



## International Seminar

on

### "Tradition Meets Innovation: Exploring Indian Knowledge in Commerce and Management"

Organized by

Department of Commerce & Department of Management Sciences, Pt Madan Mohan Malaviya School of Commerce & Management Sciences

in

Blended Mode

on

09 - 10 March 2025

Mahatma Gandhi Central University, Bihar

#### Organising Committee

##### Patron

**Prof. Sanjay Shrivastava**  
Hon'ble Vice Chancellor, MGCU

##### Convenor

##### Prof. Shirish Mishra

Dean, Pt. MMM School of Commerce & Management Sciences, MGCU

##### Dr. Sapna Sugandha

Head, Department of Management Sciences, MGCU

##### Co-Convenor

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Associate Professor, DoC, MGCU

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Assistant Professor  
Dept. of Management Sciences, MGCU

**Dr. Avneesh Kumar**  
Assistant Professor, DoC, MGCU

**Dr. Ravish Chandra Verma**  
Assistant Professor, DoC, MGCU

##### Co-Organising Secretaries

**Dr. Kamlesh Kumar, Dr. Sneha Chaurasiya, Ms. Priyanka Roy,  
Mr. Rajeev Ranjan Choubey, Dr. Ashutosh Kumar Singh, Dr. Ved Prakash**

## Introduction

Indian knowledge systems have long shaped trade, business ethics, and economic models, offering valuable insights into sustainable commerce, ethical leadership, and strategic management. Ancient texts like the Arthashastra, Thirukkural, and Upanishads emphasize the principles of governance, economic self-sufficiency, and holistic business practices. These traditional philosophies not only guided early Indian markets but also continue to hold relevance in today's rapidly evolving global economy. As businesses navigate challenges like digital transformation, sustainability, and ethical leadership, there is an urgent need to revisit this traditional wisdom and integrate it with contemporary management practices. The evolution of finance, marketing, human resource management, and entrepreneurship can benefit from the deep-rooted Indian ethos of self-reliance, innovation, and long-term value creation.

Aligning with this vision, recent initiatives of the Government of India, such as Viksit Bharat @2047, Aatmanirbhar Bharat, Digital India, and Startup India, reflect these age-old principles while addressing modern economic and technological challenges. The Make in India initiative echoes India's historical entrepreneurial spirit, while Gati Shakti draws inspiration from ancient trade networks and logistics systems. Additionally, the National Education Policy (NEP) 2020 promotes the integration of Indian Knowledge Systems (IKS) into business studies, encouraging a fusion of traditional and modern learning.

This international seminar aims to create a platform where academicians, industry leaders, policymakers, and researchers can engage in meaningful discussions on how India's traditional knowledge systems can be harnessed to address contemporary challenges in commerce, finance, marketing, human resource management, and entrepreneurship. The seminar will also explore how India's rich economic and philosophical traditions align with and support recent government initiatives.

## About the University

MAHATMA GANDHI CENTRAL UNIVERSITY (MGCU) came into existence by an Act of Parliament, Central Universities (Amendment) Act 2014 (No. 35 of 2014). The University became functional on 3rd February 2016. MGCU is situated in Motihari (Bankat), on National Highway 28. MGCU is proving to be an excellent centre of Higher Studies in both Basic, Applied and Technical educational fields. There are as many as total 04 Undergraduate; 22 Postgraduate; 19 M.Phil. and 20 Ph.D. Programmes of Study running under total 07 Schools and 20 teaching Department under them.

This is one of the salient characteristics of the University which has attracted the enthusiastic learners from different parts of the country to seek admission here. Needless to reiterate, the well-experienced and competent Faculty of the University is the central basis for the academic excellence being sustained herein.

The location of the University in Motihari, Bihar does take us to the glorious historic year of 1917 when Mahatma Gandhi started his well-known SATYAGRAHA, the first ever anti-colonial struggle against the British. It is rightly said that Motihari made Mahatma Gandhi the BAPU, the premier MASS LEADER who henceforward revolutionized the whole India through miraculous mantras of Truth and Non-Violence. No wonder, MGCU is committed towards inculcating the spirit of SATYAGRAHA, TRUTH and NON-VIOLENCE among our learners towards rendering their invaluable services to the humanity.

Christened after Mahatma Gandhi, FATHER OF NATION, MGCU is one of the emerging public Central Universities of India. The Motto of the University is enshrined in the LOGO: The very logo is an invocation of Vedic Chant meant for showering the prosperity of name, fame and riches upon all. This is the guiding principle behind the educational spirit of this University. All the Members of the University (both Teaching & Non- Teaching) work heart and soul towards enabling our students/ learners to achieve the all- round success and prosperity.

## Department of Commerce

The Department of Commerce was established in the year 2016 to promote the research and higher education environment. The main aim of the department is to fulfil the gap of higher education and specially research in the region.

In the beginning the Department introduced an undergraduate program B.Com.(H) in the year 2016 with intake of 30 students. Very early in the next step the Department introduced three new programs one post graduate program M.Com. and to create and promote research environment the Department started Doctor of Philosophy (PhD) program in the year 2019.

