



**Two-Day National Seminar on  
Digital Transformation:  
A key catalyst for sustainable  
Business Development  
on 12<sup>th</sup> & 13<sup>th</sup> March, 2025**

**Organised by:  
Department of Commerce,  
Satavahana University, Karimnagar.**

**Registration Form**

Name : \_\_\_\_\_

Address : \_\_\_\_\_  
\_\_\_\_\_

Mobile : \_\_\_\_\_

Email : \_\_\_\_\_

Payment Amount Rs. \_\_\_\_\_

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Date: \_\_\_\_\_

Place: \_\_\_\_\_ Signature

**Registration Instructions:**

Candidates should complete the registration process through google form scanner on or before 3<sup>rd</sup> March, 2025. with Scanned copy of payment receipt. Confirmation of eligible candidates will be on a first come first served basis. Seminar kit, Tea & Snacks, Working Lunch and participation certificate will be provided to all the registered participants. Accommodation will be provided on payment basis

**Chief Patron: Prof. U. Umesh Kumar**  
Hon'ble Vice-Chancellor, SU

**Patron : Prof. Ravikumar Jasti**  
Registrar, SU

**Seminar Convenor:**  
**Dr. D. Harikanth**  
Head, Chairman, Board of Studies,  
Department of Commerce &  
OSD to Vice-Chancellor, SU

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**Dr. B. Naresh**  
**Dr. B. Parashuramulu**  
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Department of Commerce, SU

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Department of Business Management, SU

**FOR ENQUIRIES CONTACT**

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**Sponsored by**  
Telangana Council of Higher Education Hyd,  
ICSSR - SRC Hyderabad &  
Institute of Public Enterprise (IPE), Hyd.  
on 12<sup>th</sup> & 13<sup>th</sup> March, 2025

**Organised by:**  
**Department of Commerce**  
**SATAVAHANA UNIVERSITY**  
KARIMNAGAR, Telangana - 505 002.

# Two-Day National Seminar on Digital Transformation: A key catalyst for sustainable Business Development on 12<sup>th</sup>&13<sup>th</sup> March, 2025

## 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, Peddapelli 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 15, 000 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.

## ABOUT THE SEMINAR

The current global landscape is characterised by rapid change and high volatility, Compelling business to adapt their strategies for survival and growth. This pivotal gathering aims to explore the intersection of cutting-edge technologies and the evolving landscape of business in fostering sustainability and transformation across fields such as Entrepreneurship, Artificial Intelligence, Finance, Social Science, Marketing, Economics and Corporate Social Responsibility. The conference will create a platform for sharing ideas and strategies among researchers, educators and students to address contemporary business challenges, paving the way for sustainable transformation in business practices and strategies.

## OBJECTIVES OF THE SEMINAR

To explore how emerging technologies can transform sustainable practices within businesses.

To discuss strategies for businesses to implement sustainable technologies.

To foster connections among stakeholders, highlighting how cutting-edge technologies can drive sustainability practices in various industries.

## OUTCOMES OF THE SEMINAR

Comprehend the critical role of technology in sustainability efforts across different sectors of the economy.

Emphasize the effective integration of technologies to enhance sustainability efforts.

Create a source network for participants to gain knowledge on technologies, and expertise in sustainable business practices.

Session	Seminar themes
Technical Session - I	Sustainable business development through Digital strategy
Technical Session - II	Role of CSR in sustainable development
Technical Session - III	Artificial Intelligence in Business Development
Technical Session - IV	Entrepreneurship in the Digital Era

Best paper award will be given for each technical session



## 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 on or before 3<sup>rd</sup> March, 2025. The papers should be original, empirical and as per the best national journal standards. Each Paper should include a cover page indicating The name, title, affiliation and complete postal address of authors. The Abstract should follow APA style all tables & diagrams should be properly numbered and provided at the end of the paper. All papers are subject to double blind review. **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

Contents	Dates
Last Date for Submission of Abstract	20 <sup>th</sup> February, 2025
Intimation of Acceptance of Abstract	22 <sup>th</sup> February, 2025
Last date for Submission of Full Paper	5 <sup>th</sup> March, 2025
Intimation of Acceptance of Full Paper	6 <sup>th</sup> March, 2025

*Papers submitted after the last date will not be accepted.*

## Registration:

Registration Fee: Rs.500/- (Last Date for Registration: 5<sup>th</sup> March, 2025)  
Registration fees can be paid through UPI: PhonePe/Gpay/Payam.  
The enclosed Registration form should be filled and sent with scanned copy of payment receipt to the following email address:

[sudeptofcomseminar@gmail.com](mailto:sudeptofcomseminar@gmail.com)

## Bank Account Details:

Bank : Union Bank of India

IFSCode : UBIN0815837

Account No : 158312010000793

Branch : Vavilalapally, Karimnagar

## QR Code for Registration



Scan to Register

## Seminar Certificate

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