



Thakur Educational Trust's

# THAKUR RAMNARAYAN COLLEGE OF ARTS & COMMERCE

(NAAC Accredited & ISO 21001:2018 Certified)



In collaboration with

## DEPARTMENT OF COMMERCE (ACCOUNTANCY) UNIVERSITY OF MUMBAI

Jointly organises

### ONE DAY NATIONAL LEVEL MULTIDISCIPLINARY CONFERENCE

## THEME

### REIMAGINING PROGRESS: CREATIVE IDEAS IN ARTS, COMMERCE AND TECHNOLOGICAL ADVANCEMENTS



Saturday,  
8th February, 2025



FROM 09:00 AM  
Onwards



VENUE :-  
SEMINAR HALL, TRCAC CAMPUS



[Website](#)



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## ABOUT UNIVERSITY OF MUMBAI :

The University of Mumbai, formerly known as the University of Bombay, is one of India's oldest and most prestigious universities. Established in 1857 following "Wood's Education Dispatch," it is among the first three universities founded in India. Following the renaming of the city from Bombay to Mumbai, the university's name was officially changed to the University of Mumbai, as per a notification by the Government of Maharashtra published in the Government Gazette on September 4, 1996. The University received a 5-star rating from the National Assessment and Accreditation Council (NAAC) in 2001 and was awarded an 'A++' grade in April 2017.



## ABOUT THAKUR TRUST

Thakur Educational Trust was established by the Thakur family to fulfill their responsibility of repaying social debt. Registered as a Public Trust in 1990, its mission was to support societal welfare and reform the education system.

In 1990, the trust took its first step into education and has since grown into a conglomerate of premier educational institutions led by the Thakur family. The trust encompasses top-tier educational institutes, university-accredited professional courses, and autonomous programs. All institutions under the trust are ISO certified, reflecting their ability to meet global educational needs with professionalism.



## ABOUT TRCAC

Thakur Ramnarayan College of Arts and Commerce (TRCAC) is a dynamic intellectual center committed to fostering student learning advancing faculty research, and contributing actively to the broader community. The college emphasizes a holistic educational experience, encouraging students to engage meaningfully with their peers both inside and outside the classroom. At TRCAC, we prioritize collaborative learning, personal intellectual growth, and respect for diverse perspectives, which empower our graduates to excel in a rapidly changing world.

Accredited by NAAC with a B grade and a CGPA of 2.44, and certified under ISO 21001:2018, TRCAC upholds the highest standards of academic and institutional excellence. Offering undergraduate programs in Arts, Science, Commerce, and Self-Finance, the college equips students with critical thinking skills, effective communication abilities, and a comprehensive knowledge base. This well-rounded education prepares them for professional success and meaningful societal contributions.



## ABOUT THE PRINCIPAL

Dr. Sumathi Rajkumar has dedicated her career span of over 17 years in shaping young minds and cultivating an environment that encourages innovation, creativity, and critical thinking. Under her leadership, the institution has made significant strides such as NAAC accreditation, ISO certification. As a passionate advocate for educational reform & academic integrity, Dr. Sumathi Rajkumar brings a wealth of knowledge and vision to the table. Her focus on nurturing a dynamic learning atmosphere aligns perfectly with the goals of this conference.



## ABOUT THE IQAC

The Internal Quality Assurance Cell (IQAC) is vital in improving the overall quality of education. It serves as an internal monitoring body, consistently evaluating various aspects of the institution's operations. Its core responsibilities include establishing and implementing robust internal assessment systems, promoting faculty development, collecting and analyzing student feedback, and reviewing institutional performance data. By nurturing a culture of continuous enhancement, the IQAC enables the institution to recognize its strengths and address its weaknesses, facilitating proactive measures to achieve excellence in teaching, learning, and research.

## ABOUT THE RDC

The Research & Development Cell (RDC) was established in the year 2022 with an objective of promoting the research culture amongst the faculty members & students of the institute. RDC has also contributed in guiding the students in their research journey resulting in the beginning of the Students Research Convention, 'Shodh-Anveshan'. Over the years, RDC has organised various workshops, seminars and training programs for the faculty members with prime focus on improving the quality of research among the faculty members.

## ABOUT CONFERENCE THEME

The One Day National Level Multidisciplinary Conference on **"Reimagining Progress: Creative Ideas in Arts, Commerce and Technological Advancements"** aims to explore innovative pathways that blend creativity, commerce and technology to redefine progress in today's dynamic world. The conference provides a platform for academicians, researchers, and professionals to engage in meaningful discussions on how creative ideas in arts and culture, sustainable commerce and technological innovations can contribute to a better future. The conference will address key topics such as the intersection of AI and creativity, the role of technology in preserving cultural heritage, sustainable business practices and the transformative impact of automation, fintech, and data science.

