

# Vividha 2025

EMPOWERING VERSATILITY IN EDUTAINMENT



ONE DAY NATIONAL CONFERENCE on  
**"EXPLORING EMERGING TRENDS, OPPORTUNITIES AND  
CHALLENGES IN COMMERCE AND MANAGEMENT"**

Jointly organised by  
**DEPARTMENT OF COMMERCE and  
DEPARTMENT OF BUSINESS ADMINISTRATION**



**11 OCTOBER**  
SATURDAY



**08 : 00 AM**  
ONWARDS



**Christ College  
Rajkot**

REGISTRATION

[tinyurl.com/Vividha2025](https://tinyurl.com/Vividha2025)



KEYNOTE SPEAKER

**Hon. CA. Prashant Maharishi**

Vice President Income Tax Appellate Tribunal Bangalore Zone  
(covers Karnataka, Goa and Kerala)



## About The College

Christ College, Rajkot, established in 1998, is a premier institution of higher education in Saurashtra dedicated to academic excellence, value-based learning, and holistic development. Affiliated with Saurashtra University, the college is recognized for its innovative teaching practices, committed faculty, and vibrant academic culture that fosters both intellectual growth and personal transformation. It offers undergraduate and postgraduate programmes in Arts, Science, Computer Applications, Commerce, and Management, thereby providing students with diverse opportunities for academic and professional advancement. The curriculum is continually enriched



through research initiatives, internships, seminars, workshops, and industry collaborations, ensuring that learners acquire both disciplinary expertise and the skills required to address contemporary global challenges. Alongside academic achievement, the college emphasizes character formation, guided by the values of discipline, dedication, and service, and cultivates an environment where critical inquiry is harmonized with ethical responsibility. Its state-of-the-art infrastructure, well-equipped laboratories, modern library, digital resources, and eco-friendly campus create a stimulating atmosphere for creativity and innovation. Beyond the classroom, Christ College promotes holistic growth through cultural festivals, literary and scientific forums, sports, social outreach programmes, and leadership initiatives, while student clubs and departmental associations provide platforms for creativity, collaboration, and community engagement. With its commitment to quality education, ethical values, and social responsibility, Christ College continues to stand as a beacon of learning in the region, shaping competent professionals and responsible citizens prepared to meet the challenges of the future with confidence, knowledge, and compassion.

## About the Conference

The national conference, "Vivdha 2025 : One Day National Conference on Exploring Emerging Trends, Opportunities, and Challenges in Commerce and Management," is a premier platform for academicians, industry leaders, researchers, and students to converge and deliberate on the latest developments in Commerce and Management. The conference will feature a diverse array of presentations, discussions and research papers on topics such as digital transformation, sustainability, and global business strategies. The conference objectives are to:

- ◆ Identify and explore new trends in commerce and management
- ◆ Understand the implications of digital transformation, AI and data analytics
- ◆ Examine the role of sustainability and ethical business practices
- ◆ Foster collaboration among academia, industry and policymakers

'Vivdha', is an initiative of the Departments of Commerce and Business Management of the College. It is a student-led initiative that encourages leadership, creativity, and scholarly engagement. The 10<sup>th</sup> Edition will feature research paper presentations, case study presentations, and research poster competitions, providing participants with a platform to showcase their academic and analytical prowess.

### Conference Sub-Themes

- Digital Transformation in Business
- E-Commerce and Online Retailing
- Financial Technology (FinTech) and Innovations
- Sustainable and Green Business Practices
- AI, Big Data, and Analytics in Management
- Human Resource Management in the Digital Era
- Start-up Ecosystems and Entrepreneurial Opportunities
- International Trade and Globalization Challenges
- Consumer Behaviour in the Post-Pandemic Era
- Governance, Ethics, and Corporate Responsibility

## ANCILLARY THEMES

### Marketing Management

- Digital and social media marketing trends
- Consumer behaviour in the post-pandemic world
- Brand building in competitive markets
- Neuromarketing and personalized experiences
- Sustainability and green marketing
- Omni-channel retailing

### Information Technology & Systems

- ERP and MIS systems in decision-making
- Cybersecurity and data privacy in business
- Blockchain applications in commerce
- Artificial Intelligence and Machine Learning in business operations
- Cloud computing for business scalability
- IoT and digital transformation

### Human Resource Management

- HR analytics and decision-making
- Remote work culture and hybrid teams
- Employee well-being and mental health strategies
- Diversity, equity, and inclusion in the workplace
- Talent acquisition in the AI era
- Leadership challenges in modern organizations

### Operations and Supply Chain Management

- Agile and lean operations
- Global supply chain disruptions and strategies
- Logistics and warehousing innovations
- Sustainable supply chain practices
- Service quality and customer satisfaction
- Inventory and production planning using AI

