

One-Day International Seminar

On

“COMTEMPORARY ISSUES IN ACCOUNTING, FINANCE, MARKETING AND TAXATION”

Organised by

DEPARTMENT OF COMMERCE, WEST BENGAL STATE UNIVERSITY



In Collaboration with

INTERNAL QUALITY ASSURANCE CELL (IQAC), WEST BENGAL STATE UNIVERSITY

&

INDIAN ACCOUNTING ASSOCIATION SOUTH BENGAL BRANCH

(on the occasion of Observance of International Accounting Day 2024)

15th March, 2024

Venue : Seminar Hall, Room No. 218, New Academic Building, WBSU Campus

[Blended Mode – Paper Presenters from distant places are allowed to present online in Google Meet Platform]

Chief Patron



Professor Raj Kumar Kothari

Hon'ble Vice-Chancellor, West Bengal State University

Patron



Professor Jaydeb Sarkhel

Former Professor, The University of Burdwan & President, Indian Accounting Association South Bengal Branch

Chief Guest



Professor Amalendu Bhunia
Hon'ble Vice-Chancellor
University of Kalyani, W.B., India

Special Guests of Honour



Sr. Prof. V. Appa Rao
Senior Professor, Department of Commerce, & EC
Member, Osmania University, Hyderabad, Telangana &
President, Indian Accounting Association



Prof. Sanjay Bhayani
Dean, Professor and Head, Department of Business
Management, Sourashtra University, Rajkot, Gujarat &
Secretary, Indian Accounting Association

Eminent Speakers



Dr. Jeyaraj Sonai Singaram
Professor, Department of
Accounting & Finance
Sino-British College,
Staffordshire University, UK



Dr. Ramesh Gangatheran
Professor, Accounting & Finance,
University College of Sciences &
Technology, Oman



Dr. C. Paramasivan
Associate Professor,
Department of Commerce,
Thanthai E.V.R. College &
Secretary, IAA, Trichy Branch

Session Chairs



Dr. Siddhartha Sankar Saha
Professor & Head,
Department of Commerce,
University of Calcutta, W.B.



Dr. Tarak Nath Sahu
Professor, Department of
Commerce,
Vidyasagar University, W.B.

Organising Committee

Chairperson

Prof. Arindam Gupta
Professor, Department of Commerce,
Vidyasagar University, W.B.
& Former Treasurer, Indian Accounting
Association

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Advisors

Dr. Pradipta Banerjee	Professor & Dean of Commerce, Sidho-Kanho-Birsha University & National EC Member, IAA
Dr. Kajalbaran Jana	Associate Professor of Commerce, Tamralipta Mahavidyalaya
Dr. Arindam Das	Professor & Head of Commerce, The University of Burdwan, W.B. & Secretary, IAA-South Bengal Branch

Organising Secretaries

Dr. Pranam Dhar	Professor & Head, Department of Commerce, West Bengal State University, W.B. & National EC Member, IAA
Dr. Baneswar Kapasi	Associate Professor, Dept. of Commerce, Kazi Nazrul University, W.B.

Members

Dr. Shubhra Biswas	Finance Officer, West Bengal State University
Dr. Kiranjit Sett	Professor of Commerce, West Bengal State University
Dr. Manas Naskar	Associate Professor & Head of Commerce, Raiganj University, W.B. & National EC Member, IAA

*Select Quality Research Papers will be published in an Edited Volume with ISBN.

**Select Good Quality Research Papers will be published in Peer-reviewed Journals with ISSN.

About West Bengal State University

The name of the West Bengal State University is associated with the state of West Bengal which has played and continues to play a ground breaking role in the development of modern education system in India. Set in the outskirts of the busy city of Kolkata, our university has a commitment to the preservation of the environment and to sustainable development. We pledge to impart holistic education among students. The University provides an environment of equality and multi-culturalism. A large number of students in this university come from marginalized families and many of them are meritorious first generation learners. It will be our aim to help these students so that we can make them self-reliant members of the community. In imparting education in this university, our outlook is global. We provide a wide range of subjects as courses of study. With the help of my team members who are my colleagues and staff in the university, and the support of members of the higher authority, I hope to fulfill my dream of raising this university to international standards and making it a centre of excellence in study, research and social contribution.

