

#### PATRONS

Prof. M. N. Navale  
Founder President  
STES Pune

Dr. (Mrs.) Sunanda M. Navale  
Founder Secretary  
STES Pune

Mr. Rohit M. Navale  
Vice President (HR)  
STES Pune

Mrs. Rachana M. Navale-Ashtekar  
Vice President (Admin)  
STES Pune

#### ADVISORY COMMITTEE

Mr. Pravin Paritkar  
HR Director, MIT, Pune

Dr. N. S. Umrani  
Pro Vice Chancellor, SPPU

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Principal, Indrayani College, Talegaon

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Director, Zen International

Dr. M. S. Gaikwad  
Campus Director, STES Lonavala

Dr. Prafulla Pawar  
Dean, Comm. & Mngt. SPPU

#### CHIEF CONVENER

Dr. Moon Paiithannkar  
Principal, NBNCCS, Lonavala,

#### CONVENER

Prof. Dipak Umbarkar  
HOD –BBA, 9860440839

#### TREASURER

Mrs. Shital Gade  
9762887901

Prof. Mahendra Kurkute  
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#### CORRESPONDENCE

Prof. Satish Sonavane  
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Prof. Iqbal Hawaldar  
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Dr. Deepali Mankar  
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Prof. Rajesh Kanzade  
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Dr. Urmila Patil  
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#### HOSPITALITY & ACCOMODATION

Dr. Anil Kamalpure  
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Prof. Sarika Panval  
9011385492

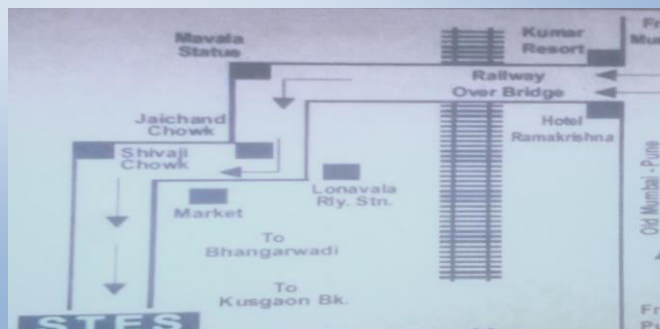
#### ORGANIZING COMMITTEE

All members of NBNCCS

#### ABOUT LOCATION

The college is situated in hill station at s. no. 309/310, Kusgaon (Bk), Lonavala, Dist- Pune being located on pollution free picturesque hilltop; it has a panoramic view of Lonavala city. The campus is just 3.5 km from Lonavala city, located near to Pune Mumbai Express way.

#### MAP



## SINHGAD TECHNICAL EDUCATIONS SOCIETY'S NIVRUTTI BABAJI NAVALE COLLEGE OF COMMERCE & SCIENCE

S. No. 309/310, Off Mumbai Pune Express way,  
Kusgaon (Bk), Lonavala, Dist – Pune 410401,  
Tel: 02114 304 412/29



Sinhgad Institutes

*Celebrating 25 Years*  
OF ACADEMIC EXCEL

SINHGAD TECHNICAL EDUCATIONS SOCIETY'S

## NIVRUTTI BABAJI NAVALE COLLEGE OF COMMERCE & SCIENCE

KUSGAON (BK), LONAVALA, DIST - PUNE

### STATE LEVEL SEMINAR ON Modernizing Business through Social Media and Technology Innovations

**27<sup>TH</sup> & 28<sup>TH</sup> FEBRUARY 2018**



University of Pune

## ABOUT STES, PUNE:

Sinhgad institute established in year 1993 by legendary professor M. N. Navale with gentle support of Founder Secretary Dr. (Mrs.) Sunanda M. Navale ably supported by the young & dynamic Vice President (HR) Mr. Rohit M. Navale and Vice President (Admin) Mrs. Rachana Navale-Ashtekar.

The institute provide quality education in the field of Engineering, Management, Computer, Architecture, Pharmacy, Art, Law, Science, Commerce & School education from kinder garden onwards.

Sinhgad institute made education a household name parenting 8500 employees, 60000+ students, 117 institutions in 12 campuses. It has state of the infrastructure & serene surrounding which make it a temple for the devotees who wants to acquire knowledge.

