

CONFERENCE ORGANIZING COMMITTEE

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Conference Patrons : Prof. H. Venkateswarlu, President, TCA.
: Prof. P. Purushotham Rao, Patron, TCA.
: Prof. B. Rajarathnam, Patron, TCA
: Dr. M. Vara Prasad, Registrar, Satavahana University.
: Dr. Vannala Ramesh, OSD to Vice Chancellor, SU
Conference Secretary : Dr. D. HariKanth, Head, Dept. of Commerce, Satavahana University.

CONFERENCE CONVENORS

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Dr. K. Thirupathi : Dept. of Commerce, Satavahana University
Mr. B. Naresh : Dept. of Commerce, Satavahana University
Dr. B. Parashuramulu : Dept. of Commerce, Satavahana University

TCA OFFICE BEARERS

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Prof. Prashanta Athma : Vice President, Dean, Faculty of Commerce, Osmania University
Prof. P.V.Ramana Rao : Vice President, Director, KGR Institute of Technology, Hyderabad
Prof. K. Someshwar Rao : Vice President, Retd. Principal, Badruka College, Hyderabad
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Prof. D. Chennappa : General Secretary, Dept. of Commerce, Osmania University
Prof. V. Appa Rao : Organizing Secretary, Dept. of Commerce, Osmania University
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Dr. Raj Kumar : Joint Secretary, Dept. of Commerce, Palamuru University, Mahabubnagar
Dr. K. Raghuveer : Treasurer, Principal, Indian Institute of Mgmt & Commerce, Hyderabad

EXECUTIVE COMMITTEE MEMBERS

Prof. GVB Prasad : Kakatiya University, Warangal
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Dr. Mallikarjun : Govt. Degree College, Kukatpally
Dr. K. Thirupathi : Dept. of Commerce, Satavahana University, Karimnagar

FOR ENQUIRIES CONTACT :

Dr. D. HariKanth : 98482 94022

Conference Secretary,
Department of Commerce,
University College of Commerce & Business Management,
Satavahana University, Karimnagar.

Call for Papers

Original, thematic and empirical research papers are invited from academicians, practitioners and policy makers. The full paper should be limited to 2500 - 3000 words in Times New Roman in 12 font size with 1.5 line spacing in MS Word format. The papers should be submitted only through the E-mail ID's provided separately to the themes on or before 10th March, 2022.

Paper Guidelines: The papers should be original, empirical and as per the best national journal standards (e.g. ICA Journal guidelines), plagiarism test will be applied to all the papers. In order to be eligible for the award, the paper should be sent by 10th March, 2022.

RBBMR Award : Raja Bankatlal Badruka Memorial Research Award will be given for the best research paper presented at the conference. Each award carries cash prize, a medal and a certificate.

RBBMR Award for best Research Paper.

I Prize	: Rs.5000
II Prize	: Rs.4000
III Prize	: Rs.3000
IV Prize	: Rs.2000
V Prize	: Rs.1000

Publication: The best papers will be thoroughly reviewed and those selected by editorial board will be published in an edited book / journal with ISBN number.

Important Dates

<i>Last date for full paper submission through e-mail only</i>		
10 th March, 2022	Life Member of TCA -	Rs. 300
	Non-Life Member of TCA -	Rs. 500
<i>Last date of paper submission with late fees through e-mail only</i>		
15 th March, 2022	Life Member of TCA -	Rs. 350
	Non-Life Member of TCA -	Rs. 550

Papers submitted after the last date will not be accepted.

Payment Mode : Registration fees can be paid by cash or through Net Banking / Debit / Credit Card / UPI in to " Conference Secretary", Department of Commerce, Satavahana University, Karimnagar Account No.: 104812010000764, IFSC: UBIN0810487, Branch: St. John's EMHS, Karimnagar, UPI Mobile No.: 8247546621. The enclosed registration form should be filled and sent with a scanned copy of Payment to the following e-mail ID: tca3satavahana@gmail.com

Conference Certificate

All the Delegates will be given participation certificate and paper presentation certificate for paper presenters.



3rd ANNUAL CONFERENCE OF TELANGANA COMMERCE ASSOCIATION (TCA)



**National Conference on
IMPACT OF COVID-19
ON BUSINESS AND INDUSTRY
30th March, 2022**

Organised by:

Department of Commerce
SATAVAHANA UNIVERSITY
KARIMNAGAR, Telangana - 505 002.

email: tca3satavahana@gmail.com

TELANGANA COMMERCE ASSOCIATION (TCA)

TCA was founded as a professional body in the year 2017 with cohesive group of commerce and management experts, professionals and business communities to serve as a forum for exchanging of ideas, experiences, assimilation and dissemination of information on business, trade and contemporary issues which aims to carry out research activities in Telangana state and the country. The core activities of TCA include organizing seminars, conferences, workshops and one Annual conference in Telangana state apart from publishing books, journals and periodicals in the field of commerce and management. TCA caters to the academic aspirations of about 2,00,000 commerce graduate students, thousands of commerce faculty and research scholars.

