lalji Dayal Night College of Commerce, Sardar Vallabhbhai Patel Rd, Khetwadi, Girgaon, Mumbai : 400004



Theme

Emerging Dynamic Trends for Changing the Landscape of Commerce and Management

- *The landscape of commerce and management is undergoing significant changes due to emerging trends. Digital transformation, driven by AI and blockchain, is revolutionizing business operations and customer engagement.*
- *E-commerce and digital marketing are enabling businesses to expand their reach globally.*
- *Sustainability and ethical practices are becoming crucial as consumers demand responsible business operations.*
- *The gig economy and remote work are reshaping workforce management, requiring flexible strategies.*
- *Data-driven decision-making, powered by big data analytics, is essential for maintaining a competitive edge.*
- *These trends are redefining business models and the skills needed for future leaders in the field.*



Chairperson for the National Conference
Dr. Sampurna Mehta, HOD & Associate Professor, K C College of Engineering & Management Studies & Research, Thane


Key Note Speaker for the National Conference
Dr. Nilesh Ghonasgi, Assistant Professor, Department of Economics, BJCC College

Theme

Emerging Dynamic Trends for Changing the the Landscape of Commerce and Management

Sub Themes

- **Emerging Trends in the Fields of Commerce**
- **Boom of Digitalisation in Commerce and Management**
- **Digitalisation in Accountancy**
- **Inclusion of IT and Big Data in Commerce**
- **New Trends in Entrepreneurship**
- **Dynamic Trends in Marketing Tactics**
- **Emerging Trends in HRM**
- **New Government Policies to Reform the Tax System**





Call for papers

All Accepted paper will be published in a multidisciplinary double blind peer review international journal with ISSN Index & 6+ Impact Factor.

Registration Details:

Registration Fees:
 For Students - Rs. 300
 For Research Scholars - Rs. 500
 For Teachers - Rs. 800

Bank Details for the Payment of Registration Fees:
 Name of the Bank - HDFC Bank
 Branch Name - Charni Road Branch
 Account Number - 50100536676518
 IFSC Code - HDFC0000356

Important Dates

Abstract submission date : 9th November, 2022

Important Dates :
 1. Full Paper Submission - 22/11/2022
 2. PPT Submission - 26/11/2022



Guidelines for paper

- Individual & Unpublished work.
- More than one entry per college is allowed.
- Citation Style - APA or MLA
- Full Paper shall include Abstract, keywords, Introduction, Objectives, Research methodology, Data Collection & Analysis, Findings & Bibliography
- Maximum Word Limit: 2000 words (excluding references & appendices)
- The paper should feature an abstract not exceeding 200 words.





All participants will receive an e-certificate after successfully submitting their feedback to the organizing committee.

About the College	
Lilavati Lalji Dayal Night College of Commerce	Jai Bharat College of Commerce (Night)
<p>Our institution has always strived to achieve and scale greater heights all through and pursue higher goals in education all the time. With a well established school from its inception in 1933 to establishing a junior college of commerce in 1991 it was always a matter of time before the institution started offering a degree college program in commerce. In 2018 the institution scaled a higher peak once more!! The institution received permission to start a degree college for Bachelor of Commerce (B.Com) from the academic year 2018-19. Seeing the demand for professional courses the institution did not rest on its achievements and in the year 2020-2021 received the recognition from the Mumbai University to offer Bachelor of Accounting and Finance (B.A.F) and Bachelor of Management studies (B.M.S). The objective of the institution is "Every child who wishes to get educated can do so and no child should remain illiterate in the Community".</p>	<p>History may not be course offered at Jai Bharat group of institutes, but its story itself is history. Trust initially started secondary school in the name of Jai Bharat High School in year 1950, with Sindhi as medium of instruction in taking into accounts the needs of the residents at that time, has now expanded into providing educational facilities right from pre-primary to graduation level. With taking over chairmanship of trust in 1987 Shri Inder Bhatia with his dedication and devotion he expanded institute by adding junior college of commerce and science, Degree College, accredited center for secondary, higher secondary for National Institute of opening schooling New Delhi for those who can carry out their education through informal schooling system. Jai Bharat also is authorised center for Yashwantrao distance education university Nasik. Jai Bharat College is affiliated with Mumbai University</p>



ORGANISING COMMITTEE



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Event Schedule will be shared on registered Email IDs

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PROCEEDINGS OF NATIONAL CONFERENCE ON Emerging Dynamic Trends for Changing the Landscape of Commerce and Management 3rd December 2022



Organized By
IQAC and Research Cell of
Sheth Lalji Dayal Amalgamated Trusts
Lilavati Lalji Dayal Night College of Commerce
In Association with
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Proceedings of
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Communication and Technology (IJARST)**



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Lilavati Lalji Dayal Night College of Commerce has been proactive in organizing knowledge-sharing platforms that bring together corporate experts and their associates. These initiatives include symposiums, seminars, and talk shows designed to stimulate thought and foster in-depth discussions on a variety of financial topics. Through these events, participants engage in a dynamic process of exchanging ideas and exploring new perspectives on the ever-evolving financial landscape.

