



76th
ALL INDIA COMMERCE CONFERENCE

December 19-21, 2025

Bengaluru

Annual Conference of Indian Commerce Association (ICA)
on

**EMERGING
WORLD
TRADE ORDER:
CHALLENGES AND
OPPORTUNITIES**

Hosted by
GARDEN CITY UNIVERSITY, BENGALURU



INDIAN
COMMERCE
ASSOCIATION

**EMERGING
WORLD
TRADE ORDER:
CHALLENGES AND
OPPORTUNITIES**

INDIAN COMMERCE ASSOCIATION

On the eve of India's independence some visionary intellectuals and industrialists pioneered the establishment of a forum to discuss and deliberate the future course of country's development under the name and style of Indian Commerce Association. Beginning in 1947, they continued to gather every year in a national convention called as All India Commerce Conference on the premises of different universities, colleges and institutions. This is how it has continued and grown since 1947 with an uninterrupted tradition of annual conferences which by now look like the Congress, sheer on zeal and grit of a cohesive network of its members. ICA has been allotted 1000 sqm. of Institutional land at plot number 33B, Knowledge Park 01, Greater Noida, District: Gautam Budha Nagar, Uttar Pradesh - Delhi NCR.

The Indian Journal of Commerce

The Indian Journal of Commerce, started in 1947, is the quarterly publication of the Indian Commerce Association which is UGC CARE listed Journal to disseminate knowledge and information in the area of trade, commerce, business and management practices. The Journal focusses on theoretical, applied and interdisciplinary research in commerce, business studies and management. It provides a forum for debate and deliberations of academics, industrialists and practitioners.

Select papers of the conference including the award winning papers are published in the Indian Journal of Commerce.

To promote research ICA gives the following awards:

Best Business Academic of the Year Award (BBAY Award)

The BBAY Award has been instituted under the aegis of the ICA with effect from 2005 in order to encourage the youth in the field of research in Commerce and Management. The award comprises one Gold medal and four Silver medals for the Best Papers presented in the technical sessions of the All-India Commerce Conference every year. There are two medals under this category; Gold Medal (Best Business Academic of the Year Award Certificate of Honour and Gold Medal for the best paper contributed to the All India Commerce Annual Conference) and Silver Medal (Best Business

Academic of the Year Award Comprises of Certificate of Honour and a Silver Medal for the best paper contributed in every Technical Session (TS-1 to TS-4) and Seminar Session of All India Commerce Conference). The detailed guidelines are available on the website of ICA India (<https://icaindia.info/BBAY.html>). The applicants will have to submit the research paper to the concerned Chairperson and Co- Chairperson latest by October 31, 2025.

Prof. Manubhai M Shah Memorial Award for Excellence in Commerce & Business Management (MMSMA)

The Award is to be given to the applicants for outstanding contributions to the discipline & profession of Commerce & Business Management. The names of candidates may be proposed by Vice Chancellors of Indian Universities; Directors of Private Universities; Chairpersons of Institutions of National importance and Directors of the Indian Institutes of Management (IIM). Every application/nomination shall be accompanied by a processing fee of Rs. 1000/- The Award shall comprise cash prize of Rs. 2,00,000/- together with a certificate and trophy.

The detailed guidelines are available on the website of ICA India (<https://icaindia.info/MMSMA.html>). The applicants will have to submit the applications to the email id of Secretary, ICA (kuldeep.sharma@hindujacollege.com) latest by October 31, 2025.

Prof. Manubhai M Shah Memorial Research Award (MMSMRA) Indian Commerce Association (ICA)

Manubhai M Shah Memorial Research Award has been instituted under the auspices of the Indian Commerce Association with effect from the year 2010. Two Certificate of Honours and Gold Medals for the best paper contributed to the technical session meant for this Award in the Annual All India Commerce Conference of ICA. The persons who want to be considered for the Award shall have to submit paper on the theme selected for the award for the All India Commerce Conference. The detailed guidelines are available on the website of ICA India (<https://icaindia.info/MMSMRA.html>). The applicants

will have to submit the research paper to Session Chairperson and Co-Chairperson only through the conference website latest by October 31, 2025.

Sourabh Shiware Memorial Young Researcher Award (SSMYRA)

To salute the entrepreneurial, innovative, and versatile spirit of Mr. Saurabh Tukaram Shiware, the ICA, with the sponsorship of the very generous Dr. T. Shiware, has decided to announce this award for young professionals in the discipline who have made contributions that have the potential to make a difference in the research scenario thus taking research in the discipline to the mainstream. The award comprises a cash prize of Rs. 25,000/- with a certificate of appreciation and a trophy to be presented each year in the Annual Conference of the ICA. The applicants will have to submit the paper to email id kuldeep.sharma@hindujacollege.com latest by October 31, 2025. The detailed guidelines are available on the website of ICA India (<https://icaindia.info/SSMYRA.html>).

Prof. A.D. Shinde Research Fellowship Award (ADSMR)

The primary aim of Prof. A.D. Shinde Memorial Research Fellowship Award is to promote research among the young faculty members and research scholars of ICA. Applicants who are

Permanent/Regularly employed as faculty in the rank of assistant professor in a UGC recognized University/College/Institution/affiliated institution are eligible for a grant of Rs. 50,000. It should be duly certified by the Principal of the College. The applicants will have to submit the paper to email id kuldeep.sharma@hindujacollege.com latest by October 31, 2025.

The detailed guidelines are available on the website of ICA India (<https://icaindia.info/ADSMR.html>).

Prof. Samiuddin Memorial ICA Research Scholar Award (SMICARSA)

There are 5 prizes under this category. Those Research Scholars registered for Ph. D. in a University or submitted the Ph. D. and awaiting the award are eligible to take part in the session. The research scholar shall attach the proof of the above along with the Research Paper.

There shall be no specific area as such. The scholar should develop a paper from his/her own Ph. D. topic. There will be no co-author of the paper. The detailed guidelines are available on the website of ICA India (<https://icaindia.info/SMICARSA.html>). The applicants will have to submit the research paper to Session Chairperson and Co-Chairperson only through the conference website latest by October 31, 2025.

