



# CENTRAL UNIVERSITY OF HARYANA

NAAC Accredited 'A' Grade University  
Jant-Pali, Mahendergarh (Haryana) Pin: 123031



**Department of Commerce**  
&  
**Department of Management Studies**  
School of Business and Management Studies (SBMS)

## Organizing National Seminar

ON

**“Indian Knowledge System in Commerce and Management”**  
15-16 February, 2024

Sponsored by  
**ICSSR (Indian Council of Social Science Research), New Delhi**



**Chief Patron**  
Prof. (Dr.) Tankeshwar Kumar  
Vice Chancellor, CUH



**Patron**  
Prof. (Dr.) Sushma Yadav  
Pro Vice Chancellor, CUH



**Seminar Director**  
Prof. Ranjan Aneja  
Dean, SBMS, CUH



**Convener**  
Dr. Rajendra Prasad Meena  
Head, Department of Commerce, CUH



**Organizing Secretary**  
Dr. Sunita Tanwar  
Head, Department of Management Studies, CUH

### Chief Patron



**Prof. (Dr.) Tankeshwar Kumar**  
Vice Chancellor, CUH

### Patron



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### Convener



**Dr. Rajendra Prasad Meena**  
Head,  
Deptt. of Commerce CUH

### Organizing Secretary



**Dr. Sunita Tanwar**  
Head,  
Deptt. of Mangt. Studies CUH

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- **Dr. Ravinder Kaur, Assistant Professor, Department of Commerce, CUH**
- **Dr. Ajay Kumar, Assistant Professor, Department of Management Studies, CUH**
- **Dr. Divya, Assistant Professor, Department of Management Studies, CUH**
- **Dr. Bhushan Singh, Assistant Professor, Department of Commerce, CUH**

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- **Prof. Ashish Mathur, Professor, Department of Management Studies, CUH**
- **Prof. Ranbir Singh, Professor, Department of Tourism & Hotel Management, CUH**
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- Dr. Anil Kumar, Assistant Professor, Department of Tourism & Hotel Management, CUH
- Dr. Amit Kumar, Assistant Professor, Department of Tourism & Hotel Management, CUH
- Dr. Vivek Balyan, Assistant Professor, Department of Tourism & Hotel Management, CUH
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### Address:

**Department of Commerce, Second Floor; New Academic Block-III, Central University of Haryana, Jant-Pali, Mahendergarh, Haryana – 123031**

### How to reach Central University of Haryana:

*If you are coming from Delhi or Gurgaon (Distance-125 kms.), come through NH-08 and after crossing Dharuhera, turn right for Rewari; and then take the Mahendergarh road and after reaching Mahendergarh travel 8 kms. towards Charkhi Dadri; and then you will find CUH Gate No.1 on Road. From there, you can reach University Academic Blocks & Administration Block. If you are coming from Jaipur (Distance-190Kms.), then reach Mahendergarh via Behror and Narnaul.*

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## National Seminar

ON



## Indian Knowledge System in Commerce and Management

15th-16th February 2024

Organized by:

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and

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**Venue - Mini Auditorium, CUH**





### About the Central University of Haryana:

Central University of Haryana is one of the fifteen new Central Universities established by Ministry of Human Resource Development, Government of India in XI Five Year Plan (2007-2012) under the Central University Act-2009 of the Parliament. The University has been accredited with 'A' Grade in the second cycle of NAAC assessment in August 2023. The University has been listed among the top 150-200 Universities in NIRF ranking. The University is fully funded by the University Grants Commission (UGC). Permanent Campus of the University is situated in 484 acres of land at Jant-Pali Villages, Mahendergarh district of Haryana from where CUH is running its academic operations. Presently the University offers 83 academic programmes (UG/PG/Research).

### About the Department of Commerce:

The Department of Commerce enjoys the prestige of one of the departments that the Central University of Haryana established with its foundation in 2011. It is a part of the School of Business Administration and Management Studies (Erstwhile School of Law, Governance, Public Policy, and Management). Within a short span of time, it has made a significant contribution to quality teaching of Commerce. The Department provide two courses, viz. Ph.D. and M.Com. in Commerce. It has endeavored to produce high quality policy-oriented research. The department has vibrant and hardworking faculty members who always keep themselves updated with the new teaching pedagogies and remain engaged in quality research work. The alumni of Department of Commerce are well placed in many facets of professions like teaching, banking and corporate. Remedial and UGC – NET classes are also conducted in the department on regular basis.

### About the Department of Management Studies:

The Department of Management Studies was established in the year 2010 under the School of Law, Governance, Public Policy & Management starting with two years full time program of Master of Business Administration i.e., MBA program It is presently part of School of Business Administration & Management Study At present the intake of MBA program is 50 with reservation as per the Govt. policy. The department offers two courses, viz. Ph.D. and MBA. At present three specializations are being provided to the students in i.e., areas of Finance, Marketing and Human Resource.