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Banking and Insurance

This segment explored the fundamental aspects and key features of the banking sector, emphasising the critical need for credit in modern economies. It also delved into the various forms of insurance, highlighting differences and specific use cases. Additionally, the discussion covered current trends shaping the Banking and Insurance industry, offering insights into how these sectors are evolving in response to economic and technological changes.





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Accounting and Finance

This topic focused on an in-depth analysis of the functions and applications of accounting and finance within corporate environments. The study addressed the challenges faced by Accounting and Finance departments, particularly in the context of the growing influence of Artificial Intelligence (AI). The research provided valuable insights into how AI is disrupting traditional accounting practices and the implications for the future of these departments.

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SEMINAR ON

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MARKET"**



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SHINDE**
MARKETING
HEAD, NISM,
PATALGANGA,
PANVEL



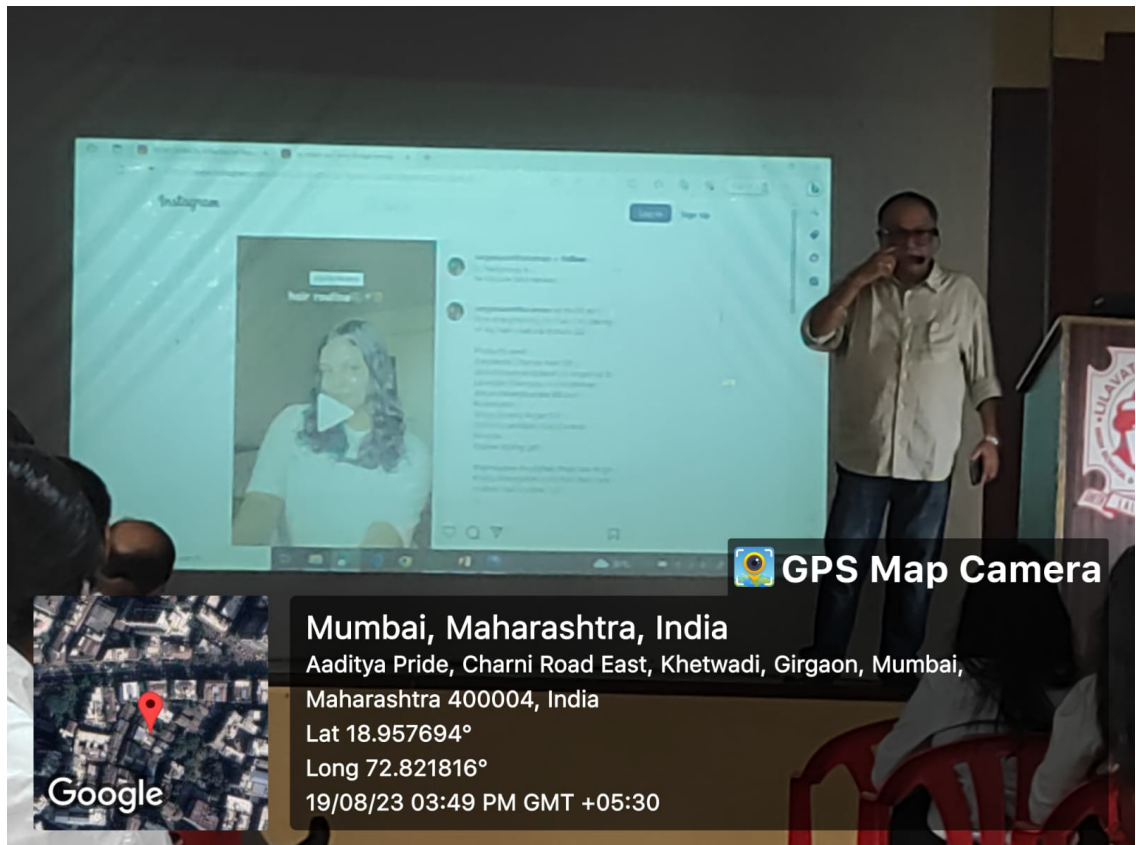
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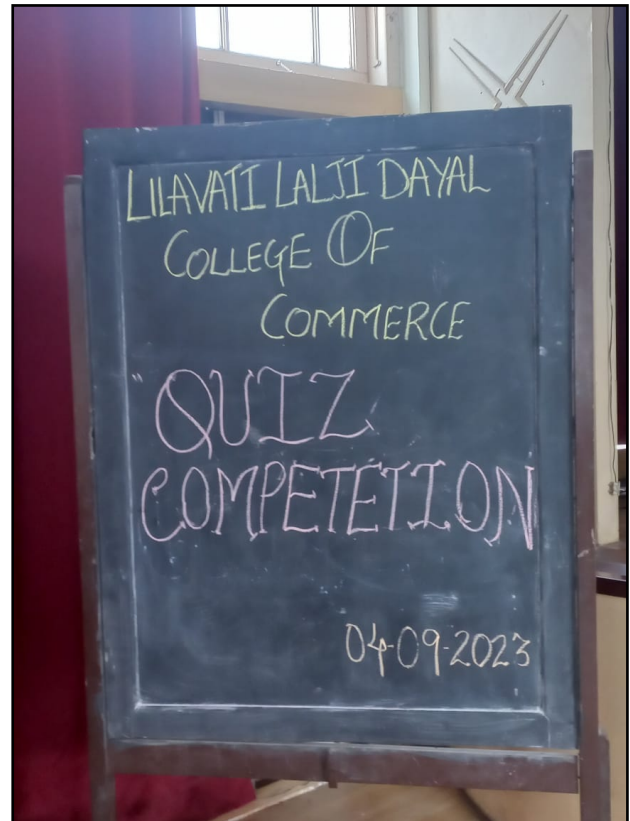


