



Internal Quality Assurance Cell
of

**PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE &
ECONOMICS**

AND

D.T.S.S. COLLEGE OF COMMERCE

Organise

Student Researchers' National E-Conference on
“Changing Media Landscapes and their Impact on
Culture, Society and its Economics”

27 April 2022

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

A BRIEF PROFILE

Prahladrai Dalmia Lions College of Commerce & Economics, envisions 'To groom the students as icons of tomorrow, potentially contributing to commerce, trade and industry; progress and development of the society, keeping in mind, at the same time, the values of humanity and social responsibility'. Its Mission is : 'Providing quality commerce education, using innovative teaching methods and ensuring holistic development of students who will serve through value-based business practices.'

This year we are commemorating 50 years of establishment of our college. The Lions Club of Malad-Borivli, an international social organisation realized the necessity of establishing a Commerce College in the western suburb of Mumbai-Malad in 1972 to cater to the needs of the society. The vision envisaged by the stalwarts of the Club was finally converted into reality and the foundation stone of the college was laid in April, 1972, with a handsome donation from the Dalmia family of Prahladrai Dalmia Charity Trust. Within a record period of 100 days the college building was completed. The college was inaugurated by Mr. T. K. Tope, the then Vice Chancellor of Bombay University. Since then the College has continued its contribution in providing quality education to students. We have reached a milestone and this year - we are celebrating the Golden Jubilee Year of the College.

The Institution has today become one of the premier institutes in the western suburbs. The College endeavours for academic excellence and promotion of co-curricular and extra-curricular activities that promote resilience, creativity and leadership qualities among the students. The College lays great emphasis on inculcating in its students the importance of ethics, hard work and commitment to excellence.

The College endeavours to groom its students as icons of tomorrow, potentially contributing to Commerce trade, industry and management. The College inculcates character building qualities like discipline and punctuality in the students and provides a platform for them to organize various sports and cultural events and achieve excellence in all quarters. The College has an exceedingly committed staff. The College is progressing and has added numerous professional courses to its bouquet of courses- MCom, BCom, BMS, B. A. M. M. C, BBI, BFM, BCom[IM], BAF, BSc - IT and a Research Centre for PhD in Accountancy, Commerce & Business Economics.



SANSKAR SARJAN EDUCATION SOCIETY'S D.T.S.S COLLEGE OF COMMERCE (AUTONOMOUS) A BRIEF PROFILE

The Dhirajlal Talakchand Sankalchand Shah College of Commerce (D.T.S.S. College of Commerce) is situated in Malad (East) beyond the Western Express Highway of Mumbai. The Sanskar Sarjan Education Society (Established in 1964) started this college in 1984 as a natural growth of its Higher Secondary School in the vicinity. J.D.T. High School initially led to the founding of P.D. Turakhia Junior College of Commerce & Science and later to D.T.S.S. Degree College. The College is named after its founders namely Shri Panachand Dungarshi Turakhia and Shri Dhirajlal Talakchand Sankalchand Shah. It is popularly known as 'Sanskar College'. D.T.S.S. College of Commerce was started with a mission to provide quality education to the underprivileged children of Kurar Village. Once an underdeveloped, backward area, Kurar Village is now a 'Centre of learning' solely due to D.T.S.S. College.

Since 30 years of its inception, the college has metamorphosed from being a modest building to a sprawling impressive structure complete with all modern equipment and amenities which make it a truly self-sufficient institute. The college has a well-stocked and modernized library, state of the art computer laboratories, a well-equipped gymnasium and a subsidized canteen. Students are trained in academics as well as co-curricular activities. Ethics, morals and values are steadily inculcated in them through the teaching-learning process and the result is a mature, intelligent, fully responsible citizen ready to take on the new world!