EMERGING WORLD TRADE ORDER: CHALLENGES AND OPPORTUNITIES

About Garden City University, Bengaluru



Garden City Education Trust was established in 1992 by Dr. Joseph V.G., with the support of eminent educationists such as Prof. Shivarudrappa – former Dean, Karnataka University, Dr. K. Hanumanthappa – former Vice Chancellor, Bangalore University, Prof. V.B. Coutinho – former Vice Chancellor, Gulbarga University, and Prof. N. S. Rame Gowda – former Vice Chancellor of the Karnataka State Open University.

The Trust was envisioned as a centre for educational excellence, embracing qualitative practices and nurturing students through value-based education.

It began its journey with the launch of Garden City College of Science and Management Studies, offering undergraduate and postgraduate programs. Under the visionary leadership of Dr. Joseph V.G., the institution pioneered need-based programs, committed to inclusive growth and celebrating diversity in education.

In recognition of its outstanding academic practices, the college was awarded an “A” Grade—the highest grade conferred by the National Assessment and Accreditation Council (NAAC).

Driven by unwavering dedication, the institution evolved into a renowned state private university. In 2013, the Government of Karnataka passed the “Garden City University Act”, acknowledging the exceptional contributions of the Garden City Education Trust. The Act received the Governor's assent on 26th March 2013, marking the official establishment of Garden City University (GCU).

With a continued focus on quality education at an affordable fee, GCU has emerged as the premier private university in the city of Bengaluru. The university was built brick by brick through the relentless efforts and visionary foresight of its founder.



the classroom, where a pragmatic approach combining theory and practice shapes future-ready professionals. GCU is committed to innovative program delivery, while instilling constitutional values, social responsibility, and ethical leadership - developing individuals who meaningfully contribute to society and the world.



GCU operates across three lush green, eco-friendly campuses located in Indiranagar, K.R. Puram, and Hoskote, collectively spanning an impressive 195 acres. These campuses support a dynamic ecosystem for academics, research, and experiential learning.

Under the esoteric leadership of Dr. Joseph V.G., Founder and Chancellor, GCU has carved a legacy of 33 years in higher education and research. With patent awards enhancing its IPR net worth, a global alumni network of over 45,000, and students from 82 countries and every state in India, the university is gaining widespread recognition for upholding its motto: “Emphasis on Life.”

At Garden City University, education is not just for a living - but for life itself. Learning extends beyond

GCU is not just an institution of learning; it is a transformational experience that prepares students for global success while grounding them in values that make them responsible citizens and compassionate human beings.

Key highlights of the GCU experience include GCU INSPIRE:

- I – Internships:** Mandatory six-month internships for real-world exposure
- N – National & Global Learning:** Skill-based curriculum aligned with the National Skills Qualifications Framework, along with global immersion programs at top European universities
- S – Sustainability & Innovation:** Innovations in agriculture, environmental initiatives, and climate change, with an emphasis on the Sustainable Development Goals (SDGs)
- P – Practical Learning:** Hands-on training and real-world applications in every course
- I – International Competence:** Compulsory international language proficiency for global readiness
- R – Respect & Responsibility:** Strong emphasis on civic responsibility, empathy, and Indian heritage - especially Karnataka’s rich culture
- E – Emerging Technologies:** AI-enabled learning across disciplines to ensure students remain future-ready

76th ICA Conference Preparations – Inspection Committee Visit to GCU

In line with the Indian Commerce Association's tradition of upholding the highest standards of quality and excellence, an inspection committee comprising ICA office bearers and past presidents visited Garden City University, the host institution for the 76th All India Commerce Conference, on 19th May 2025.



Release of conference brochure by Prof. K.S. Thakur, ICA President also seen in the picture from L to R: Dr. Ishrat, Dr. Kuldeep Sharma, Prof. Ajay Kumar Singh, Prof. (Dr.) I. V. Trivedi, Prof. Keshav Singh Thakur, Prof. G. R. Nayak, Prof. M. Jayappa, Prof. N. K. Jha, Dr. B. Mariyappa



The team along with the advisory committee and the conference organizing team at the GCU Campus.



Advisory Committee along with the Chancellor of GCU Dr Joseph V G, during their visit to the GCU Knowledge Park Campus.



ICA Executive member inviting the central govt commerce minister Shri. Piyush Goyal, Minister of Commerce and Industry



Advisory Committee Members: The Team

Prof. Dr. K. R. Jalaja	In-Charge VC Bangalore City University
Prof. Dr. S. Ramesh	Former Dean, Mount Carmel College, Bangalore
Prof. Dr. K. Nirmala	Dean and Chairman, Department of Commerce, Bangalore University
Prof. Dr. B. Mariyappa	Former Dean, BMS College for Women, Bangalore
Prof. Dr. T Ashwatha Narayana	Executive Member - South, ICA
Prof. Dr. Shivalinge Gowda	Former EC Member
Prof. Dr. Murilidhara S	Dean and Chairman, Department of Commerce, Bangalore North University
Prof. Dr. Parvathi	Principal, VET College, Bangalore
Prof. Dr. Mahesh	Principal, Jain Evening College, Bangalore
Prof. Dr. B. G. Bhaskara	Former Principal, Vivekananda College, Bangalore
Prof. Dr. K. M. Nagaraj	Professor, BES College
Prof. Dr. K Ramachandra	Professor, Maharani Cluster University, Bangalore
Prof. Dr. P. V. Padmaja	Principal, MLA Higher Studies, Bangalore
Prof. Dr. Zubeda Begum	Former Principal, Abbhaskhan College for Women, Bangalore
Prof. Dr. Rajesh Kumar V	ICFAI Foundation for Higher Education
Prof. Dr. S N Venkatesh	Principal Sheshadripuram College, Yelahanka
Dr. C. Nagaraj	Secretary, BCUTCCM, Bangalore
Dr. Mohammed Farooq Pasha	Secretary, BUTCCM, Bangalore

ABOUT GREATER BENGALURU AREA (GBA) BRAND BENGALURU



Bengaluru, officially founded by Nadaprabhu Shri Kempegowda, is one of the most vibrant and internationally renowned cities in India. Known as the most happening international city, it is a multi-religious, multi-cultural, multi-lingual, and people-friendly metropolis known for its warmth and hospitality.