## ABOUT NBNCCS, LONAVALA:

Nivrutti Babaji Navale College of Commerce, STES Campus, Kusgaon (Bk), Lonavala is established in the year 2006 in beautiful surrounding, fully residential campus of 160 acres on Pune Mumbai Express way. We believe in practicing quality teaching-learning methodologies. We are conducting various value added courses like Tally, MPSC Guidance, MS Office. Along with that in the perspective of placement we are grooming the students by conduction Student Training Program. College has well equipped computer lab and WI FI System. Our library is enriched with large number of quality reference books, journals, magazine etc. Our college has affiliated to University of Pune & approved by government of Maharashtra & UGC. We are offering the courses i.e. BBA, BBA (IB), BBA (CA), B.COM & M. COM

## ABOUT STATE LEVEL SEMINAR:

The ability of a company to transform itself is imperative for sustaining a competitive advantage in today's market. Those that embrace change will thrive, capitalizing on innovation to drive business. Various social Medias are helpful to promote the growth of business. Change can impact any aspect of business, from daily operations to processes that develop and transport products and services to relationships with customers to sales and profitability, and any size of business, from large enterprises to midsize and smaller companies. The rapid pace of change in business today is no longer news; it's an accepted condition that every organization must deal with if it hopes to maximize its success. Nonetheless, it is breathtaking. To maintain and potentially improve competitive positioning, organizations must identify and put in place modern best practices that enable them to re-engineer and standardize operations, streamline processes and deliver their products and services quickly in the ways that customers prefer. They must, in other words, undertake a digital transformation, adopting new approaches to efficiency and effectiveness that are facilitated by innovative technology. To study the Role of Technology In Business Transformation, to Understand Social Media And Their Impact On Organizations with this background our college has organized state level Seminar on Business Modernization through Social Media & Technology Innovations.

### Sub theme:

- Marketing:
  - Relationship between IT & Marketing
- HRM:
  - Use of technology in Human Resource Management
- Finance:
  - Technology innovations & its impact on banking sector
  - Role of technology in business modernization
  - (FinTech) Financial Technology: Role, Importance & Impact
- Other:
  - Impact of social media on business
  - Recent trends in Business Modernizations.
  - Mobile opportunities & application in e service innovations
- Information Technology:
  - Future of technology and its impact on business decisions
- Education:
  - Role of Technology in Education
- Commerce:
  - Technology Development and E business (E Commerce)

**Note: Research area is not restricted to above mentioned subtheme.**

## GUIDLINE FOR AUTHORS:

A full paper followed by abstract (Abstract between 250 to 300 words along with 5 key words) should be submitted on email:

[nbnccs.seminar@gmail.com](mailto:nbnccs.seminar@gmail.com)

- 1.The font size should be times new roman 12 points.
- 2.Paper must be Maximum 3000 words.
- 3.The paper format should be MS Word 2007.
- 4.Margin: 2.05cm (Top & Bottom), 1.5cm (Left & Right)
- 5.The first page should contain title of the paper and authors name, institute name, email address, contact no.
6. Last date for receiving abstract with full paper up to 21 Feb. 2018.
7. Best two papers will be selected for **"Best Paper award"**

***Selected research paper will be published under,  
ISSN No. 2455-6173***

## REGISTRATION/PARTICULARS FEE:

Academician :Rs.600

Professional :Rs. 800/-

Registration Fee can be paid in Cash/DD in favour of Principal, NBNCCOC, payable at Lonavala.

TA & DA expenses will be borne by respective institute/delegates  
Accommodation will provided with prior intimation of participant by paying Rs. 200 per day extra.

## SESSION PLAN:

DAY 1	
REGISTRATION & BREAKFAST	8.30 AM TO 10.00 AM
INAUGURATION FUNCTION	10.00 AM TO 11.00 AM
SESSION I	11.00 AM TO 01.00PM
LUNCH BREAK	1.00 PM TO 2.00 PM
SESSION II	2.00 PM TO 3.00 PM
DAY 2	
TEA & BREAKFAST	9.00 AM TO 10.00 AM
SESSION III	10.00 AM TO 1.00 AM
LUNCH BREAK	1.00 PM TO 2.00 PM
SESSION IV	2.00 PM TO 3.00 PM
VALEDICTORY PROGRAM	3.00 PM TO 4.00 PM