



SRI GURU GOBIND SINGH COLLEGE OF COMMERCE  
(UNIVERSITY OF DELHI)



INTERNAL QUALITY ASSURANCE CELL

in collaboration with

CENTRE FOR PROFESSIONAL DEVELOPMENT

*presents*

1<sup>ST</sup> National Young Scholars' Conference  
**Reimagining Growth :**  
Economic Transformation,  
Business, Technology and  
Society in a Changing World

28<sup>th</sup> APRIL 2026

Venue: Amphitheater  
Sri Guru Gobind Singh College of Commerce  
University of Delhi  
Pitampura, Delhi - 110034

## About the College

Sri Guru Gobind Singh College of Commerce, founded in 1984, is a premier institute of the University of Delhi specializing in Commerce, Economics, Business Studies, and Computer Science. It has been accredited with an 'A++' grade by National Assessment and Accreditation Council (NAAC) in 2022. The NIRF ranking of college for the year 2025 is #32. The college diligently worked its way to develop future leaders in business, government and academia by offering excellence in education and imparting training. The College regularly organises seminars, conferences, workshops, and faculty development programs that contribute to the holistic pursuit of education in terms of inquisitive research orientation, analytical rigor, and quantitative skill enhancement of both the student and teacher fraternities. Further to promote empirical research, it publishes an annual peer-reviewed journal, "Journal of Business Thought" indexed by UGC and ABDC (applied economics category).

## About the Conference

The contemporary world is undergoing rapid transformation shaped by technological change, shifting geopolitical dynamics, and increasing uncertainty. These developments have raised important concerns about the nature and direction of growth, especially for developing economies, in the context of rising inequality, environmental challenges, and weak institutional frameworks. Recognising these evolving issues, business practices, financial systems, and entrepreneurial ecosystems are redefining market structures and opportunities. There is greater emphasis on sustainability highlighting the need to align economic growth with environmental responsibility and social inclusion. Every economic system is being shaped by changes in production, labour markets, and organisational practices. This is creating both opportunities and challenges globally.

The role of language, culture, and society has always been significant in shaping economic behaviour and institutional responses. Social contexts, communication, and cultural perspectives influence how policies are interpreted and implemented, and how individuals and organisations respond to change. Understanding these dimensions is essential for designing inclusive and context-sensitive development strategies.

This conference seeks to bring together young scholars to engage with these interconnected themes across finance, marketing, entrepreneurship, economic development, technology, and societal transformation. By encouraging interdisciplinary engagement, the conference aspires to contribute to a deeper understanding of emerging issues and to promote more balanced, inclusive, and sustainable approaches to growth in an increasingly complex and uncertain global environment.

# Who can Participate?

Undergraduate Students | Postgraduate Students | Ph.D. Research Scholars

## IMPORTANT DETAILS

Date of Conference

28th April 2026

Registration and Abstract  
Submission Deadline

20th April 2026

Notification of Acceptance

22nd April 2026

Full Paper and Presentation  
Submission Deadline

25th April 2026

Registration fee

₹250

## Registration Details



 <https://forms.gle/bmnZwyGdWkDsBF6K7>

# Conference Tracks

## TRACK 1

### Finance, Marketing and Entrepreneurial Ecosystems

Future of Finance : Digitalisation, risk, sustainability and growth

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Marketing unplugged : From traditional to digital era

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Human Resource 4.0 : Embracing Technology and Talent Transformation

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Organisation behaviour and workplace transformation in dynamic world

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Startup ecosystem and innovation driven entrepreneurship

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## TRACK 2

### Economic Growth, Sustainability and Development Futures

Macroeconomics Issues

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Governance and Public Policy

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Growth and Development Economics

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Welfare Economics

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Sustainable and Global Economics

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## TRACK 3

### Digital Transformation, Artificial Intelligence and Emerging Technologies

Artificial Intelligence & Machine Learning Applications

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Data Science, Big Data & Predictive Analytics

