



NATIONAL SEMINAR

ON

Governance in E-Commerce: Contemporary Issues & Challenges



Indian Council of
Social Science Research

Sponsored By

**INDIAN COUNCIL OF
SOCIAL SCIENCE RESEARCH**

[27th – 29th March , 2018]



Organized by

**Department of Commerce
MAHARSHI DAYANAND UNIVERSITY, ROHTAK**

(A state University established under Act No. 25 of 1975 of Haryana Legislative Assembly)

NAAC Accredited 'A' Grade

MAHARSHI DAYANAND UNIVERSITY

Maharshi Dayanand University, established in 1975, adorned with grade 'A' by NAAC, India, stands iconic with its pervasiveness having a wide array of subjects, both traditional and modern, including engineering and technology. It has already carved out a niche in sports. The experienced faculty & stimulated students have together exhibited their excellence in teaching and learning, especially research publications with high impact International Journals.

DEPARTMENT OF COMMERCE

Department of Commerce of Maharshi Dayanand University, Rohtak was established with the origin of the University in the year 1976. In that year it was started with only one course i.e. M.Com (Two Year) Programme. During the span of 42 years, the Department of Commerce has added many courses as per the market demands. As at present it offers M. Com (Two Year) Programme; M.Com (Five Year Integrated) Programme; M. Phil. Programme; Ph.D. Programme. Major strength of the Department of Commerce is its strong team of learned and experienced teachers, well equipped with latest teaching skills and methods, having a vibrant experience is research & development and hence involving always the students of the department in various research and other personality development programmes, helping them in attaining good positions and jobs in various fields.

ABOUT THE SEMINAR

The Seminar intends to promote a meaningful dialogue on ideas pertaining to “Governance in E–Commerce: Contemporary Issues & Challenges” among elite academicians, Researchers, Educators, Entrepreneur and Students. The Seminar would provide a platform to the above galaxy of intellectual to share their experiences, expertise, ideas, innovations and research.

Electronic commerce is the use of computer networks to improve organizational performance. Increasing profitability, gaining market share, improving customer service, and delivering products faster are some of the organizational performance gains possible with electronic commerce. Electronic commerce is more than ordering goods from an on-line catalogue.

It involves all aspects of an organization's electronic interactions with its stakeholders, the people who determine the future of the organization. In brief, electronic commerce involves the use of information technology to enhance communications and transactions with all of an organization's stakeholders. Such stakeholders include customers, suppliers, government regulators, financial institutions, managers, employees, and the public at large. With the advent of the Internet, the term e-commerce began to include: Electronic trading of physical goods and of intangibles such as information, Quality of Services, Innovation & Technology in new product etc. All the steps involved in trade, such as on-line marketing, ordering payment and support for delivery. The electronic provision of services such as after sales support or on-line legal advice. Electronic support for collaboration between companies such as collaborative on-line design and engineering or virtual business consultancy teams. An e-commerce transaction can be between enterprises, households, individuals, governments and other public or private organizations.

From this perspective, Department of Commerce, M.D. University, Rohtak is going to organize the National Seminar on “**Governance in E-Commerce: Contemporary Issues & Challenges**”.

Following are the sub-themes of the seminar:

- i. Electronic Payment Systems
- ii. Cyber security in E-Commerce
- iii. Issues with E-Cash
- iv. E-Business and Internet Computing
- v. Quality of Service Delivery through E-Media
- vi. Information Quality Management
- vii. Innovation & Technology in New Product
- viii. Role of E-Commerce Companies in Implementing Merchandising Policies
- ix. Governance of Merchandising Policies in E-Retailing
- x. E- Income Tax Redressal Mechanism
- xi. Issues in online Marketing
- xii. Access/ Reach of Digital Marketing
- xiii. E-Banking

- xiv. E-Shopping
- xv. E-Market formation
- xvi. Electronic Data Interchange
- xvii. Contemporary Issues in E-Commerce
- xviii. Any other relevant topic related to theme of the Seminar

KEY DATES

Last date of submission of paper:	March 24, 2018
Notification of acceptance of paper:	March 25, 2018
Seminar Dates:	March 27 th to 29 th , 2018

REGISTRATION FEE

Academician/ Teachers/ Industry Professionals	Rs. 800
Research Scholar	Rs. 500

- No TA/DA will be given to the participants.
- Registration fee is not refundable.
- Registration timings : 8:30 a.m. to 11.00 a.m. on 27.03.2018

GUIDELINES FOR SUBMISSION OF RESEARCH PAPERS

The softcopy of the research paper should reach the seminar convenor on the e-mail:- commerceseminar2018@gmail.com latest by March 24, 2018 and the authors of the selected papers shall be intimated in due course of time by e-mail only.

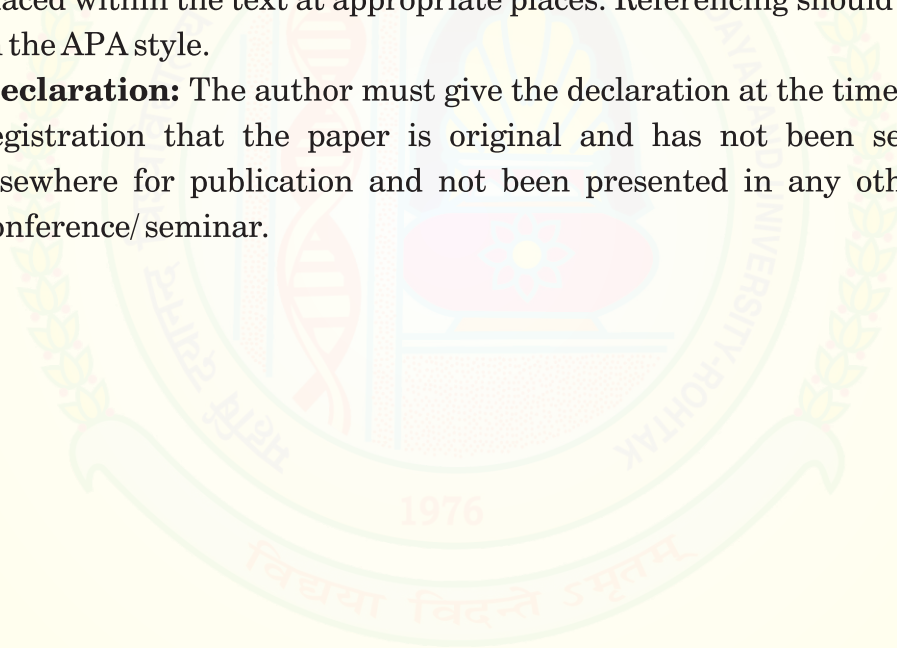
Paper must include a clear indication of the purpose of research, methodology, major results, implication and key references. The author(s) should clearly mention their affiliation as to which institution he/she belongs to along with designation.

Paper Specifications

Maximum length	6000 words including title/ cover page and references
Margins	1 inch all sides
Font	Times New Roman, 12 points, justified
Line Spacing	1.5
Title Page	Title, Author(s), Affiliation(s), Contact details, E-mail address(es)
Abstract	Not more than 200 words and a maximum of five key words

Note: Tables, illustrations, charts, figures, formulae etc. should be placed within the text at appropriate places. Referencing should be in the APA style.

Declaration: The author must give the declaration at the time of registration that the paper is original and has not been sent elsewhere for publication and not been presented in any other conference/ seminar.



PATRON

Prof. Bijender Kumar Punia
Vice-Chancellor, M.D.U. Rohtak

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