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# 45<sup>TH</sup> ANNUAL

*Conference of*

**ORISSA COMMERCE ASSOCIATION  
&**

**INTERNATIONAL SEMINAR**

ORGANIZED BY:

**DEPARTMENT OF COMMERCE  
RAVENSHAW UNIVERSITY, CUTTACK**

 **NOVEMBER | 2<sup>ND</sup> & 3<sup>RD</sup> | 2025**

 **SEVEN PILLARS OF WISDOM**



### **ABOUT THE CONFERENCE**

The 45<sup>th</sup> Annual Conference of Orissa Commerce Association will be held on 02<sup>nd</sup> & 03<sup>rd</sup> November, 2025, in the Department of Commerce, Ravenshaw University, Cuttack, Odisha, India. The Conference along with National Seminar will have a conglomeration of experts and delegates from Academics and Industry to deliberate on the issues ranging from local to global in various areas from academic to industries, economic to environment and society to governance.

### **ORISSA COMMERCE ASSOCIATION**

The Orissa Commerce Association (OCA) founded in 1970 is one of the oldest professional bodies of the State of Odisha and India. OCA provides platform to the academia, management, economist, business community, technologist, researchers, etc., to pursue their multifarious objectives and exchange ideas for furtherance of Knowledge in commerce and management. The core activities of OCA include organization of seminars, conferences, promotion of research, consultancy and publication of journals.

### **RAVENSHAW UNIVERSITY, CUTTACK**

Ravenshaw is the oldest institution of higher education in the state of Odisha and one of the oldest institutions of higher education in India. It was founded in 1868. As a University founded in the year 2006 with the Vision to spread the light of learning, and guided by the motto Jnanameva Shakti (Knowledge is power), Ravenshaw University aims to preserve its position as the “temple of learning”, with a deep knowing that the phrase exists in the vernacular for a reason. The university envisions itself as the one-stop destination for higher education for students from diverse social and economic backgrounds, and will help students to steer their passions towards making the world a better place.

### **ABOUT DEPARTMENT OF COMMERCE**

Government of Orissa introduced I. Com classes in Ravenshaw College in 1957. Sri P.C. Ray and Sri R.K. Jena joined as lecturer and classes in Commerce started in the Arts Block. As Cuttack was the Centre of all business activities, Commerce education gained popularity and the Govt. of Odisha backed by strong public demand opened B.Com. classes in Ravenshaw College in 1959. Presently the Department offers UG, PG and Research Degree Programmes in Commerce and Management. Highly meritorious students from all over Odisha and across the country specifically, neighbouring states like Bihar, Chhattisgarh, Jharkhand and West Bengal also consider this department as their first choice for admission.

### **Themes and Subthemes**

Papers are invited in the following themes. However, the sphere of conference is wider and not limited to the themes and sub-themes mentioned below. Papers can be submitted in any of the following broad areas.

#### **Technical Session- I:**

##### **Innovation and Economic Competitiveness:**

- Technology Innovation & Adoption Competitiveness
- Make-in-India & Start-ups Competitiveness
- Domestic & Global Trade Competitiveness
- Digital Inclusion and Sustainability Competitiveness

#### **Technical Session- II:**

##### **Conglomeration of Generic and Modern Technology in Rural Development of Odisha :**

- Blending Traditional Practices with Digital Tools
- ICT for Rural Livelihood Enhancement
- Agri-Tech Solutions for Small Farmers
- Rural Livelihood and Entrepreneurship

#### **Technical Session- III:**

##### **Efficiency and Effectiveness of Social Security**

##### **Measures: From Indian Perspectives:**

- Policy Implementation and Social Impact
- Poverty Alleviation Schemes & Women Empowerment
- Measuring Outcomes of Rural Development Programs & Social Upliftment
- Social Security & Public Health Initiatives

#### **Seminar Session : International Seminar**

##### **Building Sustainable Future: Intergrating Innovation & Technology in Commerce & management Education:**

- Digital transformation in commerce & management
- Block chain & Financial Technology Innovation
- The Role of IOT and Industry 4.0 in Business Operation
- Digital Marketing & Consumer Behaviour



### **ORISSA JOURNAL OF COMMERCE**

Orissa Journal of commerce, a publication of Orissa Commerce Association, is a UGC CARE listed and double-blind peer reviewed Journal devoted to publishing research-based papers and other information on key aspects of Commerce, Management and Emerging Research topics in business education of relevance to practitioners, academics, research scholars, students and professional bodies. There are four regular issues per year are published besides the special issue.