So far TCA has successfully organised two annual conferences in the year 2018 and 2019 on Digital marketing and agricultural marketing. Two webinars were conducted in 2020 and 2021 on National Educational Policy. For the benefit of commerce students Prerana (State Level commerce students Meet) is also conducted.

SATAVAHANA UNIVERSITY

Satavahana University, an Education institution was established in the year 2008 in Karimnagar district, Telangana. In the academic year 1989-90. The Institution was initially the PG Centre of Osmania University, Hyderabad and subsequently in the year 1993 it was transferred to administrative control of Kakatiya University at Warangal. Finally the institution has been upgraded as Satavahana University in 2008. The University started functioning from the academic year 2008-09 with Fourteen PG Courses. there is one constituent PG center at Godavarikhani, Peddapalli under its administrative control, several UG, PG and professional courses and Ph.d programmes are offered by this university through its constituent and affiliated colleges. The scope and jurisdiction of the university has got expanded with presently holding 186 affiliated colleges offering diverse programmes of study. The University has a well-developed infrastructure and facilities like University Library, Physical Education, National Service Scheme(NSS), Hostels and Mess and Placement Cell. The University has well trained and experienced faculty members.

DEPARTMENT OF COMMERCE

The Department of Commerce has been functioning under the Satavahana University from the academic year 1989-90. It is offering Ph.D. Programme in Commerce, (4) PG Courses of M.Com, (5) UG Courses of B.Com through its constituent and affiliated colleges covering about 15045 students enrolment every year. The Department comprises of dedicated faculty members, actively engaged in teaching, research and extension activities. The Department has been providing an ideal platform for students coming from rural background to metamorphosis themselves to face the challenges of contemporary business world. The department is also conducting various programmes to provide special inputs related to UGC-NET, TS-SET, and satavahana Vikalpa (Commerce Meet) to the students.

KARIMNAGAR

The Karimnagar town is located at a distance of 164kms from Hyderabad. Karimnagar was originally called Elagandala. Later Kannada kingdoms such as Western Chalukyas ruled it. It was part of the great Satavahana Empire. Later, the ruling Nizams of Hyderabad changed the name to Karimnagar. The district has been one of the best cultural centres and had a glorious past. The excavations at various places like Pedda Bonkur, Dhulikatta unearthed invaluable relics exemplifying the architectural excellence of the bygone days. The districts re-organisation in October 2016, 3 new districts were carved out from the erstwhile Karimnagar district to form three new districts of Jagtial district, Peddapalli district and Rajanna Sircilla district.

THE CONFERENCE

The impact of the corona virus (COVID-19) is being felt by all businesses around the world. The global health crisis that started in 2020 impacted businesses of all sizes and in all industries. Although some industries have shown the certain level of resilience or even found a new operating niche, most small and medium-sized entrepreneurs in the services industry found themselves in "New Normal" operating environments. The negative impacts of the pandemic have been reported in all spheres of life, and have had economic, political, social, and psychological consequences. In order to slow down the pandemic, several countries have suspended business activities, and have adopted social distancing in order to reduce human-to-human transmission of COVID-19. This has led to lockdowns, reductions in consumption, the closure of communities, and the elimination of businesses. Technology professionals refer to this as a global disruption, which can be seen as an opportunity or as a challenge to transform business models or implement new technology as a support for business processes.

In this context, this seminar will be focused on Impact of Covid-19 on Business and Industry. TCA 3rd Annual conference will throw light and debate on the various issues of impact of covid on Business and Industry.

CONFERENCE THEMES

- Theme - I : Impact of Covid-19 on service Sector with special focus on Education. (tca3acsuss@gmail.com)
- Theme - II : Impact of Covid - 19 on Manufacturing Sector (tca3acsums@gmail.com)
- Theme - III : Impact of Covid - 19 on Trading Sector. (tca3acsuts@gmail.com)

PARTICIPATION

The faculty members, Research Scholars in Commerce, Business Management and Economics from all over Telangana and other parts of country will be representing the research papers. Eminent persons from Industry, Government and Professional Bodies will also be present.

3rd ANNUAL CONFERENCE OF TELANGANA COMMERCE ASSOCIATION (TCA)



National Conference on IMPACT OF COVID-19 ON BUSINESS AND INDUSTRY 30th March, 2022



Organised by
Department of Commerce,
Satavahana University, Karimnagar.

Registration Form

- Life Member of TCA
 Non Life Member of TCA

Name : _____

Address : _____

Mobile : _____

Email : _____

Payment Amount Rs. _____

Mode of Payment: _____

Transaction Details: _____

Google Form Link : <https://forms.gle/JAazob1pnGVBdz1H6>

Date: _____

Place: _____ Signature

Registration Instructions

Candidates should complete the registration process on or before 10th March, 2022. with Scanned copy of payment receipt. Confirmation of eligible candidates will be on a first come first served basis. Tea & Snacks, Working Lunch and participation certificate will be provided to all the participants. Accommodation will not be provided.