



Two- Day International Seminar On



Contemporary Issues in Accounting, Economics and Management (Hybrid Mode)

Organized by

Department of Commerce & Department of Economics
Dukhulal Nibaran Chandra College
Aurangabad, Murshidabad, West Bengal

In collaboration with

Raja Birendra Chandra College
Kandi, Murshidabad, West Bengal

Date of Seminar:

13th & 14th May, 2025

Venue:

Dukhulal Nibaran Chandra College Auditorium
Aurangabad, Murshidabad, West Bengal

Seminar Organising Committee

Chief Patron:

Mr. Emani Biswas

Hon'ble President, Governing Body
Dukhulal Nibaran Chandra College

Patrons:

Dr. Somnath Bandyopadhyay

Principal, Dukhulal Nibaran Chandra (DNC) College

Dr. Atish Chandra Ghosh

Principal, Raja Birendra Chandra (RBC) College

Convener:

Dr. Madhab Kumar Biswas

Associate Professor, Department of Commerce, DNC College

Joint Convener:

Dr. Prodesh Ghosh

Associate Professor, Department of Commerce, RBC College

Organizing Secretary:

Mr. Gopal Chandra Roy

Associate Professor, Department of Commerce, DNC College

Joint Organizing Secretary:

Mr. Sahinujjaman

Assistant Professor,
Department of Commerce, DNC College

Dr. Akash Dandapat

Assistant Professor,
Department of Economics, DNC College

Treasurer:

Dr. Poulomi Nikhil Kumar Iti Burman

Assistant Professor, Department of Commerce, DNC College

Members:

Mr. Edwin Wrenzong Lepcha

Assistant Professor, Department of Commerce, DNC College

Mr. Rahul Hossain

SACT, Department of Commerce, DNC College

Dr. Tofajjel Ahamed

SACT, Department of Commerce, DNC College

Convener, IQAC:

Dr. Amitlal Bhattacharya

Assistant Professor, Department of Physics, DNC College

Convener, Research & Seminar Committee:

Dr. Dipak Bhattacharya

Assistant Professor, Department of Education, DNC College

Convener, Website Committee:

Mr. Sourav Mazumdar

Assistant Professor, Department of Physics, DNC College

Officer Support Co-Ordinator:

Md. Horoj Ali

Head Clerk, DNC College

Programme Schedule

Day 1	
Inaugural Session: 10:30 AM – 11:30 AM	
Felicitation of Delegates	
Lighting of the Lamp	
Inaugural Song	
Inauguration Speech by Patron Chief	Mr. Emani Biswas President, Governing Body, DNC College
Welcome Address by Patron	Dr. Somnath Bandyopadhyay Principal, DNC College
	Dr. Atish Chnadra Ghosh Principal, RBC College
Keynote Address by Convener	Dr. Madhab Kumar Biswas Associate Professor, Department of Commerce, DNC College
Tea Break: 11:30 AM – 12:00 PM	
Technical Session I: 12:00 PM – 02:00 PM	
Chairperson: To be decided later.	
Resource Person 1 (Allotted time: 12:00 PM-12:45 PM)	Dr. Amalendu Bhunia Professor, Department of Commerce, Former Vice Chancellor, University of Kalyani, West Bengal, India
Resource Person 2 (Allotted time: 12:45 PM-01:30 PM)	Dr. Sudipta Sarkar Associate Professor, Department of Rural Development Studies, University of Kalyani, West Bengal, India
Resource Person 3 (Allotted time: 01:30 PM-02:00 PM)	Dr. Prema Lama Associate Professor, Department of Commerce, University of Calcutta, West Bengal, India
Lunch Break: 02:00 PM – 2:30 PM	
Technical Session II (Online Paper Presentation): 02:30 PM – 5:30 PM	
Chairperson: To be decided later.	
Google Meet Link: https://meet.google.com/ofy-sram-eok	
Technical Session III (Offline Paper Presentation): 02:30 PM – 04:00 PM	
Chairperson: To be decided later.	
Venue: DNC College Auditorium	

