

**NATIONAL SEMINAR  
ON  
CONTEMPORARY ISSUES IN BUSINESS EDUCATION &  
RESEARCH**

**29<sup>TH</sup> SEPTEMBER, 2015**



*Organised by*  
**DEPARTMENT OF COMMERCE  
ASSAM UNIVERSITY  
Silchar**

## **ABOUT THE UNIVERSITY**

Assam University came into existence through Assam (Central) University Act, 1989 (Established under an Act of Parliament). It was established in 1994, since then the University is steadily becoming an excellent centre of learning in business studies. The campus, situated in Dorgakona, about 20 kms from Silchar, is set amid sprawling hillocks, a typical landscape in the North East. The campus in an area of 600 acres surrounded by lakes and mountains provides an ideal environment for academic pursuit. Silchar city being the gateway to the entire Southern part of North East India is the hub of commercial activities and is known for its history as the Tea capital of South Assam. The city is well connected by airways and road connectivity is also good.

The University puts great emphasis on research through its faculty and students. Students have undertaken different research projects to help society in addressing relevant issues. The University has sixteen schools on major disciplines. There are 35 Departments under the Sixteen Schools. University offers a plethora of opportunities to its students enabling them in achieving success in their life.

## **ABOUT THE DEPARTMENT**

The Department of Commerce is one of the pioneering Department that started functioning from July 1994. The Department also regularly organizes seminars, symposia and workshops along with the regular academic programmes. The thrust of the Department is developing capabilities among the students for analyzing contemporary business scenario so as to enable them to make correct and timely business decision.

## **ABOUT THE SEMINAR THEME**

There has been a revolutionary change in the global business scenario more particularly in the beginning of 21<sup>st</sup> century due to the invention and application of IT including computer and internet.

The online business in most of the countries in the world has been increasing at a rate which is going to surpass the traditional system of business. The business is transforming from local to global and competition is going to be stiff.

In this situation business education must concentrate on various global issues and try to solve many problems by using modern Management Techniques. The development of computer software has been solving many challenges of businesses education easily.

To meet the challenges of global competitiveness, there is a need for inclusion of certain modern issues in the syllabus of business education. Interdisciplinary approach is used by researchers to solve complex business problems. The methodology and technique of teaching as well as research in business education must be changed to suit the new challenges.

In this connection some of the objectives at the present seminar are to discuss:

1. Issues relating to teaching and learning of business education.
2. IT and business education.
3. Contemporary issues of business research in different areas like accounting, marketing, finance, HRM etc.
4. Development of new areas of business education and
5. Any sub themes suited to the theme of the seminar.

## **IMPORTANT DATES**

Last date of submission of full paper (along with abstract of around 200 words with five key words)  
**23<sup>rd</sup> Sept. 2015**

Notification regarding the acceptance of paper **24<sup>th</sup> Sept. 2015**

## **REGISTRATION**

Spot registration on 29<sup>th</sup> Sept., 2015 at 10 AM

Registration fee Corporate/Academics: Rs 500

Students/Research Scholars: Rs 300

Due to financial constraint, outstation paper presenters are requested to arrange financial support for their TA/DA from their parent institutions/ organisations.

## **ORGANISING COMMITTEE**

### **Chief Patron:**

Prof. Somnath Das Gupta  
Vice Chancellor, Assam University

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### **Seminar Director:**

Prof. Nikhil Bhusan Dey,  
Dean, M.G School Of Economics and Commerce

### **Convenor:**

Dr. Pranay Jyoti Goswami  
Head, Dept. of Commerce

### **Joint Convenor:**

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2. Dr. Parag Shill
3. Dr. Joyeeta Deb

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