The Department is nurturing the knowledge and skills required for shaping the students for 21st century requirements. The Department also facilitates co-curriculum and cultural activities to enhance the ability and competency in our brand ambassadors i.e. our students.



Presently, Department of Commerce is based at Pt. Deen Dayal Upadhyay Parisar, Chandmari, Motihari. The department has well equipped class-rooms and a central library in Jila School, Motihari. It is also noteworthy that the Department has minimum resources as the university is in initial stage however the department has an optimum utilization of resources. The department is imparting the best and updated content to the students. The Department looks forward to being recognised as one of the best centres of commerce and business education in India and abroad under able guidance of Prof. Shirish Mishra, who is currently Head of the Department.

## Department of Management Sciences

“यथा ह्येकेन चक्रेण न रथस्य गतिर्भवेत्। एवं पुरुषकारेण विना दैवं न सिध्यति ॥” (As a chariot cart cannot move with one wheel, similarly, without hard work destiny does not bring fruit.)

Department of Management Sciences incepted in the year 2016 with the state of the art infrastructure to impart need based and result oriented management education to develop talented managers to face the Global challenges and align them to today's societal needs. The Department through its latest and unique teaching pedagogy ensures development of sound and strong domain skills in students. The department stands committed to provide the best of management education focusing on developing intellectual power as well as building leaders. The Department is endowed with Faculty members who are deeply engaged in education research and consultancy and carry their research experience into the classroom.

The Department of Management Sciences aims to establish itself as a leading center for business administration, entrepreneurship development, and the cultivation of professional workforces. This year, the department is accepting 50 new students for regular intake. The department is currently led by Dr. Sapna Sugandha, who brings extensive experience from both the corporate world and academia.

**Mode:** Blended Mode (DDU Campus, MGCU & Google Meet)

**Date:** 09 - 10 March 2025

**Registration:** Free

**Registration Link:** <https://forms.gle/i7JmB5ChhTVYnWRb9>

**Email ID for the Seminar and Abstract or Full Paper**

**Submission:** [ikcm2025@mgcub.ac.in](mailto:ikcm2025@mgcub.ac.in)

**Last Date of Abstract or Full Paper Submission:** 05th March, 2025

**Abstract and Full Paper Acceptance:** 06th March, 2025

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**No Accommodation will be provided for the outstation paper presenters.**

## Objectives of the Seminar:

- To explore Indian Knowledge Systems (IKS) in business, management, and commerce.
- To examine the relevance of Indian philosophies in leadership, ethics, and organizational behavior.
- To integrate traditional Indian economic models with contemporary financial, marketing, and HR strategies.
- To encourage interdisciplinary research linking management studies with history, culture, and philosophy.
- To examine the impact of India's flagship initiatives on economic growth, entrepreneurship, and sustainability through the lens of Indian Knowledge Systems.
- To facilitate an exchange of ideas between academia and industry for sustainable business innovation.

**Research papers and articles are welcome on, but not limited to, the following themes:**

## Human Resource Management, Organizational Behaviour and Marketing Management ( HR, OB and MM)

- Leadership Insights from the Bhagavad Gita and Arthashastra
- Workplace Ethics in Indian Traditions
- Employee Well-being: Ayurveda & Mental Resilience in HR Practices
- Emotional Intelligence and Mindfulness in Organizations
- Marketing & Consumer Behavior
- Neuromarketing & Behavioral Economics in Ancient India
- Traditional Indian Branding: Lessons from Handicrafts & Ayurveda
- Sustainable Consumerism and Gandhian Economic Thought
- Impact of Indian Festivals & Culture on Modern Marketing

## Finance & Economics

- Ethical Finance: Dharma & Corporate Governance
- Temple Economics and Wealth Management in Ancient India
- Fintech & Blockchain: Synergies with Traditional Indian Trade Models
- Microfinance & Self-Reliance in Rural India: Lessons from History

## Strategy, Entrepreneurship & Innovation

- Jugaad Innovation and Frugal Entrepreneurship
- Indian Family Businesses & Succession Planning
- Startups & Swadeshi Movement 2.0
- Agri-Business & Sustainable Rural Enterprises
- General Management & Sustainability
- Indian Knowledge Systems in Policy & Governance
- CSR & Environmental Ethics in Indian Thought
- Spirituality & Leadership in Modern Organizations
- AI & Digital Transformation in Light of Indian Ethical Perspectives

## Government Initiatives and Economic Transformation

- Viksit Bharat @2047 and Economic Growth Strategies
- Aatmanirbhar Bharat: Self-Reliance and Indigenous Entrepreneurship
- Digital India and the Future of Business & Financial Inclusion
- Startup India, Make in India, and Innovation-Driven Enterprises
- Gati Shakti & National Infrastructure Development: Lessons from Ancient Trade Networks
- National Education Policy (NEP) 2020 and the Role of Indian Knowledge Systems in Business Education

## Important Dates

**Last Date of Abstract & Full Paper Submission -**

**05th March, 2025**

**Communication of Acceptance - 06th March, 2025**

**Last Date of Registration - 05th March, 2025**

**No TA/DA/Accommodation will be provided to participants.**

**Registration is Free.**