

DEPARTMENT OF COMMERCE JAGANNATH BAROOAH UNIVERSITY

In Collaboration with

ASSAM CHAMBER OF COMMERCE

Organizes a Two-Day

INTERNATIONAL CONFERENCE

on

*Innovations, Challenges and Opportunities in Commerce & Management for
Sustainable Growth*

Date & Venue

(29th & 30th January 2026)

Venue: Department of Commerce, Jagannath Barooah University

CHIEF PATRON



Prof. Jyoti Prasad Saikia
Hon'ble Vice Chancellor, Jagannath Barooah University

PATRON

Dr. Utpal Jyoti Mahanta
Registrar, Jagannath Barooah University

Mr. Rupam Goswami
Chairman, Assam Chamber of Commerce

KEYNOTE SPEAKERS



Dr. Shad Ahmad Khan
Assistant Professor
University of Buraimi, Oman



Prof. Santanu Borah
Professor of Management
University of North Alabama, USA

CHAIRMAN, ORGANIZING COMMITTEE

Porag Sarmah
Dean, Faculty of Commerce

Special Industry–Academic Interaction Session

A Special Interaction Session with an Industry Expert will be conducted to foster Industry–Academic Collaboration and knowledge exchange.

QR code

for payment of Registration Fee



Best Paper Award

The Best Paper Presented in the Conference will be Rewarded

JOINT CONVENORS

Dr. Ujjal Bhuyan (+91 9706057130)
Dr. Harbamon Rongpi (+91 8638706724)
Email ID: jbu.commerce@gmail.com

Links for -

Abstract submission

<https://forms.gle/MAskMWRauatQMnTS7>

Registration

<https://forms.gle/UnzeFsnYKFxbPcCSA>

Jagannath Barooah University

Jagannath Barooah University, located in Jorhat, Assam, is a premier centre of higher education with a legacy of excellence spanning over nine decades. Established on 19 August 1930 as Upper Assam College with just fourteen students, it was renamed in 1938 in honour of Jagannath Barooah, the first graduate of Upper Assam (1872, Presidency College, Calcutta).

Situated in Jorhat—the cultural capital of Assam and the last capital of the Ahom kingdom—the university has grown from a modest institution offering Intermediate Arts to a comprehensive university offering undergraduate, postgraduate, and professional programmes across twenty departments.

Recognised by the UGC under Section 2(f), the university holds NAAC 'A' Grade accreditation, DBT Star College Status, and Autonomous Status conferred by the UGC. Its elevation to University status in 2023 under the Jagannath Barooah University Act marks a new era of academic innovation and expansion.

Guided by visionary founders like Prof. Krishna Kanta Handique and Prof. Tulshi Narayan Sarma, the university continues to promote academic excellence, ethical values, and research-driven learning. Today, it stands as a hub of higher learning in North-East India, dedicated to empowering generations through knowledge, skill, and innovation.

Department of Commerce

The Department of Commerce, Jagannath Barooah University, established in 1944, stands as one of the oldest and most prestigious centres of business education in Assam and the North-East region. Founded amid the turbulence of the Second World War—a time of global uncertainty—the department emerged through the visionary efforts of eminent scholars and professionals dedicated to institutionalizing commerce education in the region. Since its inception, it has played a pivotal role in advancing commerce education and shaping the economic and managerial landscape of the North-East. Over the decades, it has produced generations of graduates who have excelled in trade, industry, academia, public administration, and entrepreneurship, contributing significantly to the socio-economic development of Assam and beyond.

MAIN THEME

Innovations, Challenges and Opportunities in Commerce & Management for Sustainable Growth

SUB-THEMES

1. *Digital Transformation in Commerce and Business Practices*
2. *Start-ups, Entrepreneurship and Innovation Ecosystem*
3. *Financial Markets, Investment Trends and Risk Management*
4. *E-commerce, M-commerce and Consumer Behaviour*
5. *Sustainable Business Practices and CSR*
6. *Marketing Strategies in the Digital Era*
7. *Human Resource Management in a Changing Business Environment*
8. *Taxation Reforms and GST Implications*
9. *MSMEs - Growth and Challenges*
10. *International Trade, Global Supply Chains and Emerging Markets*
11. *Rural Economy and Inclusive Growth Models*
12. *Agro-business Management and Value Chain Innovations*
13. *Agri-tech, Start-ups and Rural Entrepreneurship*
14. *Climate-resilient Agriculture and Business Opportunities*
15. *Tourism and Rural Entrepreneurship*
16. *Financial Inclusion, Rural Banking and Farmer-Producer Organisations (FPOs)*
17. *Women Entrepreneurship in Commerce and Rural Business*

SUBMISSION GUIDELINES

1. *Abstracts (300–350 words) must clearly mention objectives, methodology, key findings, and implications.*
2. *Full papers (3,000–5,000 words) must be typed in Times New Roman font, 12 font size, 1.5 spacing, and justified alignment and follow APA (7th Edition) Referencing style.*
3. *Papers must be original and unpublished.*
4. *(Selected papers will be considered for publication in an edited volume or conference proceedings with ISBN/ISSN.)*

Last Dates for submitting

Abstract: 20th December, 2025

Full Paper: 15th January, 2026

Registration: 24th December, 2025

REGISTRATION FEES DETAILS

(Participants must register to get a certificate)

Students: Rs.500/-

Research Scholars: Rs.1000/-

Academicians & Industry Participants: Rs.1500/-

Foreign Participants: \$50/-

(In case of joint paper, both the authors must register separately)

Registration Fee Payment

All payments must be made into this account.

Account number: 321043010002406

IFSC code: HDFCOCACABL

Account Holder Name: Commerce Forum

Bank name & Branch: The Assam Co-operative Apex Bank Ltd, Jorhat.

Payment mode: Online transfer (NEFT/UPI/QR)

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