The Greater Bengaluru Area (GBA) derives its competitive edge from its pleasant weather, lush greenery, soft-spoken population, and its status as a hub for Information Technology (IT), Biotechnology (BT), semiconductors, nanotechnology, global R&D, textiles, food processing, animation, and much more.

GBA is administratively divided into three municipal corporations (Mahanagara Palikes)—Bengaluru Central, Bengaluru North, and Bengaluru South. With a population of 1.40 crore, the city is home to numerous public sector undertakings, multinational companies, defence manufacturing units, and is recognized as the start-up capital of India.

Contributing to 52% of Karnataka's GDP, Greater Bengaluru stands as the economic engine of the state. Often referred to as the Pensioners' Paradise and Garden City, Bengaluru is also one of the greenest and most livable cities in India. It is well-connected to the rest of the country and the world

by air, rail, and road networks.

Tourist Attractions in Bengaluru

Bengaluru is a fascinating blend of history, nature, and modernity. The city boasts iconic green spaces like the Lalbagh Botanical Garden, famous for its Glass House, and Cubbon Park, a tranquil retreat in the heart of the city.

Other must-visit attractions include:

- Tipu Sultan's Summer Palace
- Bengaluru Palace
- Nandi Hills





- Bannerghatta Biological Park
- Mayo Hall
- Vidhana Soudha (a symbol of Karnataka's governance)
- Visvesvaraya Industrial and Technological Museum
- HAL Aerospace Museum
- Bull Temple (dedicated to Nandi)
- ISKCON Temple (a spiritual and architectural marvel)

Food & Shopping in Bengaluru

Bengaluru offers a vibrant and diverse shopping experience. Popular shopping districts include M.G. Road, Brigade Road, and Commercial Street, known for a mix of boutiques, global brands, and lively street shopping.

Modern shopping malls are spread across the city, including:

- UB City – known for luxury retail and fine dining
- Phoenix Marketcity, Whitefield – one of the largest malls in South India



For shopping and leisure, Mall of Asia in Jakkur is one of the largest malls in the country, offering an excellent mix of retail, food, and entertainment.



For a more traditional experience, explore the historic areas of Chickpet, Cottonpet, and Majestic, known for affordable textiles, jewelry, and electronics.

Foodies will love Bengaluru's Darshinis—quick-service eateries serving authentic and affordable South Indian dishes like idlis, dosas, vadas, and filter coffee. The city's cosmopolitan food culture offers everything from regional Indian delicacies to global cuisines.



Travelling to Bengaluru

Bengaluru is well-connected via air, rail, and road:

- Kempegowda International Airport (BLR) connects Bengaluru to major domestic and international destinations.
- Key railway stations include:
 - Krantivira Sangolli Rayanna (Bengaluru City Junction)
 - Bengaluru Cantonment
 - Yesvantpur Junction
- Intercity and interstate bus services are operated by KSRTC, BMTC, and numerous private transport providers.

Travelling Within Bengaluru

The best way to navigate Bengaluru is via public transport, particularly the BMTC network, which includes efficient Volvo Vajra buses connecting major areas of the city.

Tourists can explore the city through 'Bengaluru Darshan'—a day-long guided tour conducted by the Karnataka State Tourism Development Corporation (KSTDC). Private travel agencies also offer customized city tours.

Additional commuting options include:

- App-based cab and auto services (Ola, Uber)
- Rental bikes and electric scooters (Bounce, Yulu, etc.)

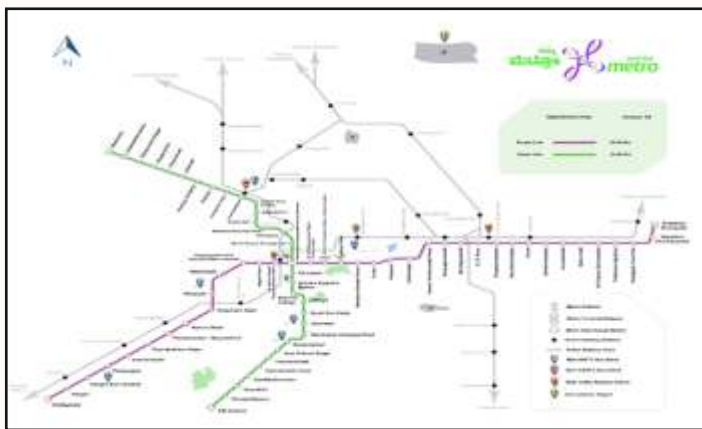
The Namma Metro is a modern, fast, and clean way to beat the city's traffic. The metro currently connects key areas like Nagasandra, Mysuru Road, Byappanahalli, and Whitefield, with further expansion underway. The metro has become a symbol of Bengaluru's urban transformation and is widely used by residents and tourists alike.



Here's a breakdown of the major transportation points you'll find on your way to Garden City University (GCU), located at **16th Mile, Old Madras Road, K R Puram, Bangalore – 560 049**

Metro Station - Benniganahalli Metro Station (TIN FACTORY)

- Located around 6.5 km from the university.
- The Purple Line of the Bangalore Metro connects various important areas of the city, including Baiyappanahalli (which is close to Tin Factory)
- How to reach GCU: You can easily take an auto-rickshaw or cab from the Benniganahalli Metro Station (TIN FACTORY) to Garden City University – OMR CAMPUS
(<https://maps.app.goo.gl/jK858dyE3t5qnwsbA>)



Airport - Kempegowda International Airport (BLR)

- Located around 36 km from the university.
(<https://maps.app.goo.gl/Vz6ubhLqe7bdiWBD9>)
- How to reach GCU: You can easily take cab from Kempegowda International Airport (BLR) to Garden City University – OMR CAMPUS.
OR
- BMTc VAYU VAJRA – Bus (KIA 6A):

How to reach GCU: You can travel via bus to TIN FACTORY & you can easily take an auto-rickshaw or cab from TIN FACTORY to Garden City University – OMR CAMPUS
(<https://maps.app.goo.gl/zxbvzMjwB5eaoSFcA>)



Railway Station – MAJESTIC Railway Station

- Located around 21 km from the university.
(<https://maps.app.goo.gl/NU2PyuQGVs4vSJgD7>)
- How to reach GCU: You can easily take an auto-rickshaw or cab from the Majestic Railway Station to Garden City University – OMR CAMPUS.