### About the Seminar:

A Two-Day's Seminar on "Indian Knowledge System in Commerce and Management" will address the profound wisdom of ancient India which has woven a timeless narrative that resonates across centuries. It aims to present a structured and academically rigorous event that invites participants on a transformative journey to delve into India's intellectual heritage, wisdom, and its profound implications for the contemporary business landscape. The seminar is an attempt to create shared vision with the help of two days' rigorous interactions and exchange of thoughts between renowned people from academia, research institutions, industry, and academic administration. The Indian Knowledge System in Commerce and Management represents a profound and enduring heritage that offers valuable insights into ethical, sustainable, and holistic approaches to business. Its integration into contemporary business practices can help foster a more responsible, inclusive, and socially conscious approach to commerce and management, both in India and beyond.

### Themes:

The proposed National Seminar on "Indian Knowledge System in Commerce and Management" could cover a wide range of themes to explore the rich heritage of Indian knowledge in these fields.

#### Major Themes

- Indian Knowledge Systems: Origin, Evolution, and Ontological Approach
- Indian Knowledge Approaches- Time, Language, Environment, Management
- Self-exploration and Self-knowledge for Personal Effectiveness
- Indian Knowledge System Torchbearers – Ancient and Modern
- Idea of India Dharma: The source of Spiritual and Cultural Unity of India
- Sacred Spaces: The source of Geographical Unity of India
- State and Society in India
- Indian schools of thought systems Ethics and Values

Beside the main theme of the seminar the following sub themes are also introduced to attract and encourage participation. Furthermore, to gain novel ideas other related themes related to Indian Knowledge System in Commerce and Management will also be entertained

### Sub-themes

- Sustainable Business Practices in Indian Culture
- Spirituality and Business
- Ancient Indian Economic Thought.
- Indian Contributions to Public Finance and Accounting
- Indigenous Management Practices
- Indian Merchants and Trade Routes
- Ayurveda, Wellness and Yogic Leadership in Corporate Settings
- Traditional Indian Marketing Strategies
- Corporate Governance and Indian Wisdom
- Resilience in Indian Business
- Gandhian Economics and Modern Management
- Cultural Intelligence in International Business
- Innovation and Creativity in Indian Commerce
- Women in Indian Business History
- Economic Philosophy and Traditions
- Indian Logic
- Financial System in ancient India
- Indian Society Education in Ancient India
- Women in Ancient India
- Indian Models of Economy, Business, and Management
- Philosophical Foundations of Commerce
- Other related themes to Indian Knowledge System in Commerce and Management will also be entertained.

### IMPORTANT DATES

DATE	EVENT
5 <sup>th</sup> Dec, 2023	Registration Open/Online Abstract Submission
15 <sup>th</sup> Dec, 2023	Start of Submission of Full-Length Paper
30 <sup>th</sup> Jan, 2024	Deadline for Submission of Full-Length Paper
10 <sup>th</sup> Feb, 2024	Acceptance for Submission of Full-Length Paper
Feb 15 <sup>th</sup> – 16 <sup>th</sup> , 2024	Seminar Date

### Guidelines for Abstract Submission:

Author (s) is requested to send their abstracts, not exceeding 300 words in font size 12, Times New Roman Font type in MS word with 1.5 line spacing and Margins of 2.5 cm (1 inch). A maximum of 5 keywords.

### Guidelines for Full Paper Submission:

The paper should be original and being presented for the first time. A written declaration about the originality of the work from the Author(s) should be sent along with the paper in the prescribed format.

- The paper should be clearly typed and should not exceed 6000 words.
- Use Times New Roman 12 size font with 1.5 line spacing.
- After blind review, all the selected papers will be eligible for presentation.
- Each paper presentation will be given 10 minutes for the Power Point Presentation.

### REGISTRATION AND FEE

All the aspiring candidates are required to register themselves. The aspiring candidates must register and pay the registration fee using following link:

<https://forms.gle/R3KB7EarNU6w4jid6>

### Payment Details for Registration: -

**Name of Bank- Punjab National Bank (PNB)**  
**A/c no.: - 7824000100018407**  
**IFSC Code: - PUNB0782400**  
**MICR Code: - 123024106**

The detail of the registration fee\* of the seminar is as below:

Participant category	Amount
Industry personal	1200/-
Faculty/Professionals/Others	1000/-
Research Scholars	500/-
Students	300/-

- \* The registration fee, once paid, shall not be refundable in any case.
- \* Registration fee includes certificate, seminar kit and meals.
- \* No TA and DA will be paid to delegates for attending the conference
- \* All Authors are required to pay registration fees separately

Note:-

- Selected Paper may be published in UGC Care listed journals/Peer- Reviewed Journal/Edited Book
- Out stationed participants who want to attend the seminar, assistance for stay facility will be provided free of cost subject to availability.

### SUBMISSION OF FULL PAPER –

Please mail your full paper to - [iks@cuh.ac.in](mailto:iks@cuh.ac.in)