Day 2	
Welcome Address and Brief Recap of Day 1: 10:30 AM – 11:00 AM	
Welcome Address by Patron	Dr. Somnath Bandyopadhyay Principal, DNC College
Keynote Address by Convener	Dr. Madhab Kumar Biswas Associate Professor, Department of Commerce, DNC College
Technical Session IV: 11:00 AM – 02:00 PM	
Chairperson: To be decided later.	
Resource Person 1 (Allotted time: 11:00 AM-11:40 AM)	Dr. Suhas Roy Principal S R Fatepuria College, Beldanga Murshidabad, West Bengal, India
Resource Person 2 (Allotted time: 11:40 AM-12:20 PM)	Dr. Pinaki Das Professor, Department of Economics, Vidyasagar University, West Bengal, India
Resource Person 3 (Allotted time: 12:20 PM-01:00 PM)	Dr. Mahima Mishra Associate Professor of Management, Abu Dhabi School of Management, UAE
Resource Person 4 (Allotted time: 01:00 PM-01:40 PM)	Dr. Prasenjit Pal Assistant Professor, Department of Teacher Education, Nagaland University, Nagaland, India
Resource Person 5 (Allotted time: 01:40 PM-02:00 PM)	Mr. Md Sadat Anowar Research Analyst, IFPRI, Bangladesh
Lunch Break: 02:00 PM – 2:30 PM	
Technical Session V (Online Paper Presentation): 02:30 PM – 05:00 PM Chairperson: To be decided later. Google Meet Link: https://meet.google.com/cna-yanu-erx	
Technical Session VI (Offline Paper Presentation): 02:30 PM – 04:00 PM Chairperson: To be decided later. Venue: DNC College Auditorium	
Valedictory Session: 05:00 PM – 05:30 PM	
Brief Report on Seminar Proceedings by Convener	Dr. Madhab Kumar Biswas Associate Professor, Department of Commerce, DNC College
Valedictory Address by Patron	Dr. Somnath Bandyopadhyay Principal, DNC College
Feedback by Participants / Guests	
Certificate Distribution	
Vote of Thanks by Organizing Secretary	Mr. Gopal Chandra Roy Associate Professor, Department of Economics, DNC College

Note: All scheduled times are provisional and may be adjusted based on circumstances.

Online Paper Presenter in Technical Session II

Sl. No.	Title of Papers	Author (S)
1	The Role of Behavioural Finance in Predicting Market Movements- An Investor Sentiment Analysis	Dr. Girish V and Mohan Kumar S M
2	Digital Advancement for Economic Growth	Dr. John Major Thomas
3	Empowering Women Using Financial Literacy As Tool	Dr. Ranita Banerjee
4	The Impact of FinTech and Blockchain on Financial Inclusion in Rural India	Dilipraj Dongre
5	Consumer Trust and Online Shopping Behavior: A Rural-Urban Comparative Study in Bihar	Jyoti Kumari
6	Green Cosmetics Purchase Intention under the lens of Theory of Reasoned Action- A study based on Kolkata	Arunima Rudra
7	Medical Tourism in India: Potential and Challenges	Safeela Thanikkal
8	Impact of Financial Literacy on Rural women Entrepreneurs With special reference to Gorakhpur District	Km Rajlakshmi Chaurasiya
9	Impact of Macroeconomic Factors on The Indian Stock Market	Manjunatha N
10	Transforming Human Resource Practices and Organizational Culture for a Hybrid Workforce	Mani Kanta
11	Integrating Ethics into Corporate Decision-Making: Economic and Managerial Insights	Dr. Pankaj Kumar
12	The Role of Gender in Financial Decision-making: Insights from Young Boys and Girls on Saving and Investment in Kachchh District of Gujarat state.	Priya Atulbhai vasu
13	The Role of Artificial Intelligence in HRM: Opportunities and Challenges	Dr. Himanshu Sanghavi
14	Financial Inclusion and Digital Banking	Smita Verma, Dr. Vipin Bihari Srivastava
15	Mapping the Landscape of Insurtech Research: A Bibliometric Analysis	Sulfath Thadathil
16	A Critical Overview of Business Responsibility and Sustainability Report (BRSR) as a Standardised Evolution of the Business Responsibility Report (BRR)	Dr. Prabir Kumar Dutta
17	Social Media Impact on Children's Behaviour	Srisahana S and Varshini S
18	A Study on the Effectiveness of Social Media Platform In Recruitment and their Impact on Employment Motivation	Kalyani V
19	A study on Impact of Cyber Fraud in Online Transaction on Behavioral Changes	Shivamma Y and Arun Kumar S N
20	A Study on Role of Information Technology in Rural Development and Rural Transformation	Mohammed Juneed C and Pavithra.M
21	St. Francis Xavier's Exposition in Goa: An Event Aligning with Sustainable Development Goals	Cezel Fernandes
22	A Study on Role of Youtubers in Influencing the Purchasing Behavior Public Reference to Cosmetics, Electronic City	Geetha T and Madhu Shree N

