

**TELANGANA SOCIAL WELFARE RESIDENTIAL DEGREE COLLEGE FOR WOMEN,  
NALGONDA** (Affiliated to Mahatma Gandhi University, Nalgonda)

National Seminar Conducted by Department of Commerce

Date: 16th and 17th February 2024

Topic: "Contemporary issues in commerce and management"

Venue: Department of Commerce, TSWRDCW, Nalgonda

The Department of Commerce at TSWRDCW, Nalgonda, held a Two-Day seminar on 16th and 17th February 2024 on "contemporary issues in Commerce and Management".

The seminar had nearly 100 participants from India and received about 50 papers from researchers.

Participants came from various locations, including Nalgonda, Tirupathi, Vijayawada, Hyderabad, Warangal, Wanaparthy, Adilabad, Himachal Pradesh, University of Delhi, Gujarat, Karimnagar, and one from Nepal.

The seminar covered themes reflecting commerce's multifaceted nature. Notable papers included:

- "Out of the Eyes of Regulators": Study on Shadow Banking in India
- Role of AI in Behavioural Finance
- Cybersecurity Measures for Financial Data: Case Study
- "Effective Risk Management with Machine Learning and AI"
- Mobile Finance and Accounting Apps
- IT Companies' Retention Strategies in India
- Street Vendors' Perception of Digital Payments
- Leadership Excellence: Success Stories of Visionary Leaders
- Mobile Banking Services in India
- Forensic Accounting and Investigation Strategies in India
- Digital Payment Apps' Role in National Growth
- CSR Practices and Firm's Strategic Performance
- Employee Conflict and Resolution
- Digital Marketing Facets in India
- Impact of Capital Structure on Firm Value
- Logistics: Challenges and Opportunities in India
- Contemporary Trends in Accounting

Experts, including Smt. K. Seetha Lakshmi, IAS, and Sri D. Hanumanth Naik, shared insights.

The seminar included online and offline sessions for flexible participation. Participants engaged in discussions, interactive sessions, and presentations. Resource persons shared experiences and findings, enhancing understanding of themes.

The national seminar at TSWRDCW, Nalgonda, was successful, facilitating knowledge exchange and networking. Diverse topics and expert participation added value. Such initiatives foster discourse, promote research, and advance commerce.