Yeshwanthpur Railway Station

- Located around 25 km from the university.
(<https://maps.app.goo.gl/8AbG7u48ND8opEp69>)
- How to reach GCU: You can easily take an auto-rickshaw or cab from the Majestic Railway Station to Garden City University – OMR CAMPUS.

Cantonment Railway Station

- Located around 15 km from the university.
(<https://maps.app.goo.gl/X4xNgTHkyJUiR7Kq6>)
- How to reach GCU: You can easily take an auto-rickshaw or cab from the Majestic Railway Station to Garden City University – OMR CAMPUS.



Bus Stop – MAJESTIC Bus Stand

- Located around 20 km from the university.
(<https://maps.app.goo.gl/9D5oa6LkdDXys6P6>)

How to reach GCU: You can easily take the following to Garden City University – OMR CAMPUS

- **Metro:** Majestic Metro Station to Benniganahalli Metro Station (TIN FACTORY)

How to reach GCU: You can easily take an auto-rickshaw or cab from the Benniganahalli Metro Station (TIN FACTORY) to Garden City University – OMR CAMPUS
(<https://maps.app.goo.gl/jK858dyE3t5qnwsbA>)

- **Bus:** Bus no 317 (Hoskote Route), kindly get down near T.C Palya royal mart signal and from where you can easily take an auto-rickshaw to Garden City University – OMR CAMPUS
(<https://maps.app.goo.gl/RuP4IH6RwJGANic2A>)
- **Auto-rickshaw or Cab:** You can easily take an auto-rickshaw or cab from the Majestic Bus Stand to Garden City University – OMR CAMPUS
(<https://maps.app.goo.gl/9D5oa6LkdDXys6P6>)



Sattelite Bus Stand

- Located around 25 km from the university.
(<https://maps.app.goo.gl/95FEk9jjc7i4TiZH6>)

How to reach GCU: You can easily take the following to Garden City University – OMR CAMPUS:

- **Metro:** Deepanjali Nagar to Benniganahalli Metro Station (TIN FACTORY)

How to reach GCU: You can easily take an auto-rickshaw or cab from the Benniganahalli Metro Station (TIN FACTORY) to Garden City University – OMR CAMPUS
(<https://maps.app.goo.gl/jK858dyE3t5qnwsbA>)

- **Auto-rickshaw or Cab:** You can easily take an auto-rickshaw or cab from the M to Garden City University – OMR CAMPUS
(<https://maps.app.goo.gl/wzar2NgjPiZbo97D6>)



REGISTRATION INFORMATION

Important Dates

Last date of full paper submission	October 31, 2025
Last date of issue of acceptance letter	November 05, 2025
Last date of registration without fine	November 10, 2025
Last date of registration with fine of Rs. 500	November 20, 2025
Last date of registration with fine of Rs. 1000	December 1, 2025

Registration Fees

	Indian Residents (Life Members)	Indian Residents (Non-Life members)	International Participants (Life Members)	International Participants (Non-Life Members)
Registration fees	Rs. 2000/-	Rs. 2000 + 1000/-	USD 100	USD 150
Research Scholar	Rs. 1500/-	Rs. 1500/-	USD 75	USD 75
Accompanying Person (> 5 years)	Rs. 2000/-	Rs. 2000/-	USD 100	USD 150

Bank Details for Payment of Registration Fees

Account Name	:	GARDEN CITY FOUNDATION PRIVATE LIMITED
Bank Name	:	CANARA BANK
Bank Branch & Address	:	INDIRANAGAR, BANGALORE - 560038
Bank Account No.	:	04321010002750
Remarks	:	Please write "76th AICC" in the remarks while making the payment
IFSC	:	CNRB0010432

Note: Spot registration is not allowed

For registration please visit the
www.gardencity.university/aicc76

Refund Policy :

Delegate fee once paid is non-refundable. Sponsorship/ Donation once paid is non-refundable.

GUIDELINES FOR PAPER CONTRIBUTORS

1. The length of the paper including tables, diagrams, illustrations, etc, should not exceed 20 double space pages.
2. The papers submitted for the ICA Annual Conference should not have been published or sent for publication or presented or sent for consideration in any other Seminar/Conference etc.
3. All correspondence shall be made by and with the FIRST author only.
4. The papers can be submitted electronically only through the conference portal: <https://icaindia.info/journals/>
5. All papers submitted will be subject to the ethical policy of the ICA as given on the ICA Website : <https://icaindia.info/journals/>
6. Paper contributors are advised to follow the UGC guidelines for the maintenance of standards and plagiarism : (https://www.ugc.ac.in/pdfnews/7771545_academic-integrity-Regulation2018.pdf).
7. All papers submitted will be subject to review by the Technical Session Chairperson / Co- Chairperson of the concerned session.
8. The first page of the paper should consist of the Title of the Paper, Name(s) of the author(s) with complete details including the mobile numbers and email Ids and an abstract not exceeding 150 words.
9. Second page should start with the title of the paper followed by the text.
10. For Footnotes and Referencing the same guidelines shall be applicable as prescribed for the Indian Journal of Commerce (<https://icaindia.info/journals/>).
11. Reference citation to be strictly in accordance to the APA referencing style.

PRELIMINARY TRAVEL AND STAY ADVISORY

1. Garden City University Campus is completely substance free. Smoking of any kind and consumption of alcohol is strictly prohibited inside the campus premise.
2. It is required to carry a valid government approved photo ID card for every member availing accommodation.
3. It is advisable to carry own toiletries and towels.