23	A Study on Impact of E payment System on Consumer Spending and Savings Behavior with Special Reference to Anekal	Hemalatha G G
24	Long-term Investment Enablers: A Precedence Analysis Among Working Women in Sikkim	Anita Rai
25	Assessing the Housekeeping Service Quality of a University Setting: A Perception-Based Study	Dipti Morala Karki
26	Integrating Sustainable Development Goals into Economic Planning: A Pathway to Inclusive and Resilient Growth	Shashidhar Raju
27	Challenges of Digital Economy, Special Reference to Digital India	Dr. Tukaram VaijanathraoPowale
28	Beyond Efficiency: Exploring Clean and Sustainable Paradigms in Artificial Intelligence	Libi K C
29	Impact of Liberalization and Globalization on India's Trade Pattern Since the 1990s	Dr. Tulika Kar
30	Silent Cries for Justice: Wage Patterns and Economic Inequality in Tea Garden	Dr. Amit Bhowmick
31	India's Digital Leap: Charting the Transition from a Cash-Based to a Cashless Economy	Dr. Kranthikumar Ananthoju
32	Email in the Digital Age: A Strategic Tool for Personalized Communication of Digital Economy in Developing Nations	Dr. Jayashri Roy

Offline Paper Presenter in Technical Session III

Sl. No.	Title of Papers	Author (S)
1	The Direct Tax Code 2025: An Overview	Dr. Sanjay Dawn
2	Impact of Behavioral Finance Biases on Investment Decisions: A Study of Retail Investors in Lucknow, Uttar Pradesh	Harshit Tripathi, Vishal Trivedi and Dr. Chandrakant Kushwaha
3	Out-of-Pocket Health Expenditure And Health Insurance: A Study of Cooch Behar District of West Bengal.	Sushovan Mondal
4	Eco-tourism and Indian Economy	Raju Sahu
5	Accounting Repercussions of Mergers and Acquisitions in Pharmaceutical Sector: A Study on Select BSE Listed Companies in India	Pranjal Kumar Chakravarti
6	Capital Structure and Firm Value: Evidence from Indian Listed Companies	Susmita Rajak Das
7	A review of the economic conditions of Bengal and Bihar from 1765 to 1936	Pampa Banerjee
8	Exploring Balance of Life with Work among the Teachers' in higher education institutions- A Study	Ishani Singha, Shahbaaz Ahmed
9	Environmental Awareness in Sanskrit Literature	Dr. Pallab Mondal
10	Refugee and Migration challenge the national security : an overview of North East India	Dr. Ramkrishna Mahanti