## Awards Instituted by OCA

1. OCA Lifetime Achievement Award
2. Prof. Malay Mohanty Academic Leadership Award
3. Prof. U.C. Pattnaik Promising Faculty Award
4. Prof. Malay Mohanty Award for the Best Research Paper Presented in all the four themes
5. Dr. Baladev Kar Award for the Best Paper in each theme
6. Major(Dr.) S.A. Taher Best Organiser Award
7. OCA Prize for Commerce Talent Search



The conference is open for all subjects. Academicians, Corporate Delegates, Consultants, Researchers and Students can participate and present their papers in Seminar

### Guidelines for Paper submission and Publication opportunity

- Original, Innovative & Unpublished papers are invited from researchers, academicians and professionals on themes of the conference/seminar.
- Articles should be written as per the guidelines of Orissa Journal of Commerce(OJC)  
(<http://www.ojcoca.org/guidelines.html>)
- Technical Session and Theme for which the paper is submitted should be indicated clearly.
- Soft copy of Abstract and Full paper should be submitted to: [ocaconference2025@gmail.com](mailto:ocaconference2025@gmail.com)
- One hard copy of the full paper should also be submitted at the reception desk on the First day of Conference.
- Papers will undergo a double-blind review process and selected papers of the conference will be published in Orissa Journal of Commerce, UGC CARE Listed with DOI which is a publication of Orissa Commerce Association. A special issue of Orissa Journal of Commerce also Published with selected papers on the consent of the authors subject to Terms & Conditions intimated on selection of their paper later on.

### Hybrid Mode :

The Papers are also accepted for presentation in hybrid mode for all Technical Sessions & International Seminar and they will receive e-certificate. Other guidelines remains the same as stated above. This will be scheduled on **1<sup>st</sup> November** and detailed programme will be intimated on acceptance of their paper.

### Bank Account Details

|            |                                                               |
|------------|---------------------------------------------------------------|
| A/c Name:  | Conference & Seminar Dept of<br>Commerce Ravenshaw University |
| A/c Number | 44300090600                                                   |
| IFSC       | SBIN0012040                                                   |
| Branch     | Ravenshaw University Campus                                   |

### Core Team Members :

- |                            |                             |                             |
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## Important Dates

| DETAILS                                       | DATE       |
|-----------------------------------------------|------------|
| Last Date of Abstract & Full Paper Submission | 30/09/2025 |
| Last Date of Communication of Acceptance      | 10/10/2025 |
| Last Date of Registration                     | 30/09/2025 |

*Selected Abstracts will be published in the Souvenir.*

## Registration Fees

| DETAILS                                                   | AMOUNT |
|-----------------------------------------------------------|--------|
| Corporate Delegates                                       | 5000   |
| Faculties<br>(with Accommodation)                         | 1000   |
| Faculties<br>(Without Accommodation)                      | 750    |
| Students & Research Scholars<br>(With Accommodation)      | 750    |
| Students and Research Scholars<br>(Without Accommodation) | 500    |
| Accompanying Persons<br>(With Accommodation)              | 1000   |
| Accompanying Persons<br>(Without Accommodation)           | 750    |

*Make the payment of requisite fees, Take the Screenshot and Upload the same in the Registration Form*

**Registration Form- <https://forms.gle/GBfqME7qeaMpRb448>**



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## SOME GLIMPSES OF PREVIOUS SEMINARS/CONFERENCES

