

UGC Sponsored  
National Seminar on

**RECENT TRENDS IN COMMERCE,  
COMPUTER APPLICATIONS AND BUSINESS  
ANALYTICS IN THE ERA OF DIGITAL ECONOMY**

27<sup>th</sup> February, 2020

Organised by  
PVKN Govt. College (A), Chittoor

## REGISTRATION FORM

Name:.....

Designation : .....

Department : .....

Institution Address:.....  
.....  
.....

Phone:.....

Email:.....

Registration fee details:

Date:

Place :

Signature

## Registration Fee

For Academicians : Rs 500/-  
For Research Scholars : Rs 300/-  
For Students : Rs 200/-

*Payment should made electronic fund  
transfer only*

Principal, PVKN Govt. College (A), Chittoor  
A/C No 2117010021137  
IFSC Code :UTBI0CTT891  
UNITED BANK OF INDIA  
Chittoor Branch

### Important Dates

Abstract Submission: 11-02-2020  
Acceptance Notification : 13-02-2020  
Full Paper Submission : 22-02-2020

### CALL FOR PAPERS:

Last date for submission of abstracts (no longer than 300 words) [rtccpvkn@gmail.com](mailto:rtccpvkn@gmail.com) by 9<sup>th</sup> February 2020. Full paper should be submitted for publication latest by 20<sup>th</sup> February 2020. As the entire proceedings of the seminar will be settled well in advance, you are requested to send the papers and registration form strictly within the stipulated time.

\*Registration Fee includes Conference Kit, Certificate, working Lunch, High Tea.

\*Maximum 3 Authors for paper.

\*LCD Projector for PPT's is available.

**Note:** Joint Papers are accepted, but all the authors should get registered separately.

Registration fee should pay on or before 22<sup>nd</sup> February 2020.

**How to reach Chittoor:** Chittoor is the district head quarters of Chittoor District in Andhra Pradesh. It is well connected with Road and Rail. The nearest airport is Renigunta at a distance of 75 Kms



ज्ञान - विज्ञानं विमुक्तये



**PVKN GOVT. COLLEGE (A), CHITTOOR**

Affiliated to Sri Venkateswara University Tirupati

CHITTOOR

Ph: +91-8572-241768, 240457

Email: [chittoor.jkc@gmail.com](mailto:chittoor.jkc@gmail.com)



UGC Sponsored National Seminar on

**RECENT TRENDS IN COMMERCE,  
COMPUTER APPLICATIONS AND BUSINESS  
ANALYTICS IN THE ERA OF DIGITAL ECONOMY**

27<sup>th</sup> February, 2020

Organised by

**PVKN GOVT. COLLEGE (A), CHITTOOR**

*Seminar Director*

**Dr. G. Ananda Reddy**

Principal, PVKN Govt College (A),  
Chittoor, Mob: 9440088450

**ADDRESS FOR COMMUNICATION**

**Dr. V. Masulamani,**

Seminar Convenor, Lecturer in Commerce,  
Dept. of Commerce,

PVKN Govt. College (A), Chittoor

Mobile: 9290198731

Email: [rtccpvkn@gmail.com](mailto:rtccpvkn@gmail.com)

## ABOUT PVKN

P.V.K.N. Govt. College was established in 1961 in Chittoor, Andhra Pradesh with Arts and Science groups. The college was located in the midst of 112 acres of land surrounded by the hillocks in the serene atmosphere. In its long journey in pursuit of achieving excellence, the college has been reaccredited by NAAC with A grade cycle-III in March 2017 subsequently the UGC confined fresh autonomous status in August 2018. This college has been identified as a Nodal college for the Chittoor district. Jawahar Knowledge Center was established in order to train the students in employment skills. Since its inception, thousands of students have acquired jobs in Govt. sector and prestigious MNC's like TCS, INFOSYS, WIPRO, MAHINDRA SATYAM etc., During its 58 years of legacy, PVKN. Govt. College has crossed several milestones. Today this shrine of learning has 26 departments with spacious classrooms, well stocked library, well equipped laboratories, and wi-fi enabled campus.

## ABOUT CHITTOOR TOWN:

Chittoor has become a hub for pilgrim activity, because of its proximity to Kanipakam (10 km) the abode of Lord Varasiddi Vinayaka, Ardthagiri (20 km) the abode of Lord Anjaneya, Sripuram (Vellore, Tamil Nadu 30 km) the abode of Amman Golden temple, Walaja (40 km) the abode of Dhanvantari temple and above all Tiimala (70 km) the Lord of Seven hills, Sri Venkateswara swamy.