Online Paper Presenter in Technical Session V

Sl. No.	Title of Papers	Author (S)
1	Harnessing FinTech and Blockchain for Financial Inclusion and Rural Credit Accessibility in Developing Economies	Deepshikha
2	Trends and Patterns of Regional Economic Development in India: A State Level Analysis	Dr. Samir Show
3	Exogenous Shocks and the Vanishing Sector Mechanism in a General Equilibrium Model: Existence, Stability and Generalization	Avishek Bose
4	The Tripple Threat: Corruption, Governance, And Environmental Degradation in BIMSTEC Countries	Sneha Dey, Priya Mondal, Soumyajit Bhunia
5	From Compliance to Commitment: CSR and Ethics in Indian Corporations	Dr. L. Cresenta Shakila Motha
6	Role of Career Maturity and Emotional Intelligence in Startup, Innovation and Entrepreneurship of Senior Secondary School Students	Madhvi and Dr. Seema
7	Evaluating the Role of Saurashtra Gramin Bank in Financial Inclusion: Analysis of Key Performance Indicators	Jayesh Somaiya
8	Economic Impact of Climate Change and Resource Management	Kumares N. Kataraki
9	Economic Revitalization through Higher Education Reforms in Kerala	Dr. Dinesh MP
10	Wooden Dolls of Bardhaman's Natungram: An Assessment of Craft Entrepreneurship	Subham Churnary
11	Integrating Sustainable Development Goals into Economic Planning: A Pathway to Inclusive and Resilient Growth	Srinivasan R
12	Balancing Act: Achieving Sustainable Economic Growth through Profit Maximization and Resource Efficiency	Dr. Sampriiti Biswas
13	Exploring customer perspectives in digital banking: trends, themes and global contributions	Rahana P
14	A Study on Awareness Level of Financial Literacy and Factors Influencing the Investment Decision Among Employed Women in Vatakara City	Dr. V. L. Lavanya and Shimjith Moolayil
15	Income Effect of central government and state government expenditure in India	Dr. Tafajul Hossain
16	Local Level Democratic Self-Government: A Key to Human Development in West Bengal	Ms. Britya Gayen
17	Systematic Investment Plans (SIPS) As A Mechanism For Financial Discipline And Wealth Accumulation	Dr. B. Manohar
18	Biophilic Design as a Strategic Marketing Tool: Reimagining Consumer Engagement in Sustainable Business Environments	Dr Ruma Pal
19	Women Empowerment through Financial Literacy and Enterprise	Shivani Singh Rajpoot
20	A Study on Digital Marketing Issues and Challenges	Dr. Mohmed Ali

21	Peace Education as an Ethical Foundation for Sustainable and Conflict-Free Schooling	Dr Praveen Kumar T D, Sandeep Kumar Pathak
22	Migration as a Catalyst for Rural Development: Pathways, Pitfalls, and Policy Responses	Dr. Nafisa Banu
23	Impact of social media platform on students' academic performance	Sanjeedah Khatoon
24	Start-up Ecosystem and Employment Generation Scenario in Northeast India	Souvik Mukherjee
25	Unraveling the Mind of the Investor: A Review of Behavioral Finance Through the Lens of Psychology	Ms. Supriya Bajaj, Ms. Bisman Kaur, Dr. Dilpreet Kaur
26	The Role of FinTech in Driving Sustainable Development: A Review of Recent Advancements (2020–2024)	Dr. Vaishali
27	Impact of Social Media on Business, Politics, and Economic Behavior: A Special Study in Telangana	Raju
28	Green Banking Practices and Banks' Environmental Performance: A Hybrid PLS-SEM–RIDIT Analysis	Palchen Lepcha
29	Navigating the Tides of Change: The Interplay of Globalisation, Localisation, and Business Adaptability in the Modern Economy	M Raju
30	Work Flexibility, Job Autonomy, and Digital Connectivity: Drivers of Work-Life Balance in a Digital Workplace	Indra Tamang
31	Human Resource Development Practices and Employee Performance: A Hybrid Regression - RIDIT Analysis	Susmita Rai
32	Globalisation, localization and Business adaptability	Butul khanam
33	Role of AI and Automation in Accounting	Dr. Manohar Kaur

Offline Paper Presenter in Technical Session VI

Sl. No.	Title of Papers	Author (S)
1	Determinants of Child Mortality among Scheduled Caste and Scheduled Tribes in India	Santosh Tamang, Dr. Tarun Sengupta, Dr. Debasis Bandyopadhyay
2	Challenges and Opportunities for Small and Marginal Farmers in Bihar	Gopal Chandra Roy
3	Economic History of West Bengal	Srimanta Das
4	Recent advances in Sustainable Development Goal 7 in India	Dr. Srikanta Samanta
5	Zoology in sustainable development: bridging biodiversity and economic planning	Rajkrishna Biswas
6	Strengthening Women's Empowerment through Financial Literacy and Enterprise: The Transformative Role of Gram Sabha.	Mithun Debnath
7	Environment management: from Vedic to modern perspectives	Dr. Ashim Chakraborty