

Trivenidevi Bhalotia College

2 Day National Seminar on

"SUSTAINABLE DEVELOPMENT IN THE AGE OF DIGITAL TRANSFORMATION - MULTIDISCIPLINARY PERSPECTIVES"

Organized by

**Department of Commerce and Business Administration
Trivenidevi Bhalotia College, Raniganj, WB, India**

Target Audience

**Faculty, Research Scholars, Students, Professional, Industry Persons,
Innovators from any College, University, Professional Bodies,
Industries, Government Bodies**

Date: March 19 & 20, 2025 (Wednesday & Thursday)

Time: 10 am to 4 pm

Venue: ICT Lab, Dept. of Commerce Lab, Dept. of Commerce & Business Administration

Last Date of Abstract Submission: 28-02-2025

Intimation of Acceptance: within 4 days after submission within 4 days after submission

Selected papers will be published in an edited book as book chapter with ISBN

Last Date of Full Paper Submission: 15-03-2025

Email for any Queries:

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Link for Registration:

<https://forms.gle/PYLWYyp6CkX82hNV7>



TECHNICAL SESSION – I

Date: 19/03/25 ; Time: 2pm–4pm

Venue: Aryabhatta Lab, TDB College, Raniganj

Chairpersons: Dr. Susanta Mitra, Coordinator, Department of Commerce, KNU, Asansol

Sl. No.	Paper Name	Presenter
1.	Past, Present And Future Of Carbon Accounting: A Systematic Literature Review	Ms. Sakchi Bhalotia, Mr. Sanjit Sarkar, Dr. Sadhan Kumar Paddhan
2.	Impact Of Dividend Policy On Shareholders' Wealth - An Empirical Study On Select Indian Companies	Mr. Subodh Kant Prasad, Dr. Mahesh Kumar Kurmi
3.	PPP Strategies For Sustainable Transportation Infrastructure In The Age Of Digital Transformation	Mr. Mohit Das
4.	Role Of Fintech In Driving Sustainable Development Goals Through Digital Inclusion	Mr. Sayem Humza
5.	The Impact Of Sustainable Reporting On Corporate Finance: A Longitudinal Study Of Esg Disclosure And Their Influence On Investment Behaviour And Market Valuation	Mr. Dinesh Chandra Maji
6.	Crypto Currency In India :- Economic Impact And Potential For Sustainable Growth	Mr. Ayan Mukherjee
7.	Digital Technologies In Tax Filing : Simplifying Compliance For Sustainable Growth	Mushkan kumara Shaw
8.	PM Gati Shakti And Bengal's Infrastructure: A Digital Leap Towards Sustainable Growth	Mrs. Bhawna Singh
9.	The influence of social media on sustainable marketing strategies	Dr. Jyotirmoy Mazumdar, Mr. Arabinda Dhara
10.	The Role Of Workplace Culture In Career Growth And Job Satisfaction: A Study On Retaining ECL Employees	Mr. Yeakub Afsan Ali
11.	Ethical Challenges In AI And Its Impact Of Human Values	Mr. Rajesh Guin
12.	Labour Condition In Brick Manufacturing	Mr. Sunil Mahato
13.	Microfinance And Digital Platforms: Empowering Small Enterprises For Sustainable Growth	Anchal Singh
14.	PMJDY: A catalyst for financial inclusion	Dr. Mohua Das Mazumdar, Ms. Shilpa Debnath (ONLINE)
15.	Disclosure Of Non-Financial Information By Indian Corporations: Trend Analysis	Dr. Chiranjit Ghosh (ONLINE)
16.	The Impact Of AI And Machine Learning On Financial Decision -Making	Mr. Kalyan Kanti Dutta (ONLINE)
17.	An Empirical Analysis On The Reading & Buying Behaviour Of The Magazine Readers With Special Reference To Business Economics In Kolkata	Dr. Soumyamoy Maitra (ONLINE)
18.	LIS Professionals In The Age Of Digital Transformations: Issues And Challenges	Dr. Piyali Das (ONLINE)
19.	A Study Of Investment Behavior Of The Faculty Members Of Higher Education Institutions In The District Of Paschim Bardhaman Of West Bengal-An empirical study	Dr. Bijoy Bhattacharjee, Mr. Bijoy Mondal (ONLINE)

