

AG & SGS DEGREE COLLEGE OF ARTS AND
SCIENCE (AUTONOMOUS)
VUYURU – 521165
KRISHNA DISTRICT, A.P.

**ONE DAY
NATIONAL WORKSHOP
ON
“EMERGING TRENDS IN COMMERCE &
BUSINESS”**

Dear Sir/Madam,

I am delighted to announce that the Department of Commerce, AG & SGS Degree College of Arts and Science, VUYURU is going to organise A *One-Day Workshop on “Emerging Trends – In Commerce & Business” on 15th March, 2022*. As regards this I beseech you to partake of the Workshop and present a paper culled from the themes of the Workshop. I shall be pleased to know your assent at your earliest convenience.

About AG & SGS Degree College of Arts and Science, VUYURU

The K.C.P. Sugar and Industrial Corporation Ltd. were established in June 1941 at the initiative of Late Sri Adusumilli Gopalakrishnaiah, a visionary entrepreneur. In 2017 the college was accredited at “A” Level by NAAC. Autonomous status was conferred on the college in the academic year

2012-13 for Degree Courses. This has opened the scope for designing curriculum on its own. Autonomy paved the way for the introduction of many new courses M.Com, M.Sc (Computer Science), B.Com (Computers), B.Com (e-Commerce), B.Sc (MCCs), B.Sc (Acqua Culture), B.Sc (M.S.Cs). Apart from M.Sc (Organic Chemistry) and M.Sc (Computers). At present the college is an Autonomous Institution, affiliated to Krishna University, Machilipatnam. With all the above mentioned programmes the college has been functioning successfully and striving to produce integrated citizens who are committed to excellence.

Objective of the Workshop

There is a great rush to the Commerce and Business, the combined result of the Technological Revolutions and Globalization that are integrating markets and linking people across all kinds of traditional boundaries. People all over the world have high hopes that these new technologies will lead to Commerce and Business.

The aim of the Workshop is to conglomerate academicians, research scholars, professionals and students for deliberations besides exchange of views for professional excellence.

Broad Areas

- ★ Structured Computing to be Unstructured Computing
- ★ Increasing economic power of emerging markets,
- ★ Increasing privatization
- ★ Technological revolution
- ★ Changing demographic features
- ★ International arbitrations, competitive advantage
- ★ Digital Transformation – In an Indian Business
- ★ Business Application Module
- ★ AI based Technology in Business Applications
- ★ E-payment Systems

Call for Papers / Abstracts

Abstracts and full papers are invited for presentation covering the areas mentioned above. The Abstract should not exceed 200 words. The text should be typed in Times New Roman Font Size 12 points, with single spacing in MS-Word file format. It must carry name, designation, address of the authors. The abstract and full paper can be sent to the following email id commerceworkshop2022agsgsdc@gmail.com on/or before 10th March, 2022.

Registration Fee

Particulars	Fee (Rs.)
Students	100
Academicians, Researchers	200
Policy Makers	300
Industrial executives, In novative leaders	500

Spot Registration

Dr. T.VENKATESWARA RAO
MBA, M.Com, PhD.
WORKSHOP DIRECTOR
Department of Commerce (PG)
AG & SGS Degree College of Arts and Science
(Autonomous)
VUYYURU
Programme Sheet

MORNING SESSION			EVENING SESSION		
9 AM - 10 AM			Session III		
Registration					
10 AM - 10.30 AM	Inaugural Function Chief Guest: Prof. K. B. Chandra Sekhar Vice chancellor Krishna University, MTM		1.30 PM - 2.30 PM	Increasing Economic Power of Privatization emerging markets	BY Dr. Sneha Latha T IT Head Delta Airways USA
Session I			Session IV		
10.45 AM - 11.45 AM	Technological Revolution & Structured computing to be Unstructured computing	BY Dr. D. Surya Chandra Rao Professor & Dean Department of Commerce & Business Management KRU, MTM	2.45 PM - 3.45 PM	Digital Transformation - In an Indian Business & E-payment Systems	BY Dr. Rajesh C Jampala Academics & Administration P.B.Siddhartha College, VIJAYAWADA
Session II					
12 N - 1.00 PM	Business Application Module & AI based Technology in Business Applications	BY Dr. R. Sivaraj Prasad Dean, Faculty of Commerce & Management Studies, ANU, GUNTUR.	4 PM - 5.00 PM		Valedictory Function Chief Guest: Sri N.Srinivasa Rao, DGM Union Bank of India, MACHILIPATNAM

Chief Guests:

Prof. K. B. Chandra Sekhar
Vice chancellor
Krishna University
Sri N. Srinivasa Rao DGM
Union Bank of India, MTM

Organising Committee:

Chief Patrons:

Dr. C. Nageswara Rao President
Sri P. Lakshmana Rao Secretary
Sri S. Venkateswara Rao Treasurer
Sri T. Srihari Rao Convenor

Chief Academic Advisor SAGTE
Sri Dr. L.K. Mohan Rao

Workshop Director:

Dr. T. Venkateswara Rao

Patrons:

Sri K. Satyanarayana, Principal
Sri N.Vasanta Rao, HOD

Members:

Sri V. Gopi Chand, Lecturer
Sri K. Sekhar Babu, Lecturer
Miss. A. Monohari, Lecturer
Miss. P. M. Krishna Sree Lecturer
Sri G. Kiran Kumar, Lecturer
Smt. K.Swarna Latha, Lecturer



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15TH MARCH, 2022

Resource Persons:

Dr. SNEHA LATHA TALLIKA
IT Head
Delta Airways, USA.

Dr. R. SIVARAM PRASAD
Dean & Faculty of
Department of Commerce & Business Studies
Acharya Nagarjuna University, GUNTUR

Dr. D. SURYA CHANDRA RAO
Professor & Dean
Department of Commerce & Business Management
Krishna University, MACHILIPATNAM

Dr. RAJESH C JAMPALA
Academics & Administration
P.B.SIDDHARTHA COLLEGE, VIJAYAWADA

Organised By
DEPARTMENT OF COMMERCE