ETHICAL POLICY

1. The ICA aspires to promote original research paper/articles enhancing knowledge and social relevance through highest quality of transparent, and fair peer review. At every step ethical principles shall be followed.
2. Re-submission of a paper in another language, or simultaneously in multiple Seminars or Conferences with different audiences, shall not be permissible.
3. Authorship should be limited to those who have made a significant contribution to the conception, design, execution, or interpretation of the reported study.
4. The Indian Commerce Association strives to maintain highest standard pertaining to plagiarism by stressing upon full and prominent disclosure of original source at the time of submission of the paper. The authors should ensure that they have written entirely original works, and if the authors have used the work and/or words of others that this has been appropriately cited or quoted.
5. Maximum permissible similarity index is 10%. It will be the sole responsibility of the author(s) to submit a certificate to this effect generated by the Officially Recommended Software of UGC like URKUND or TURNITIN while submitting their research papers.
6. Papers submitted without similarity index certificate shall be summarily rejected. The concerned Technical Session Chairperson / Co-Chairperson may re-check the similarity index and review the papers submitted and the papers that could not comply the 'Guidelines to Contributors and Ethical Policy' may be rejected.
7. Authors may be asked to provide the raw data in connection with a paper for editorial review, and should be prepared to provide public access to such data. Studies on patients or volunteers require ethics committee approval and informed consent, which should be documented in the paper.
8. The Indian Commerce Association strongly discourage and against all minor and major acts related to plagiarism.
9. The UGC guidelines related to plagiarism have been implemented in letter and spirit and must be followed by the authors.
10. It is not necessary that the paper(s) accepted for presentation during the AICC shall also be published in the Indian Journal of Commerce. Select papers will be published in the journal of ICA including two best papers of each session.



INDIAN COMMERCE ASSOCIATION

CHAIRPERSON & CO-CHAIRPERSON OF CONFERENCE SEMINAR & TECHNICAL SESSION

TOPIC	CHAIRPERSON	CO-CHAIRPERSON
Seminar: Emerging World Trade Order: Challenges and Opportunities		
Seminar: Emerging World Trade Order: Challenges and Opportunities	Prof. Sanjay Baijal Professor, DDU Gorakhpur University, Gorakhpur	Dr. Pankaj Dayanand Pandagale Associate Professor, Gokhale Education Society's Dr T K Tope Arts and Commerce College, Parel, Mumbai
Technical Sessions		
I: Digital Marketing, Global Trade, and Sustainable Development	Prof.(Dr.) Krishna Kumar Verma Professor, H.N.B. Garhwal Central University, Uttarakhand	Dr. Nagavani Kaggallu Associate Professor, Seshadripuram College, Bengaluru
II: Ethical Accounting Practices and Financial Reporting	Prof. Shiv Prasad Professor, Maharshi Dayanand Saraswati University Ajmer	Dr. N. S. Pandey Associate Professor, Pondicherry Central University, Pondicherry
III: Digital Trade in a Post Pandemic Data Driven Economy	Dr M Shivalingegowda Professor & Principal Sri K Puttaswamy First' Grade College, Mysuru - 570002	Dr. Sanjay Kumar Patel Associate Professor, Guru Ghasidas University (Central University), Bilaspur
IV: Data Analytics for Business Decision Making	Prof. Dr. Anthony Rodrigues HOD - Commerce, Director Research Center Commerce (Goa University), Fr.Agnel College of Arts and Commerce, Pilar Goa	Dr. Rajeev Ranjan Sharma Associate Professor, Ranchi University, Ranchi (Jharkhand) / Marwari College, Ranchi
MMSRA		
Emerging Researches in the field of Artificial Intelligence in Business and Industry	Prof. Ranjit Singh Professor - Department of Management Studies Indian Institute of Information Technology Allahabad, UP	Prof. Laxminarayan Chandrayya Kurpatwar Professor & Head - Department of Commerce Pandit Jawaharlal Nehru Mahavidyalaya - Dr. Babasaheb Ambedkar Marathwada University, Chh.Sambhajinagar, Maharashtra
MMSRA		
Prof. Samiuddin Memorial ICA Research Scholars Award	Prof. Dr. K Nirmala Professor, Dean, Faculty of Commerce, Bangalore university	Prof. Binod Pratap Singh Professor Lal Bahadur Shastri P.G. College Gonda,Dr. Rammanohar Lohia Avadh University Ayodhya

OFFICE BEARERS OF ICA 2025



Prof. Keshav Singh Thakur

President ICA,
Honourable Vice Chancellor
Govind Guru Tribal University
Banswara



Prof. Ajay Kumar Singh

Immediate Part President – ICA,
Senior Professor, Ex Head &
Dean Department of
Commerce,
Faculty of Commerce and
Business,
Delhi School of Economics,
University of Delhi, Delhi



Prof. M. Jayappa

Executive Vice President-ICA
Adjunct Professor,
Garden City University
Bangalore



Dr. Kuldeep Sharma

Secretary-ICA
Dept. of Accountancy
KPB Hinduja College of
Commerce, Mumbai



Prof. N. K. Jha

Joint Secretary – ICA
Registrar
Patliputra University,
Patna



Prof. D. Chennappa

Managing Editor cum
Treasurer-ICA
Sr. Professor & Formerly Dean
Head
Department of Commerce
Osmania University,
Hyderabad