TECHNICAL SESSION – II

Date: 19/03/25 ; Time: 2pm–4pm
Venue: Aryabhata Lab, TDB College, Raniganj

Chairpersons: Dr. Baneswar Kapasi, Associate Professor, Department of Commerce, KNU, Asansol

Sl. No.	Paper Name	Presenter
1.	Digital Transformation in Customer Service: AI Chatbots and Sustainable E-Commerce.	Mr. Sayak Chakraborty
2.	Health Insurance Awareness and Adoption: A Sustainable Approach for Middle-Class Families in the Digital Era	Mr. Ayush Saraf
3.	Social Media Marketing and Sustainable Growth: Impact on Local Retailers in the Digital Era	Mr. Sandip Chand
4.	Start-up India Scheme: Fostering Sustainable Entrepreneurship in the Digital Transformation Era	Mr. Subhadip Sahoo
5.	Digital transformation in tax compliance : Addressing evasion and avoidance	Miss Payel Dhibar
6.	Digital Payment Systems and Their Impact on Small Retailers: A Pathway to Sustainability	Mr. Gopal Agarwal
7.	Women's Evolving Workforce Roles in Semi-Urban Areas: A Digital Transformation Perspective	Miss Gunjan Kumari
8.	Digital Financial Inclusion: Women's Awareness and Use of Financial Services in Rural Areas	Miss Rumki Mondal
9.	E-Commerce Adoption in Tier-2 Cities: A Sustainable Digital Transformation Perspective	Mr. Souvik Mohapatra
10.	The Role of Cooperative Banks in Promoting Sustainable Financial Inclusion through Digital Innovation	Mr. Kaushal Kumar
11.	Empowering the Workforce: The Role of Skill Development Programs in Sustainable Employability	Zishan Ansari
12.	Customer Satisfaction and Market Potential of Home – Cooked Food Delivery in Raniganj: A Case Study	Miss Keya Nag
13.	The Role of Corporate Governance in Sustainable Development: A Study of Local SMEs in the Digital Era.	Mr. Rakesh Mondal
14.	Human Resource Management in Healthcare: A Pathway to Sustainable Service Quality in the Digital Age	Anand Shah
15.	Microfinance in the Digital Era: A Sustainable Approach to Economic Development	Mrs. Nida Khan

TECHNICAL SESSION – III

Date: 19/03/25 ; Time: 2pm–4pm
Venue: Aryabhata Lab, TDB College, Raniganj

Chairpersons: Dr. Baneswar Kapasi, Associate Professor, Department of Commerce, KNU, Asansol

Sl. No.	Paper Name	Presenter
1.	Sustainable Transportation Choices: Customer preferences for electric vehicles in the age of digital transformation	Miss Tanushree Das
2.	The Role of Internships in Enhancing Career Readiness: A Study of Student Perspectives in the Age of Digital Transformation	Mr. Suvam Gorai
3.	Corporate Social Responsibility in the Era of Digital Transformation: Impacts on Local Communities	Mr. Shuvarajeet Badyakar
4.	Digital Inclusion for Senior Citizens: Mobile Banking Adoption as a Tool for Sustainable Financial Growth	Ms. Naaz Khatoon
5.	Digital Transformation and Consumer Behavior: Sustainable Trends in Brand Loyalty and Switching in the Smartphone Industry	Miss Dipali Shaw
6.	Empowering Rural Economies: The Role of Digitalization in Financial Transactions for Sustainable Development	Miss Upasana Kumari
7.	"UPI's Impact on Digital Payments: A Pathway to Financial Inclusion and Sustainability".	Sudeshna layek
8.	Enhancing Customer Satisfaction in Public Transport: A Pathway to Sustainable Urban Development in the Digital Age	Miss Komal Thakur
9.	The Role of Skill India in Enhancing Youth Employability: A Step Toward Sustainability	Sourav Kumar Nonia
10.	Impact of 5G Technology on Consumer Mobile Usage: A Step Toward Sustainable Digital Growth	Miss Neha Sharma