## OBJECTIVE OF THE CONFERENCE

1. To explore innovative and creative approaches that integrate arts, commerce and technology for redefining progress in contemporary society.
2. To examine the role of technological advancements and sustainable practices in fostering cultural preservation, economic growth and societal well-being.
3. To provide a multidisciplinary platform for sharing ideas and solutions that address global challenges through the synergy of creativity, commerce and technology

# THEMES & SUB-THEMES

## Arts and Culture

### AI and Creativity:

- AI-generated art and music
- AI as a tool for creative expression
- Ethical implications of AI in the arts

### Digital Arts and Virtual Reality:

- Virtual and augmented reality experiences
- Digital art and NFTs
- Interactive art and immersive experiences
- The role of technology in preserving cultural heritage

### Arts and Social Impact:

- Art as a tool for social change
- Public art and community engagement
- Arts education and cultural literacy
- The impact of globalization on cultural identity

## Psychology

### AI and Human Behavior:

- The psychological impact of AI in daily life
- Human-AI interactions and trust-building
- Mental health in a digital world
- The influence of social media algorithms on behavior

### Neuroscience and Behavioral Insights:

- The intersection of AI and cognitive neuroscience
- Using AI for mental health diagnostics and treatments
- Behavioral data and predictive analytics
- Emotional intelligence in the age of technology

## Technology and the Future

### AI and Automation:

- The future of work and job displacement
- AI ethics and bias
- AI-powered decision-making
- Automation in manufacturing and logistics

### Data Science and Big Data:

- Data privacy and security
- Data-driven decision-making
- Data visualization and storytelling
- Data ethics and responsible AI

### Internet of Things (IoT):

- IoT applications in smart cities and homes
- IoT security and privacy
- IoT and the future of manufacturing
- The impact of IoT on consumer behavior

## Interdisciplinary Themes

### Human-Centered Design and User Experience:

- Designing for inclusivity and accessibility
- User-centered innovation
- The role of empathy in design

### Ethical Considerations in Technology:

- AI ethics and bias
- Data privacy and security
- The impact of technology on society

### The Future of Work and Education:

- Remote work and digital nomadism
- Lifelong learning and reskilling
- The impact of AI on education.

## History

### Technology and Historical Transformations:

- The impact of industrial revolutions on society
- Historical perspectives on technological advancements
- The role of AI and technology in historical preservation
- Digital archives and virtual museums

### Cultural Heritage and Globalization:

- Preserving intangible cultural heritage in the digital age
- The effects of globalization on historical identities
- History as a tool for fostering cultural literacy and inclusion
- Public history and community engagement

## Commerce and Innovation

### Sustainable Commerce and Corporate Social Responsibility:

- Ethical sourcing and fair trade
- Sustainable business practices and green initiatives
- Corporate social responsibility and impact measurement
- Circular economy and sustainable consumption
- Impact investing and social entrepreneurship

### Fintech and Blockchain:

- Cryptocurrency and digital currencies
- Blockchain technology and its applications
- Insurtech and digital insurance
- Fintech startups and innovation
- Regulatory challenges in fintech

### AI and Machine Learning in Commerce:

- AI-powered personalized marketing
- Predictive analytics and forecasting
- Chatbots and virtual assistants
- AI-driven supply chain optimization
- Ethical considerations in AI and machine learning

## Management

### Leadership in a Technological Era:

- AI-driven decision-making in management
- Managing remote teams and digital workplaces
- Ethical leadership in technology-intensive industries
- Human-AI collaboration in business processes

### Sustainability and Corporate Strategy:

- Integrating sustainability into business models
- Corporate social responsibility and technological innovations
- Change management in the face of automation
- Strategic use of big data and predictive analytics

## Economics

### Economic Sustainability and Development:

- Green economics and sustainable growth
- The role of technology in economic development
- Economic inequality and social welfare policies
- Circular economy and sustainable consumption
- Behavioral economics and consumer decision-making
- Globalization and its impact on local economies

### Digital Economy and Fintech:

- Digital currencies and their economic implications
- The rise of e-commerce and its effects on traditional markets
- Economic challenges and opportunities of AI adoption
- Gig economy and the future of work
- Fintech and financial inclusion

Any other topic broadly related to the themes and sub-themes mentioned above will also be considered for the conference.

## CALL FOR RESEARCH PAPERS:

Research & Development Cell of Thakur Ramnarayan College of Arts & Commerce, invites scholarly articles and research papers submission on the theme: **Reimagining Progress: Creative Ideas in Arts, Commerce and Technological Advancements.**

## GUIDELINES FOR RESEARCH PAPER SUBMISSION

We invite you to submit your research papers for the upcoming conference. Please adhere to the following guidelines when submitting your manuscript:

### 1. Abstract and Keywords:

- The abstract should be between **250 to 300 words**.
- Include **3 to 4 keywords** that best describe the content of the research paper.

