

## ABOUT THE UNIVERSITY

The University of Mumbai is one of the oldest Universities and Premier Universities in India. It was established in 18<sup>th</sup> July 1857. A unique of its kind, currently the University has 56 Departments, 12 specialized Centers, 781 Affiliated Colleges, 2 main Campuses, 2 sub Campuses, 2 Model Colleges and the 'School of Engineering and Applied Sciences' at Kalyan as the University's own Engineering College It has two Campuses with an area of 230 acres in Santacruz (E) and 13 acres in Fort. The colleges/institutions affiliated to University of Mumbai is located in Mumbai, Thane, Raigad, Sindhudurg and Ratnagiri districts of State.

## ABOUT THE DEPARTMENT OF COMMERCE

The Department of Commerce, University of Mumbai was established on 1st December, 1980 to shoulder the responsibilities of post-graduate teaching, training and research in the Commerce Faculty. The Department is the most active one with tremendous potential for growth. At present, the Department admits students for the M.Com. & Ph.D. Degree Courses. The Department offers specialization in areas most relevant to the city of Mumbai, the Financial Capital of the country, viz. Business Management, Banking and Finance and Accountancy

## THEME OF THE CONFERENCE

### **"ASIAN ECONOMY – A CROSS COUNTRY ANALYSIS"**

Nearly 60 percent of world population lives in 49 different nations of Asia. Asia is vast in size and diverse in terms of cultures, environments, resources, historical ties and government systems. It is the fastest growing economic region with growing amount of GDP. It is expected that in 2020 Asia's GDP will overtake the

GDP of the rest of the world combined and by 2030, the region is expected to contribute roughly 60 percent of global growth. From being the largest manufacturer, Asia is set to become the largest market. With economic growth there is also a challenge for Asian economies to be responsible stakeholders in their endeavor for modernization and development in the wake of climate change and environmental issues. Research in this theme will surely act as a contributor towards growth and development of the region. Research papers on this theme will highlight the issues, opportunities, approaches, models and practices followed across the Asian nations. This comparative and analytical knowledge can lead to co-ordination across economies and generate new ideas for growth enhancement.

## Sub Themes

### FINANCE

1. Globalization and its Impact on Asian Finance
2. Asian Countries Financial Markets
3. Regional Outlook – Financial Inclusion and Digitalization
4. Asian Financial Infrastructure
5. Revenue Statistics of Asian Economies
6. Challenges and Opportunities for Asian Financial Markets.
7. Banking- A tool of Development

### MARKETING

1. Social Media Marketing Trends
2. Marketing Practices & Strategies
3. Marketing Innovativeness
4. Marketing Industry – Trend and Analysis
5. Consumer Trends
6. Consumer Behavior and Marketing Trends
7. Digital Marketing

## HUMAN RESOURCES

1. Labour Markets
2. Distinctiveness of Human Resource Management
3. Asian Characteristics of Human Resource Management
4. Trends in HR Management Strategies
5. HR – Themes and Theories practiced in Asian Markets

## TRADE & INDUSTRY

1. Trade and International Relations.
2. Globalization and its impact on Trade in Asian Economies
3. Trade Volumes – GDP across the country
4. Cross border Mergers and Acquisitions
5. Economic and Monetary Policies across the country
6. Ease of Doing Business Index
7. Challenges and Opportunities of various industrial sectors.
8. E- commerce
9. Tourism and Employment opportunities.
10. Innovation, Sustainability and Governance

## SOCIAL, POLITICAL & ENVIRONMENTAL

1. Socio-economic development of Asian Nations
2. Economic and Political Interdependence
3. Green Business
4. Gender, Equality and Women Development

## Accommodation:

Accommodation facility will be provided on advance request and payment. {Contact: **Ms Sujata: 9969732283,**  
**Ms. Raksha 9930271319**

## IMPORTANT DATES:

**Full Paper along with abstract (200 words) should be submitted to [mumbaiuniv2020@gmail.com](mailto:mumbaiuniv2020@gmail.com) on or before 31<sup>st</sup> January, 2020.**

### Registration Fees:

Rs. 2000/- (for participation & presentation)

US \$50 for (Foreign Participants)

(Co-authors are required to pay full registration fees)

**Selected papers will be published in Book Form having ISBN**

### Guidelines for submission of Research Papers:

- 1) The paper has to be typed in Times New Roman, font size 12 and 1.5 line spacing. The paper should be a word file with 1 and 1/2" margin on the left and one inch margin on the right.
- 2) The cover page of the manuscript must contain the title of the paper, author's name, mailing address, e-mail address and acknowledgements, if any.
- 3) Soft copy of the research paper should be sent by email.

### Organising Committee/Faculty of Department

Dr. Sangeeta Pawar

Ms. Manisha Shinde & Ms Radhika Deshpande

### For Assistance Contact:

CMA Dr. Kinnarry Thakkar :9867602725

Ms Raksha Sawant 9930271319

*Delegation fees shall be paid by DD /Cash/online*

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(Note: Papers will be published **ONLY** if registration fees are paid)

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University of Mumbai

Department of Commerce  
Organizes

## TWO DAYS INTERNATIONAL CONFERENCE ON

**"Asian Economy- A Cross Country  
Analysis"**

**17<sup>th</sup> and 18<sup>th</sup> February, 2020**

### Conference Venue

**"Kavivarya Kusumagraj", Marathi Bhasha &  
Sahitya Bhavan,  
University of Mumbai,  
Vidyanagari Campus, Kalina, Mumbai 400098**