### Finance and Accounting

- FinTech and digital payments
- Investment trends and financial planning
- ESG investing and corporate disclosures
- Risk management and internal controls
- Forensic accounting and fraud detection
- Blockchain in accounting and audit

### Technology & Innovation in Business

- Startups, entrepreneurship & incubation
- Innovation management and product development
- Disruptive technologies in traditional industries
- E-commerce and m-commerce evolution
- Industry 4.0 and smart business models
- Tech-driven business education

**Note:** Papers on any other emerging topics related to commerce and management are also welcome.

### Who Should Attend?

- UG Students
- Postgraduate Students
- Research Scholars
- Academicians
- Industry Professionals and Business Leaders
- Entrepreneurs and Startups
- Government Employees

### Research Paper and Research Poster Presentation Competition

Participants can take part in:

- **Research Paper Presentation**
- **Research Poster Presentation**
- **Or Both categories**
- **Only attending**

### Participation Format:

- **Individual**
  - **Team of maximum 3 members**
- Awards (Paper and/ or Poster - Commerce & Management):**
- Students (UG): 1st, 2nd, 3rd Prize
  - Students (PG): 1st, 2nd, 3rd Prize
  - Others: 1st, 2nd Prize

**All participants will receive Certificates for attending or presentation and winning**

Original research papers, case studies and/or research posters are invited.



## GUIDELINES

### Research Paper

**Abstract:** Max 250 words    **Full Paper:** 2500–5000 words (APA Format)

**Paper Size :** A4    **Margins :** Normal

**Title:** Times New Roman, Bold , Font Size 14pt.

**Abstract & Text:** Typed in Ms Word, Font Size, 12 pt. with single space and justified.

**Abstract & Sub-Titles:** Font Size 12pt, bold.

**Author Name:** Font Size 12 pt. bold ( All authors should be registered ).

**Paper Submission:** Ms Word & Pdf

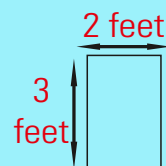
**Time for Presentation :** 7 to 10 mins.

### Research Poster

**Size:** A3 size High-resolution PDF, Visually informative or Chart Paper (2x3 feet) Time for Presentation: 5 Mins.

**Send submissions to:** [vividha@christcollegeerajkot.edu.in](mailto:vividha@christcollegeerajkot.edu.in)

Selected Research papers and case studies will be included in the Conference Proceedings (with ISBN).



## Registration Details

**Registration Deadline:** September 25, 2025

**Registration Fee Includes:**

- ☒ **Conference kit**
- ☒ **Certificate for attending /presentation**
- ☒ **Certificate for Winners**
- ☒ **Conference proceedings (e-copy)**
- ☒ **Access to keynote and technical sessions**
- ☒ **Working Lunch**
- ☒ **Last Date to Submit : Case Study or Full length Paper, Abstract and Presentation: September 30, 2025**

**President** : Most Rev. Bishop Jose Chittooparambil CMI, Bishop of Rajkot Diocese, Gujarat

**Patrons** : Dr. Father Jomon Thommana, Director, Christ College Campus, Rajkot

Fr. Stanly Joseph, Finance Administrator, Christ College Campus, Rajkot

### Organizing Committee

Conference Chair : Dr. Yvonne Fernandes, Principal, Christ College, Rajkot

Conference Convener : Dr. Swati K Doshi, HOD, Department of Commerce, Christ College Rajkot +91 9426785739

Conference Co-Convener : Ms. Shailey Vora, Department of Management, Christ College Rajkot +91 8320285542

### Organizing Subcommittee

Dr. Abhijitsinh Vala, Department of Management

Dr. Gaurav Vora, Department of Commerce

Mr. Devang Mehta, Department of Management

Ms. Khushali Udeshi, Department of Commerce

Dr. Megha Oza, Department of Management

Mr. Kandarp Dave, Department of Commerce

### Student Coordinators

Mr. Anand Rathod - M. +91 9913365714

Ms. Muskan Manwani - M. +91 9409012910

## Registration Fees

UG Students : ₹300

Industry Professionals and Business Leaders : ₹700

Postgraduate Students : ₹500

Entrepreneurs and Startups : ₹700

Research Scholars : ₹500

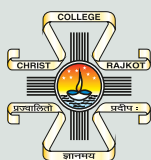
Government Employees : ₹700

Academicians : ₹500

Online Presentation : ₹1000

Join us to shape the future of Commerce and Management.

*Collaborate. Innovate. Lead.*



### Christ College College, Rajkot

Vidya Niketan, Saurashtra University PO,  
Rajkot 360005 [Gujarat] India.

Phone: +919427164732

[www.christcollegerajkot.edu.in](http://www.christcollegerajkot.edu.in)

For more updates follow us on:

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