### 2. Cover Page:

- The cover page of the manuscript must include the following details:
  - **Title of the Paper**
  - **Author's & Co-author's name (if any)**
  - **Designation**
  - **Affiliation**
  - **Contact Number**
  - **E-mail Address**
  - **Correspondence Address**

**Note: The cover page should be a separate document and not included in the main manuscript to facilitate review process.**

### 3. Formatting Guidelines:

- The manuscript should be submitted in **MS Word format**.
- **Font Style:** Times New Roman
- **Font Size:** 12
- **Line and Paragraph Spacing:** 1.5
- **Word Limit:** The total length of the paper (including graphs, tables and appendices) should not exceed **3000 words**.
- All references and the bibliography must be formatted in **APA style**.

### 4. Presentation:

- For oral presentations, a maximum of **10 PPT slides** will be allowed.
- Time allotted for the presentation will be 5 minutes.
- Presentation must be done by using MS PowerPoint.

### 5. Plagiarism Check:

- A **Plagiarism Check Report** must be submitted along with the manuscript.
- The plagiarism level should be as per UGC norms.

### 6. Originality:

- The submitted manuscript should be original and **not previously published or under consideration for publication elsewhere**.
- By submitting your manuscript, you agree to the **Editorial/Review Committee's decision**, which will be final.

### 7. Submission Process:

- Manuscripts must be submitted in **MS Word format** via the following link:  
<https://forms.gle/qGgfheBT23kC9WT4A>

### 8. Publication:

- The selected papers will be published in the **Conference Proceedings** with **ISBN**.

## AWARDS & APPRECIATION

To recognize outstanding contributions and encourage excellence, the conference will present the following awards:

### 1. Best Paper Presentation Award:

It will be awarded to the participant who delivers the most engaging, clear and impactful presentation in each discipline (Arts, Commerce & Science).

### 2. Participation Certificates:

All participants and presenters will receive certificates of participation for their valuable contributions to the national conference.

## IMPORTANT DATES

PARTICULARS	DATES	IMPORTANT LINKS
Last Date of Abstract submission	Friday, 10th January, 2025	<a href="https://forms.gle/sRdhXMDCbDWNp1Lz9">https://forms.gle/sRdhXMDCbDWNp1Lz9</a>
Last Date of Full Research Paper submission	Monday, 20th January, 2025	<a href="https://forms.gle/qGgfheBT23kC9WT4A">https://forms.gle/qGgfheBT23kC9WT4A</a>
Last Date to Register	Saturday, 1st February, 2025	<a href="https://forms.gle/X4DHvYNsaD7lyfm77">https://forms.gle/X4DHvYNsaD7lyfm77</a>

**Note:** Participants are required to submit the manuscripts in the above mentioned links.

## PARTICIPATION & PRESENTATION FEES

PARTICULARS	ONLY PARTICIPATION	PRESENTATION & PUBLICATION IN PROCEEDINGS WITH ISBN	PUBLICATION IN ABSENTIA IN PROCEEDINGS WITH ISBN
UG / PG Students	₹ 300/-	₹ 800/-	₹ 500/-
Ph.D. Research Scholars	₹ 500/-	₹ 1,200/-	₹ 1,000/-
Academicians	₹ 500/-	₹ 1,400/-	₹ 1,200/-
Corporate/ Industrialist/ Professionals	₹ 600/-	₹ 1,800/-	₹ 1,500/-

**Note:** 1. Authors and Co-authors are required to register and pay separately for the conference.  
2. Payment has to be made within 2 DAYS of acceptance of the research paper.

## MODE OF PAYMENT

**Name of the Account Holder:**

**THAKUR RAMNARAYAN COLLEGE OF ARTS AND COMMERCCE**

**Name of the Bank:** HDFC Bank Ltd.

**Account No:** 50100241126864

**IFSC Code:** HDFC0000667

**Mode of Payment Accepted:** Only NEFT/ RTGS, GPay & PayTM

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**For any assistance contact:**

**Ms. Daksha Choudhary,**  
Conference Convenor - 8097234012

**Mr. Rashid Shaikh,**  
Conference Secretary - 7021064160

**Ms. Binita Jha,**  
Conference Joint Secretary - 6206781596

You can also write us to: [conference@trcac.org.in](mailto:conference@trcac.org.in)

**Students Coordinators:**

**Mr. Ayan Vasaya** - 8879879355

**Ms. Mohita Prajapati** - 7977310364