

## REGISTRATION FORM

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Paper Presentation : Yes ☐ No ☐

## Details of Registration Fee :

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## Payment Modes :

- Bank A/c No. : 4117000100100159  
Bank Name : Punjab National Bank, MG Marg  
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## Submission Dates :

With Registration form

Last Date for Submitting : 22-08-2017

Soft Copy of Abstract (300 Words)

Last Date for Submitting : 31-08-2017

Soft Copy of full Paper (1000 Words)

Email ID : seminar.mcommerce@gmail.com

## Registration fees

Teachers/Academicians 700.00/-

Research Scholars 500.00/-

Students 300.00/-

Certificates will be issued to co-authors also, on payment of registration fees. Registration fee to be sent along with registration form duly filled in.

Only registered participants will be given certificates.

## PATRONS :

Begum Hamida Habibullah

Ms. Z Viccajee (President, Management Committee)

Prof. (Dr.) N. Pandey (Manager, Management Committee)

Dr. U. Chaturvedi, Chairperson and  
Principal, A.G.D.C.

## CO-ORDINATORS :

Dr. Mansi Shukla (9415064162)

Dr. Neerja Sinha (9450664566)

## ORGANISING COMMITTEE :

Mrs. A. Pant (9415474575), Dr. S. Sahai (8299744836),

Dr. U. Kaul, Ms. S. Bose, Dr. A. Mehrotra,

Ms. K. Jagtiani, and Ms. P. Tandon

## ACCOMMODATION AND TRANSPORTATION :

Mr. R. K. Srivastava (9415513094)

# AVADH GIRLS' DEGREE COLLEGE

20-A, VIKRAMADITYA MARG, LUCKNOW



## TOPIC

**M-Commerce : Strategic Perspectives and  
Concerns in the Emerging Cashless Economies**



## NATIONAL SEMINAR

on

16th September 2017

Organised By :

Department of Commerce

Email : info@agdc.ac.in; agdc1975@yahoo.co.in

College Website : www.agdc.ac.in

College No. : 9919091846, 0522-2236291



## About the College

Avadh Girls' Degree College is an Institution for higher education in the Arts and Commerce streams for girls. The College inculcates and encourages academic excellence in its students and lays equal emphasis on curricular and extra curricular activities. The College has a long history of producing students who have great achievements to their credit. There is a strong team of highly dedicated and qualified staff which works devotedly towards the furtherance of the welfare of the students.

## About the Seminar

The advent of wireless technology has created a rapid increase in the growth of businesses in India. A mobile device or wireless technology has already become a necessity for people while dealing in business. It connects the people through its applications; a marvelous option, culminating in the emergence of mobile commerce M-Commerce is usually any commercial transaction involving the transfer of ownership or right to use goods and services. Use of mobile devices play a vital role in customer interactions and an increase in number of transactions.

M-Commerce has paved way in financial, services, retail sectors, tele-communication and information technology services.

M-Commerce today is tapping more customers by shifting the deals on mobile and giving everything to the consumers on their handsets. The entrepreneurs have understood the success criteria and are running their business through mobile.

The digital enablement technologies has advanced to a greater extent in favor of the entrepreneur, the enthusiasm to reach a wide variety of customers by providing secure mobile payment gateways. Truly, the developing scenario after demonetization makes everyone think affirmatively that the mobile payment trends are bound to drive the cashless economy very soon.

## Sub Themes :

The sub themes of the seminar are as follows :

1. **Technical Session I**
  - a) M-Commerce and Economic Development
  - b) Legal and Ethical issues in M-Commerce
  - c) Emerging trends in M-Commerce
2. **Technical Session II**
  - d) Environment issues in M-Commerce
  - e) E-Commerce Vs M-Commerce
  - f) Cashless Economy in India and Round the Globe

## Call for Papers :

The seminar is open to Faculty Members from Universities and Colleges, Engineering Colleges, Professionals from financial institutions involved in similar activities, Research Scholars & students pursuing Graduation and Post Graduation from all the streams.

Abstract / Paper should be submitted in :

Font	-	Times New Roman
Font Size	-	12

## SCHEDULE

**SATURDAY, 16TH SEPTEMBER, 2017**

**Inaugural Session** : 9.30 am to 10.00 am

**CHIEF GUEST:** : **Dr. Neil Jain**, IRS  
Additional Commissioner,  
Income Tax

Key Note Speaker-I : **Mr. Shailesh Chaturvedi**  
Managing Director and CEO  
Tommy Hittiger, India  
10.00 A.M. - 11.00 A.M.

Key Note Speaker-II : **Ms. Anjit Anand**  
Product Head Mobility  
DCB Bank Limited  
11.00 A.M. - 12.00 Noon.

## Preliminary Session :

Lunch : 12.30 pm to 1.30 pm

Technical Session I and II : 1.45 pm to 2.45 pm

Technical Session III and IV : 2.45 pm to 3.45 pm

Valedictory and Tea : 4.30 pm