

**SRI AUROBINDO COLLEGE**

**DEPARTMENT OF COMMERCE**

**BUSINESS CONVENTION**

**ON**

**“RETHINKING MANAGEMENT IN THE  
AGE OF INNOVATION”**



**DATE: OCTOBER 18, 2019**

**VENUE: HOTEL CROWNE PLAZA, MAYUR VIHAR, DELHI-110091**

## ABOUT THE COLLEGE

Sri Aurobindo College was established in 1972, the birth centenary of the philosopher, patriot- poet, Sri Aurobindo as a constituent college of the University of Delhi. The college inculcates the ideals of Sri Aurobindo and believes that an active commitment towards excellence is fundamental to the process of education.

The College has seen remarkable growth over the years. The University results have shown a progressive improvement. Continual addition and updation of essential amenities and facilities has made our college a prestigious institution for academic and co-curricular pursuits. Our commitment is to build a student- centered environment and the college is dedicated to education covering a broad spectrum.

## ABOUT THE DEPARTMENT

Department of Commerce, a premier department of the college, has been there since the inception of Sri Aurobindo College in 1972. The department offers B.Com (Hons) and B.Com, emphasizing on an interactive teacher-learner environment necessitated by the use of presentations, role plays, case studies, group discussions, educational excursions, and the use of e-resources in teaching of subjects like business laws, marketing, financial management etc. The Commerce Department along with its departmental association "Aakraya" actively organises national seminars, talks, guest lectures, discussions, workshops, outstation trips, as well as their annual festival 'Commercium' for holistic development of the students.



## ABOUT THE CONVENTION

New forces of global competition – in the form of agile start-ups with innovative business models, technological advances and evolving regulations have redefined the ecosystem in which business functions. Innovation is no more restricted to R&D but permeates all the managerial activities.

Rethinking of business strategy is important to align with the new scenario and to ensure that innovation adds value to all the stakeholders.

New opportunities have arisen which also pose a unique conundrum - digital paradox- for today's managers. How they deal with this paradox is an important question. As imperative it is to align the business processes with new trends such as digitization, artificial intelligence, robotics, cloud computing, equally pressing are the challenges of digital divide, cyber crimes, pathological internet use, unemployment etc. If technological innovations are the way forward, the responsibility of balancing the contrasting demands and avoiding the disruptions fall on the management

The event will congregate eminent personalities from the industry and as well as academia to have enlightening discussions on the relevant issues. This platform would combine real-life examples with business theory, providing with a great learning experience. We look forward to identifying, define, analyze and evaluate the changes transforming the future business practices.

The broad theme of the convention has been divided into following two sessions for deliberations.

- **Digital Paradox: Issues and Challenges**
- **Leveraging Technology: Reinventing Management**



## REGISTRATION DETAILS

*The last date to register is 10<sup>th</sup> October, 2019.*

### ***Fee***

- Students/Research Scholars– Rs. 800
- Faculty– Rs. 1200
- Corporate delegates– Rs. 1500

### ***Mode of payment***

The registration fee can be paid by **any one** of the following mode:

- By NEFT/RTGS as per the details:  
**Account Holder Name: Sri Aurobindo College Day Boys, Account Type: Saving, Account Number: 8462101000020, Branch: Sri Aurobindo College, Malviya Nagar, IFSC Code: CNRB0008462**
- In the form of Cheque/Demand Draft in favour of “Principal, Sri Aurobindo College”, payable at Delhi to be sent at: **The Principal, Sri Aurobindo College, Malviya Nagar, New Delhi – 110017, or**

### ***Form***

The registration form can be filled using the following link:

[https://docs.google.com/forms/d/1FgKZA6CiVXHWKDcKtPEvdz97-W8q1yXLff1\\_fpeBAJw/edit](https://docs.google.com/forms/d/1FgKZA6CiVXHWKDcKtPEvdz97-W8q1yXLff1_fpeBAJw/edit)

## ORGANISING COMMITTEE

### **Patron**

**Dr. Vipin Kumar Aggarwal**  
Principal, Sri Aurobindo College

### **Programme Chair**

**Dr. Subhanjali Chopra**  
TIC, Department of Commerce

### **Organising Chair**

**Dr. Meenakshi Gupta**

## FOR ANY QUERY, CONTACT:

**Ms. Minny Narang– 7838441672**

**Ms. Priyanka Bedi- 8447000037**

**Ms. Vandana Munjal– 9891955868**

**Ms. Kirti Yadav– 9999842969**

**Mr. Manish - 9990194489**