ELECTED EC MEMBERS OF ICA

Name	Affiliation
Prof. Ashok Kumar Singh	Vanijya Mahavidyalaya, Patna University (Bihar)
Prof. Indrajit Prasad Roy	R.R.S. College, Mokana, Patna (Bihar)
Prof. Chandrashekhar Sheelvath	Dr Ambedkar Degree College, Kalabugi, Karnataka (KA207)
Prof. Ashok Agarwal	Dept. of Accountancy and Business Studies, University of Rajasthan, Jaipur
Prof. Rajender Kumar	Department of Commerce, Rajdhani College, University of Delhi
Prof. Anurag Agarwal	Head, Department of Commerce, SS (PG) College, Shahjahanpur. U.P.
Prof. Ravi Akula	Department of Commerce, University College of Commerce & Business Management, Mahatma Gandhi University, Telangana
Prof. Syed Azharuddin	Department of Commerce, Dr. B. A. M. University, Aurangabad
Prof. Mirza Shahab Shah	Professor and Head, Faculty of Commerce, K. S. Saket PG College, Ayodhya, U.P.
Prof. Rajanikant Verma	Professor, Department of Commerce, Zakir Husain Delhi College Evening, University of Delhi, Delhi
Prof. Mahendra Pratap Singh	Patliputra University, Patna, Bihar (B029)
Prof. Krishna Kumar	Deptt. of Commerce, DAV PG College, Siwan, Bihar
Prof. A. P. Hosmani	Gulbarga University, Kalaburagi, Karnataka
Prof. Ramavath Ravi	Government Degree College, Mahabubabad, Warangal Telangana-506101
Prof. Sanjivkumar Agarwal	Professor, Toshniwal Commerce, Arts and Science College, Sengaon, Hingoli
Dr. Nishikant Jha	Vice-principal, Thakur Science and Commerce College, Kandivali, Mumbai
Dr. Rohit kumar Shrivastav	Department of Commerce, Delhi School of Economics, Delhi University, Delhi
Prof. Rajeev Singh	Principal, Sunbeam Women's College Varuna, Varanasi
Dr. Dhananjay Vishwakarma	Asst. Professor, Department of Commerce, Mahatma Gandhi Kashi Vidyapith, Varanasi
Dr. Dinesh Pratap Gupta
Prof. (Dr.) Sanjay Kumar Singh	Head P.G. Dept. of Commerce and Business Management Director M.B.A., V.K.S. University, Ara Bihar Pin-802301
Prof. Rambabu Gopiseti	Asst Professor, Deptt of E Commerce , Telangana University, Nizamabad - 503 002 Andhra Pradesh
Prof. T. Aswatha Narayana	Professor & Head, Department of Commerce & Mgt., GFGC, K.R. Pura, Bengaluru-560036
Prof. A. M. Gurav	Department of Commerce, Shivaji University, Kolhapur
Prof. (Dr.) Varsha S. Sukhadeve	Professor & Head, Dept. Of Management Studies & Research, Smt. Laxmibai Radhakisan Toshniwal College of Commerce, Akola Maharashtra
Dr. Hemant Kothari	Pacific University, Udaipur

PAST CONFERENCES & PRESIDENTS

S.No.	Year	Venue of the Conference	President
1	1947	Lucknow University, Lucknow	Sir Padmpat Singhanian, Kanpur
2	1948	Calcutta University, Calcutta	Prof. M.K. Ghosh, Allahabad University, Allahabad
3	1949	Aligarh Muslim University, Aligarh	Sir Chunnilal B. Meheta, Bombay
4	1950	Allahabad University, Allahabad	Prof. B. N. Dasgupta, Lucknow
5	1951	Madras University, Madras	Sir R. K. Shanmukham Chetty, Coimbatore
6	1952	Delhi University, Delhi	Prof. V. K. R. V. Rao, New Delhi
7	1953	Banaras Hindu University, Varanasi	Sir Shri Ram, New Delhi
8	1954	University of Rajasthan, Jaipur	Dr. B.R. Mishra, Patna University, Patna
9	1955	Osmania University, Hyderabad	Shri B.L. Jalan, Calcutta
10	1956	Bihar Univerrsity, Ranchi	Dr. S.K. Basu, Calcutta
11	1957	Nagpur University, Nagpur	Shri. L.M. Birla, Calcutta
12	1958	Hubli	Prof. A. Dasgupta, New Delhi
13	1959	Punjab University, Chandigarh	Sir Jahangir Gandhi, Jamshedpur
14	1960	Jabalpur University, Jabalpur	Dr. A.N. Agrawala, Allahabad University, Allahabad
15	1961	Andhra University, Waltair	Shri Madan Mohan, R.ruiya, Bombay
16	1962	Mysore University, Mysore	Shri K.K. Das, Andhra University, Waltair
17	1963	Agra University, Agra	Shri P.L. Tondon, Bombay
18	1964	Poona University, Poona	Dr. A.N. Agrawala, Allahabad
19	1965	Vallabhbhai Vidhyapeeth Gujarat	Prof. M.C. Shukla, Delhi
20	1966	Jiwaji University, Gwalior	Dr. K.C. Sarkar, Lucknow
21	1967	Gorkhpur University, Gorakhpur	Shri. S.L. Kirloskar, Poona
22	1968	Marathwada University, Aurangabad	Dr. R.L. Agarwal, Gorakhpur University, Gorakhpur
23	1969	Ernakulam	Shri R.B. Shah, Calcutta
24	1970	B.Y.K. College, Nasik	Shri R.B. Shah, Calcutta
25	1971	Karnataka University, Dharwar	Dr. C.B. Gupta, S.R. College, New Delhi
26	1972	Burdwan University, West Bengal	Shri KedarNath Modi, Modinagar
27	1973	Shivaji University, Kolhapur	Shri M.R. Tokei, Nagpur
28	1974	Andhra University, Waltair	Shri Rama Krishna Bajaj, Bombay
29	1975	Banaras Hindu University, Varanasi	Prof. K.V. Sivayya, Andhra University, Vishakhapatnam
30	1976	Patna University, Patna	Prof. S.M. Tiwari, B.H.U., Varanasi
31	1977	University of Rajasthan, Jaipur	Dr. N.L. Nadda, Patna University, Patna
32	1978	Gokhale Educational Society, Nasik	Prof. Om Prakash, Rajasthan University, Jaipur
33	1979	Shivaji University, Kolhapur	Dr. M.S. Gosavi, Nasik
34	1980	Birla Institute of Technology, Ranchi	Prof. A.D. Shinde, Shivaji University, Kolhapur
35	1981	Burdwan University, West Bengal	Dr. C.D. Singh, Bhagalpur University, Bhagalpur
36	1982	Ravenshaw College, Cuttack	Dr. D.S. Ganguli, Burdwan University
37	1983	Mysore Univerrsity, Mysore	Prof. B.K. Mohanty, Bhubaneshwar
38	1984	L.N. Mithila University, Darbhanga	Prof. B.K. Muniramappa, Mysore University, Mysore
39	1985	Banaras Hindu University, Varanasi	Prof. Gopal Lall, LN Mithila University, Darbhanga
40	1986	Kerala University, Trivandrum	Prof. R.A. Singh, B.H.U., Varanasi
41	1987	Allahabad University, Allahabad	Prof. C.P.N. Nair, Trivandrum
42	1988	Birla Institute of Technology, Ranchi	Prof. G.C. Agarwal, University of Allahabad