## THEME OF THE SEMINAR

The development and growth of the economy is primarily depends upon how innovatively the economy deliver the needy services to its customers. In the knowledge based society, no economy is static and it changes over the time in all the dimensions for which it works. In the ever changing economic landscape of the nations, it is not all about that the big fish that misses the little one but the fastest that eats the slowest. Owing to this reason, all the countries across the globe try to adapt

the technical know-how as quick as they can so as to capture the business opportunities across national and international frontiers. All the nations try their best to boost their respective economies to have leverage over their competitors. The digital economy in India is considered as a golden opportunity for the people in the digital space to venture the business across the international frontiers. India has 560 millions of internet subscribers in 2018 second only to China. The government of India has enrolled more than 1.2 billion of its citizens on biometric digital identify programme, Aadhar brought approximately 10 million businesses into a common digital platform to through its goods and services tax. As per the data available, the internet users in India will increase by 40 per cent it is between 750 million to 800 million and the number of smart phones will be doubled to between 650 million to 700 million by 2023. The size and the scale of digital economy in India offer a variety of business opportunities. The proposed conference may help the academicians, researchers, policy makers to understand the trends in the growth of digital economy, challenges and opportunities therein. Further, this conference may produce some solutions to address the problems that related to digital economy.

## SUB-THEMES

Initiatives of International Community to promote

- ◆ Digital Economy
- ◆ Digital Economy in developing nations
- ◆ Value creation in the digital economy
- ◆ E-Commerce and Digital Economy
- ◆ Digital Data and Global Value Chain
- ◆ Blockchain technologies
- ◆ 3D printing
- ◆ Internet of Things
- ◆ 5G mobile technologies
- ◆ Cloud computing
- ◆ Automation and robotics
- ◆ Artificial intelligence and data analytics

## Chief Patron : Sri. M.M.Nayak, IAS

Hon'ble Commissioner of Higher Education APCCE,Vijayawada

Patron : Smt. C.V. Rajeswari, RJD, Collegiate Edn., Kadapa

Seminar Director : Dr. G. Ananda Reddy, Principal

Convenor: Dr. V. Masulamani, Lecturer in Commerce

## NATIONAL ADVISORY COMMITTEE

Prof. B. Bhagavan Reddy,

Professor of Commerce, Sri Venakateswara University, Tirupati

Prof. Ramachandra Reddy,

Head, Department of Commerce, S.V. University, Tirupati

Prof. M. Muninarayanappa, Member of Academic Council, Dept. of Commerce, Bengaluru Central University, Bengaluru, Karnataka.

Prof. N.V. Jyothy Kumar, Professor of Commerce, Mizoram University, Mizoram

Prof. KVS.N. Jawahar Babu, Principal, Department of Tourism Management, Vikramasimhapuri Uni, NLR

Dr. L. Mothial, Assistant Professor of Management, Pondicherry University, Pondicherry

Dr. M.Nirmala, Director, Associate Professor, Canara Bank School of Management Studies, Bengaluru Central University, Bengaluru , Karnataka

Dr. Srinivasulu, Assistant Professor , Dept. of Economics, Vikramasimhapuri University, Nellore

## ADVISORY COMMITTEE

Dr. C. Narayana Swamy,

Lecturer in Commerce , SG. Govt. Degree College, Piler

Dr. M. Venkataramanaiah,

Lecturer in Commerce SG. Govt. Degree College, Piler

## ORGANISING COMMITTEE

Dr. Y. Rajasekhar, Lecturer in Commerce

Dr. K.V. Chidambaram, Lecturer in Commerce

Dr. S. Bhaskar Naidu, Part-Time Lecturer in Commerce

Dr. P. Jyosha, Contract Lecturer in Commerce

Smt. A. Nirosha, Guest faculty in Commerce

Sri R. BalaKrishna, Guest faculty in Commerce

Dr. T. Gangaram, Lecturer in Statistics

Dr. V. Munaiah, Lecturer in Statistics

Dr. S. Chandra Babu, Contract Lecturer in Statistics

Miss. M. Padmavathi, Guest Faculty in Computer Applications

Sri. N. Somasekhar Reddy, Guest faculty in Computer Applications

Sri. M.Samuel Jhon, Lecturer in Computer Science

Sri. M. Ismail, Lecturer in Computer Science

## STUDENT COORDINATORS

R. Hemanth Kumar, III B.Com (CA)

M. Hari Babu Naik, III B.Com (CA)