# Uka Tarsadia University

## Faculty of Commerce and Management

### Organized

## One Day National Conference on Contemporary Issues in Commerce and Management

### Date: 13th July 2024

The National Conference on "Contemporary Issues in Commerce and Management" was organised by Faculty of Commerce and Management, Uka Tarsadia University on July 13, 2024. This hybrid mode conference drew the attention of scholars, industry experts, and students alike, providing a vibrant platform for the exchange of ideas and the exploration of contemporary issues in the field. The conference was inaugurated by Dr. Parimal Vyas, Provost, Auro University, Surat.

In his keynote address, delved into the future trends of marketing. He discussed the buying behaviours of Generation Alpha, Millennials, and Generation Z customers, emphasizing how marketers are now creating needs for these diverse customer bases. He has talked about contemporary issues in AI generation with marketers and trends to watch in 2024such as e-commerce, Artificial Intelligence, Social Commerce, Omni Channel Consumer Experience, Sustainability and Hyper Personalization. Other dignitaries on the dais were Dr. Kiran Pandya, Conference Chair and Dr. Arpana Bhatti, Convener of the Conference. Dr. Kiran Pandya welcomed all the delegtes, guest and other dignitaries. Dr. Arpana Bhatti briefed the theme and conference. The formal proceedings concluded with a heartfelt vote of thanks by Ms. Nimisha Jariwala, who expressed gratitude to all dignitaries, speakers, participants, and organizers for their efforts in making the conference a resounding success.

The conference had three technical sessions by expert speakers as were as follows:

| Speaker Name | Topic |
| --- | --- |
| Dr. Parimal Vyas | Contemporary issues in the Field of Marketing in the era of AI |
| Dr Rupa Rege Nitsure | Decoding India's Economic Realities |
| Dr. Smruti Bulsari | Big Data for Business: Issues and Challenges |
| Dr. Sunil Bhatt | Leadership, Governance and Development |

There were five parallel track sessions organized to brainstorm the theme of the conference by presentation of research papers in two days. More than 80 research papers relating to various trends of management were deliberated with great research zeal and enthusiasm. Details are as below:

Venue: SRIMCA Building     Time: 1:30 to 3:30

| Venue | Track Session Number | Chief Coordinator | Session Chair |
|---|---|---|---|
| C-105 | Parallel Track Session I | Dr. Anuradha Pathak Ms. Peenal Sankhala | Dr. Gaurang Rami |
| C-205 | Parallel Track Session II | Mr. Parvez Malek Ms. Heta Shukla | Dr. Jaydeep Chaudahri |
| B-105 | Parallel Track Session III (Online) | Mr. Dharmaraj Solanki Dr. Arpita Vyas | Dr. Jimmy Kapadia |
| B-205 | Parallel Track Session IV (Online) | Dr. Taral Patel Ms. Nikee Mehta | Dr. Mehul Thakkar |
| C-205 | Parallel Track Session V (Online) | Mr. Vijay Dayama Mr. Zaki Shaikh | Dr. Jayesh Desai Dr. Govind Dhaniya |

The conference was attended by more than 85 delegates and 15 different dignitaries and personalities from across India.

The best researchers awarded in each track session with certificates as following way:

| Track Session | Author Name | Title of paper |
|---|---|---|
| I | Dr. Payal Saxena | Mental Accounting – As A Factor and Mediator in Personal Financial Planning. |
| II | Miss. Shital Kale Dr. Rajesh Kumar Pandey | A Study on Women Entrepreneurship Development in Indian Context |
| III | Ms. Parita Joshi Dr. Nidhi Pandya Argade | Effect Of E-Score on Market Valuation of Specific Firms Via Financial Performance as a Mediating Variable |
| IV | Dr. Abhilasha Agarwal Ms. Lekhani Agrawal | A Study on Growth Analysis of Selected Public and Private Sector General Insurance Companies |
| V | Dr Parinaz Bharucha, | A Study on Organizational Citizenship Behaviour in an IT Firm |

Our journey through the conference has been nothing short of enlightening. We have witnessed an array of thought-provoking presentations, insightful discussions, and robust debates. The diverse perspectives shared by our esteemed speakers and participants have enriched our understanding and opened new avenues for research and practice. Thank you all once again for being a part of this enriching experience.

# Photo Gallery

**CONTEMPORARY ISSUES : GEN AI WITH MARKETERS**

Customization/ Hyper-Personalization
- Use of AI to analyze Social Media Activity, Online Behaviour, & Past Purchase to Deliver Recommendations and Content that resonate with Individual Preferences.

Customer Expectations/ Customer Experience Management

Commerce to e-Commerce to Social Commerce

Cultural Transformation/Cultural Shift/ Customer's Social Consciousness
- Today's Consumers Demand Authenticity, Transparency, and Social Responsibility from the Brands they engage with
- They do not merely Buy Products; They Invest in Values and Cause

Communication Content
- Search Functionalities
- Real-Time Guidance

Creation - New Markets/New Products/Services

Connectivity/Interactivity

Data-Driven Decision-Making - Optimizing data utilization

Create & Deliver Interactive Experiences using Chatbots or Virtual Environment.



**Key Insights in Consumer Outlook of Gen Alpha in 2024**

Digital Natives | All Time Online Consumers | Tech-Savvy Consumers | Personalization Matters Above All | Instant Gratification

Sustainability Environmental Consciousness | Educational Shift [High Value on Digital Learning Tools] | Safety and Privacy [Awareness of Online Threats & Data Privacy Issues] | DEI