43	1989	University of Jammu, Jammu	Prof. B. Narayan, B.I.T. Mesra, Ranchi
44	1990	Aligarh Muslim University, Aligarh	Prof. N.S. Gupta, University of Jammu, Jammu
45	1991	Bangalore University, Bangalore	Prof. Samiuddin, A.M.U., Aligarh
46	1992	M.D. University, Rohtak	Prof. K. Hanumanthappa, Bangalore (in absence)
47	1993	Kurukshetra University, Kurukshetra	Prof. L.N. Dahiya, M.D.U., Rohtak
48	1994	Kakatiya University, Warangal	Prof. R.P. Hooda, Kurukshetra University, Kurukshetra
49	1995	University of Rajasthan, Jaipur	Prof. A. Shankaraiah, Kakatiya University, Warangal
50	1996	Osmania University, Hyderabad	Prof. R.N. Singh, V.C., University of Rajasthan, Jaipur Prof. B.P. Singh (Deemed President)
51	1997	Indian Institute of Business Management	Dr. D. Obul Reddy, Osmania University, Hyderabad
52	1998	L.N. Mithila University, Darbhanga	Dr. U.K. Singh, I.I.B.M., Patna
53	1999	Dr. B. Ambedkar Marathwada University, Aurangabad	Prof. S. Akram, L.N., Mithila University, Darbhanga
54	2001	Aligarh Muslim University, Aligarh	Prof. S.S. Mishra, Aurangabad
55	2002	M.L. Sukhadia University, Udaipur	Prof. Mahfoozur Rehman, Aligarh
56	2003	KCES's Institute of Management & Research, North Maharashtra	Prof. I.V. Trivedii, M.L. Sukhadia University, Udaipur
57	2004	DAVV & Shri Gujarati Samaj MKHS Gujarati Grils College, Indore	Prof. G. Deshpande, North Maharashtra
58	2005	Mahatma Gandhi Kashi Vidyapith Varanasi	Dr. Ramesh Mangal, Indore
59	2006	Andhra University, Visakhapatnam	Prof. M.B. Shukla, M.G.K.V., Varanasi
60	2007	Osmania University, Hyderabad	Dr. L. Venugopal Reddy, Andhra University,
61	2008	Dhanwate National College, Nagpur	Prof. Purushotam Rao, Osmania University, Hyderabad
62	2009	MDS University, Ajmer, Rajasthan	Dr. B.B. Taywade, Dhanwate National College, Nagpur
63	2010	Goa University, Goa	Prof. Bhagirath Singh, MDS University
64	2011	Pondicherry University, Pondicherry	Prof. B. Ramesh, Head & Dean, Goa University, Goa
65	2012	K.P.B. Hinduja College, Mumbai	Prof. Malabika Deo, Pondicherry University, Puducherry
66	2013	Bangalore University, Bangalore	Dr. T. Shiware, Principal, K.P.B. Hinduja College
67	2014	KIIT University, Bhubaneswar, Odisha	Dr. M Ramachandra Gowda, Bangalore University
68	2015	VinobaBhave University, Hazaribag	Prof. Jayanta Kumar Parida, Utkal University, Odisha
69	2016	Lucknow University, Lucknow	Prof. M.K. Singh, VinobaBhave University, Hazaribag
70	2017	The IIS University, Jaipur	Prof. Arvind Kumar, Lucknow University, Lucknow
71	2018	Osmania University, Hyderabad	Prof. Subhash Garg, IIS University, Jaipur
72	2019	KIIT University, Bhubaneswar	Prof. H. Venkateshwarlu, Osmania University
73	2022	Dr. Babasaheb Ambedkar Marathwada Marathwada University, Aurangabad	Prof. Sasmita Samanta, Vice Chancellor, KIIT Deemed to be University, Bhubaneswar
74	2023	University of Delhi, Delhi	Prof. W.K. Sarwade, Dean, Faculty of Commerce & Management, Dr. B.A.M. University, Aurangabad
75	2024	University of Govind Guru Tribal University, Banswara - Rajasthan	Prof. Ajay Kumar Singh, Senior Professor, Delhi School of Economics, University of Delhi, Delhi

Chief Patron



Dr. Joseph V.G.

Chancellor - Garden City University

Patrons



Prof NS Rame Gowda

Former Vice Chancellor,
KSOU, Mysuru



Prof. M. Ramachandra Gowda

Past President ICA
Former Vice Chancellor,
RCU Belagavi



Prof. G.R. Naik

Vice Chancellor
Garden City University



Mr. Christo Joseph

Director, Strategy
and Planning
Garden City University



Dr. Sheeja M.S.