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Generative AI, Natural Language Processing & Conversational Systems

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Digital Transformation & Industry 4.0

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Emerging Technologies: IoT, Cloud, Edge & Cybersecurity

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## TRACK 4

### Language, Culture and Society in Transition

ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਤੇ ਲਿਪੀ

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ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਸਾਹਿਤ

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ਮੱਧਕਾਲੀ ਪੰਜਾਬੀ ਸਾਹਿਤ

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ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ

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ਅਨੁਵਾਦਿਤ ਭਾਰਤੀ ਸਾਹਿਤ

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ਨਾਰੀ ਅਤੇ ਦਲਿਤ ਸਾਹਿਤ

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ਪੰਜਾਬੀ ਭਾਸ਼ਾ, ਸਾਹਿਤ ਅਤੇ ਸਭਿਆਚਾਰ ਨਾਲ ਸੰਬੰਧਿਤ ਹੋਰ ਵਿਸ਼ੇ

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# Abstract / Paper Guidelines

- ◆ Researchers are invited to submit abstracts and full-length papers aligned with the conference theme and its sub-themes.
- ◆ An abstract must be submitted for both paper and poster presentations.
- ◆ Originality: All submissions must represent original and unpublished work. The similarity index (plagiarism) must not exceed 10%, and the permissible limit for AI-assisted content is 20%. Submissions that do not comply with these standards will be subject to desk rejection.
- ◆ The abstract should not exceed 1500 words and must clearly state the title, research problem, objectives, methodology, key findings (or expected outcomes), and implications.
- ◆ The full paper should be between 4500 and 6000 words and must include a title, abstract (200-250 words), introduction, literature review, methodology, results/discussion, conclusion, and references.
- ◆ Both abstracts and full papers must include 4–6 keywords. Submissions should be prepared in MS Word format, using Times New Roman, 12-point font size, and 1.5 line spacing. For Track 4 Raavi Unicode/Anmol lipi must be used.
- ◆ The manuscript must include a cover page specifying:
  - Title of the paper
  - Names of all authors (with corresponding author clearly indicated)
  - Institutional affiliations and contact details
  - Track and sub-theme under which the paper is being submitted
  - APA referencing style must be followed.
- ◆ The presentations should include 8-10 slides.
- ◆ Authors are required to submit their abstracts, full papers and presentations via the designated submission platform/email within the stipulated deadline.

# Poster Presentation Guidelines

- ◆ The poster size should be either 48 × 36 inches or 48 × 48 inches (width × height).
- ◆ Display a clear and prominent title along with author names and affiliations.
- ◆ Organize the poster into sections such as Introduction, Objectives, Methodology, Results, and Conclusion.
- ◆ Keep the content concise by using bullet points instead of long paragraphs.
- ◆ Use graphs, charts, images, and diagrams to enhance visual appeal.
- ◆ Ensure the font size is large enough to be readable from a distance
- ◆ Maintain a consistent design with limited colours and uniform fonts.
- ◆ Highlight key findings so that the main message is easily understood.
- ◆ Prepare a short and engaging explanation of 2–3 minutes.
- ◆ Include QR codes or contact details for additional information.

# Organising Committee

## Patron

**Prof. Kawal Gill**  
Principal (Officiating)

## IQAC

**Dr. Rachna Sethi**  
Convener

## CPD

**Prof. Satvinder Kaur**  
Convener

## Committee Members

**Prof. Sangeeta Dodrajka**  
**Prof Rekha Sharma**  
**Dr. Naveen Dua**  
**Prof. Aradhna Nanda**  
**Prof Vandana Kalra**  
**Ms. Jasmit Kaur**  
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**Ms. Rashmeet Kaur**  
**Dr. Supreet Kaur Sahi**

## For Queries :

Kindly send mail at - [NYSC2026@sggsc.ac.in](mailto:NYSC2026@sggsc.ac.in)

**You may also contact the following Student Coordinators**

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