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Corporate World at Large

This section examined the latest trends, speculations, and structural changes in business organizations. It also explored corporate culture, operational strategies, and the dynamics of interactions between businesses and their stakeholders, including employees, customers, and partners. The study offered a comprehensive view of how businesses are adapting to the rapidly changing global market.





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Information Technology

Research in this area focused on critical issues such as Cybersecurity Threats in the Digital Age and an in-depth analysis of Digital Locking Systems. The conference aimed to provide a holistic understanding of how IT developments, particularly in cybersecurity and digital solutions, are impacting corporate operations and the overall corporate landscape. The discussion also included the role of information services in supporting company operations and decision-making processes.



The conference's primary goal was to broaden the collective understanding of the commerce domain. All the topics discussed were compiled into conference articles, providing valuable resources for students and industry professionals alike. The research papers submitted and presented at the conference offered a significant contribution to advancing knowledge in various areas of commerce, encouraging further reflection and innovation.



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LLDCOC Initiatives for Knowledge Transfer

A. Drishti Festival

One of the cornerstone initiatives at LLDCOC for the practical transfer of knowledge is the annual *Drishti* festival, a flagship event meticulously organized by students from the Bachelor of Commerce (B.Com), Bachelor of Management Studies (BMS) and Bachelor of Accounting and Finance (BAF) programs. Since its inception in 2023, *Drishti* has grown into a significant event on the LLDCOC calendar, held every February over exciting days.





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This festival is much more than just a celebration; it is an immersive, hands-on learning experience that mirrors the complexities of the business world. Throughout the event, students take on various roles that encompass the full spectrum of business operations. They are responsible for key activities such as:

- **Marketing:** Students design and implement marketing campaigns to promote the festival, using both traditional and digital media to reach their target audience. This involves market research, branding, and strategic communication, offering students a deep dive into real-world marketing practices.
- **Budgeting:** The financial aspect of the festival requires students to create detailed budgets, manage resources effectively, and ensure that the event is financially viable. They learn to balance costs against revenue, make financial projections, and adjust their plans to stay within budget constraints.
- **Public Relations:** Managing the festival's public image is another crucial task. Students are responsible for interacting with various stakeholders, including sponsors, media outlets, and the college community. This teaches them how to craft persuasive messages, handle media relations, and maintain the festival's reputation.
- **Event Management:** From logistics to operations, students are involved in every stage of event planning. This includes selecting venues, coordinating schedules, managing supplies, and ensuring that all aspects of the event run smoothly. The complexity of organizing such a large-scale event provides invaluable experience in project management and problem-solving.
- **Leadership and Team Building:** *Drishti* also serves as a platform for developing leadership skills. Students must work together in teams, delegate tasks, and manage conflicts, all while working towards a common goal. This collaborative environment mimics the dynamics of a corporate team, preparing students for future roles in leadership and management.



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The overarching goal of *Drishti* is to create a microcosm of the actual business environment, allowing students to apply theoretical knowledge in a practical setting. By engaging in this festival, students gain firsthand experience in overcoming real-world challenges, making decisions under pressure, and delivering successful outcomes. The skills and insights they acquire during *Drishti* are directly transferable to their future careers, making them more prepared and confident as they transition from academic life to the professional world.



In essence, *Drishti* is not just a festival; it is an educational journey that empowers students with the skills, experience, and confidence needed to excel in the competitive corporate landscape. Through this initiative, LLDCOC reinforces its commitment to holistic education, where knowledge transfer goes beyond the classroom and into real-life applications.