Registrar
Garden City University

ORGANIZING COMMITTEE

Conference Secretary



Dr. M. Jayappa

Executive Vice President
ICA

Organizing Secretary



Dr. Thomson Thomas

Head of HR
Garden City University

Conference Joint-Secretary



Dr. Ishrat Nasreen Wahab

Campus Coordinator,
Garden City University
Knowledge Park

Joint organising secretary



Prof. Dr. Pankaj Choudhary

Principal
BMS College Commerce & Management
Director
BMS Academy for Professional Courses

Chief Editor Souvenir and Publication Committee



Prof Dr K Ramachandra

Professor,
Maharani Cluster University,
Bengaluru

Sponsoring Committee:

1. Dr Nishita Gupta - Delhi University
2. Ms. Reshma Binu
3. Mr. Sekhar Balasubramanian
4. Ms. Gnanasundari A

Online Registration Committee:

South Zone -

1. Ms. Hemalatha M

North Zone -

1. Dr. Prem Kumar

East Zone -

1. Ms Anumita Sudhin Chaudhury

West Zone -

1. Dr. Sakshi Saxena

Conference Day Registration Desk -

1. Dr. Anitha P
2. Dr. Prema Kulkarni
3. Dr. Shefali Raizada
4. Dr. Akanksha Dubey

Print and Electronic Media Committee:

1. Dr. Subramaniam N
2. Ms. Maria James
3. Ms. Ritika Prabhu
4. Mr. Vaseem Akram

IT Committee:

1. Mr. Vinayak Kage
2. Dr. Jayakumar C
3. Mr. Lohith C
4. Mr. Kamaladharan B
5. Dr. Jasna S B

Purchase Committee:

1. Mr. Frederick Vimal
2. Mr. Nataraj M
3. Mr. Shivananda G
4. Mr. Ajay Ponacha

Food Committee:

1. Chef Vidya Devarajan
2. Chef Pakiyaraj M
3. Chef Srikanth J

Venue setup Committee:

1. Mr. Athish
2. Dr. Pinky Dutta
3. Mr. Farooq Siddiqi
4. Mr. Karthikeyan Achary M

Stage and memento Committee:

1. Ms. Shilpa R
2. Ms. Triveni N
3. Ms. Ashwini S
4. Ms. Linsa Ann Ninan
5. Dr. Sreoshi Dasgupta

Anchoring Committee:

1. Ms. Sanchaiyata Majumdar
2. Ms. Buvaneshwari S

Stalls and exhibitions:

1. Ms. Reshma Binu Prasad
2. Mr. Suhas S
3. Mr. Dheelepan G V

Cultural Committee:

1. Ms. Babli Shome
2. Ms. Neethi G S

GCU Hostel management team

1. Dr. Madhu Malleshappa
2. Ms. Anuroopa D
3. Mr. Sachin Soonthodu
4. Dr. Sumit Kumar Singh

Accommodation - Hotel - Committee:

1. Mr. Ranganathan Yadunath
2. Ms. Shweta Jha

ICA Election team:

1. Dr. Yeshodhamma S
2. Dr. Biju Dharmapalan
3. Dr. Baby Nivya Feston

Giveaways Committee

1. Dr. Suprithy Paliwal
2. Dr. Rajesh

Certificate Committee:

3. Dr. Shanmugha Priya V G
4. Dr. Chethana V Chalapathy
5. Ms M Shanmugam Shoba
6. Ms. Subhashini R

Invitation and Guest Relations:

1. Ms. Guddi Deb
2. Dr. Shruthi Awasthi
3. Dr. Shubha Chandra
4. Ms. Vipula PC
5. Ms. Elizabeth M

Design and production:

1. Ms. Shilpa R
2. Mr. Kaushik P Kanchan

Transportation Committee:

1. Maj. Vishnu Pandhare
2. Mr. Farooq Siddiqi
3. Dr. Chidanand Shinde
4. Mr. Joffin Jose

Safety and Emergency Protocol:

1. Dr. Natasha Verma
2. Dr. Dasari Arnold Nikhilesh

Legal and Compliance:

1. Mr. Nataraja Chary
2. Maj. Vishnu Pandhare

Post Event Activities:

1. Ms. Maria James
2. Ms. Manasa K N

Technical Session I:

1. Dr. Deepthi N
2. Mr. Kiran Kumar P

Technical Session II:

1. Dr. Suprithy Paliwal
2. Mr. Vivekananda S

Technical Session III:

1. Dr. M Selvadas
2. Ms. Jyothi Lakshmi V

Technical Session IV:

1. Dr. Neetu Raina
2. Ms. Linsa Ann Ninan

Seminar:

1. Dr. Shubha Chandra
2. Ms. Reethu Rachel Raj

MMSRA I:

1. Dr. Suguna Rajamanikkam
2. Mr. Joemon KJ

MMSRA II:

1. Dr. Vanitha Krishnan
2. Ms. Kesiya Joy

Souvenir Committee

1. Dr. Sumit Kumar Singh
2. Mr. Vinay Kumar
3. Ms. Hemalatha M

Sponsorship Opportunities

Main Sponsor	Rs. 50,00,000/-
Main Theme Sponsor	Rs. 40,00,000/-
Platinum Sponsorship	Rs. 25,00,000/-
Gold Sponsorship	Rs. 20,00,000/-
Silver Sponsorship	Rs. 16,00,000/-
Kit Sponsorship	Rs. 15,00,000/-
Transportation Sponsorship	Rs. 10,00,000/-
Sponsorship for Hotel Rooms / Guest House	As per actuals
Sponsorship of a session	Rs. 50,000/-
Space for stall	Rs. 6,500/- per square meter for indoor raw space
Space for stall	Rs. 5,500/- per square meter for outdoor raw space
Advertisement in Brochure	Rs. 1,25,000/- Back Cover Full Page
Advertisement in Brochure	Rs. 1,00,000/- Front Inside Full Page
Advertisement in Brochure	Rs. 75,000/- Back Cover inside Full Page
Advertisement in Brochure	Rs. 65,000/- Opposite of Back Cover inside Full Page
Advertisement in Brochure	Rs. 50,000/- Full Page
Advertisement in Brochure	Rs. 30,000/- Half Page
Advertisement in Brochure	Rs. 15,000/- Quarter Page
Brochure of Institution inside the Kit	Rs. 30,000/-
Leaflet in the conference kit	Rs. 20,000/-



PUBLISHED BY:
INDIAN COMMERCE ASSOCIATION



16th Km, Old Madras Road, Bangalore – 560049
Ph-9019921992 | E-mail: pro@gcu.edu.in

www.gardencity.university