About Indian Accounting Association South Bengal Branch

The Indian accounting association is an interface between academicians, professional and practitioners from various universities, business, industry and government. The main function of IAA is to promote and disseminate the knowledge of accounting and the related subjects in India and abroad. Further, it aims to undertake and encourage research in the field of accounting. Ever since its inception, the IAA has served as an important forum for raising the status of accounting both as a discipline and as an important tool for managerial decision making.

IAA South Bengal Branch erstwhile IAA Midnapore Branch of Indian Accounting Association was established on February 23, 2008 at Department of Commerce with Farm Management, Vidyasagar University, Midnapore, W.B. with an objective of spreading the academic activities related to business studies taking into its fold members from different colleges and universities of West Bengal and also from other academic institutions, professional bodies, financial institutions and corporate bodies.

The Branch, apart from other academic and research activities, publishes an online bi-annual multidisciplinary open access fully referred Peer-reviewed Journal titled 'Business Spectrum' with ISSN : 2249-4804 since 2011.

About the Seminar

The International Seminar will provide a platform for interaction amongst academicians, researchers, business participants, and government officials. The Conference is jointly organized by the Department of Commerce, University of Kalyani and Indian Accounting Association, South Bengal Branch.

Invitation of Papers

Papers are invited from intending participants on the following sub-themes:

- *Financial Reporting including IFRS*
- *Capital Market Issues*
- *Banking & Insurance*
- *Foreign Exchange and Foreign Capital*
- *Auditing (including Social Audit) and Related Standards*

- *Taxation Issues including Taxation Planning and Management and GST*
- *Financial Management, Marketing Management and Human Resource Management*
- *Corporate Governance*
- *Financial Literacy and Investors' Protection*
- *Financial Inclusion*
- *Public Finance*
- *Use of Artificial Intelligence*
- *Any other related topic*

Submission Guidelines

- Please submit abstract of your paper in MS Word document (In Double Space, Font size 12, Times New Roman) within **March 10, 2024**. Abstracts should not exceed 500 words, and must reflect the contents of the full paper.
- The decision of the reviewers on the acceptability of the paper shall be final and the same will be intimated to the sender by **March 12, 2024**.
- The submission should contain (in a separate page): The title, name(s) of the author(s), affiliation(s), mobile & e-mail address of each author, and JEL classification codes (desirable).
- Full Paper should be submitted within **March 14, 2024**.
- Abstract/Full Paper should be e-mailed to: pranamdhar@wbsu.ac.in

The Desirable Format of the paper

- Introduction
- Literature Review
- Objectives
- Methodology
- Analysis & Findings
- Conclusion & Recommendations
- Limitations of the Study
- References- In APA/MLA/Harvard Style

Publication of Accepted Papers

- Abstracts will be published in the Seminar Proceedings.
- Full papers of good quality may be considered for publication in an edited volume/journal with ISBN/ISSN.

Decision of the Organizers shall be final in this regard.

Important Dates

- Seminar: **March 15, 2024 (Friday)**.
- Abstract Submission Deadline: **March 10, 2024**.
- Intimation of Acceptance of Paper: **By March 12, 2024**.
- Last Date of PPT Submission : **13th March, 2024**
- Registration Deadline: **March 12, 2024 (NO SPOT REGISTRATION)**
- Full Paper Submission Deadline: **March 14, 2024**.

Registration Fees

- For IAA Members Rs. 300
- For IAA Non-members Rs. 500.

Mode of Payment of Delegate Fee

Payment to be made to the following Bank through NEFT/Online Payment/IPMS:

Name of the Bank: CANARA BANK

Name of the Branch: Thakurpukur, Kolkata – 700063

S/B Account No. : 8626101011220

IFSC : CNRB0008626

Registration Form

Registration through the following Google Form:

<https://docs.google.com/forms/d/1CGdkLNDU0dKxqNOhN2bdybuGrcUdNtoCsns602o-7wU>

Contact Details

Professor Pranam Dhar Head, Department of Commerce, West Bengal State University and Organising Secretary [Mo: 9830071587]

Dr. Banerwar Kapasi, Department of Commerce, Kazi Nazrul University and Organising Secretary [Mo:9434633062]

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