A dedicated Management and staff have brought about an immense change in the attitude and outlook of its student population. Guided by the vision of its founder, the commitment of its management, staff and stakeholders, the wholehearted participation of its student community and the unbounded generosity of the donors; the College functions as a team to realize the dream that through all-round and value-based education, we can shape students to become ideal citizens of the future. The present six-storey building houses multiple Academic Programmes like B.Com. , B.Com(Hons.), B.B.I., B.A.F., B.M.S., B.Sc.(I.T.), B.Sc.(Data Science), M.Com.(Accountancy), M.Com.(Business Management), M.Sc.(I.T.), M.Phil(Commerce), Ph.D.(Commerce), Ph.D. (Accountancy), Ph.D. (Business Economics) and Ph.D.(Philosophy) to cater to the academic needs of over 5000 students.

The College has been awarded A-Grade (CGPA 3.03) by N.A.A.C in its third cycle of re-accreditation. The College has received 'Best College Award' by the University of Mumbai during the Academic Year 2017-2018.



CONCEPT NOTE

Media in recent times has gone through a massive transformation and has impacted various fields. With these rapidly changing media trends across the world it is imperative to make an inquiry about the impact and connection of these trends from a multidisciplinary perspective.

“Changing Media Landscapes and their Impact on Culture, Society and its Economics” is an interdisciplinary virtual research conference that will focus on the role of media with respect to social, economic, financial, psychological and other aspects of society. The conference seeks to build and explore linkages across disciplines, geographic, and cultural boundaries with reference to media.

Technical Sessions

Session 1: Commerce , Finance and Economics

- Relationship of media and share market
- Crypto currency and media
- Impact of media on investment methods
- Media attention, sentiment and Investor relations
- Gaming industry and media
- Media and public relations
- The Economics of Information and Media
- Media and Smart Finance
- Media and Stock Markets
- Financial Media and corporate performance – Case study

Session 2 : Humanities

- Media and emotional health
- Media addiction
- Media and politics
- Sexual politics and media
- Humour and media
- Children and media
- Media and health – physical and psychological

Session 3 : Technology & Emerging Trends

- The use of media in education
- Policy making and media
- Media and start-ups
- Influence of virtual reality on the media and vice-versa
- Artificial intelligence in mass media

CALL FOR PAPERS

STUDENTS ARE HEREBY INVITED TO CONTRIBUTE:

- Original Research papers for the Intercollegiate **Virtual Conference** under the sub topics given above. OR ANY OTHER TOPIC RELATED TO THE THEME
- Research papers should be submitted as per the following guidelines:
- The title of the paper should be followed by the personal and institutional details of the writer of the paper.
- The paper should be divided under following sub heads :
 1. Abstract (Short summary) in English – Max. 300 words
 2. Methodology / Procedure / Aims / Objectives of the research
 3. Introduction
 4. Findings
 5. Conclusion
 6. Recommendations (if any)
 7. References

The word limit for the research paper should not exceed 2,000-2500 words.

- Use the following formatting style:
 1. Font Type: Times New Roman . Font size: 14 for Heading and 12 for the paper.
 2. Use double spacing.
 3. 1inch margin on all sides.
 4. References should be in MLA Style - include the name of the author (Surname first), name of the book, name of the publisher , year of publication.

For example: Jans, Nick. *The Last Light Breaking: Life among Alaska's Inupiat Eskimos*. Alaska Northwest Books, 1993.

- The soft copy of the paper should be emailed to **studentresearchpdic@gmail.com**.
- Selected papers will be published.
- Paper presenters will be given 10 minutes for presentation – 7 mins presentation , 3 mins question answer round.

**BEST RESEARCH PAPER WILL BE AWARDED.
ALL PAPERS WILL BE PUBLISHED IN THE STUDENT
RESEARCH JOURNAL – ADDHYAN.**

OUR PATRONS

Dr. Sharad Ruia
Chairman, Governing
Council, PDLC College

Lion Kanahaiyalal G. Saraf
Secretary, Governing
Council,
PDLC College

Shri Prafulbhai Shah
President - Sanskar Sarjan
Education Society

Shri Satishbhai Shah
Secretary - Sanskar Sarjan
Education Society

CONVENORS

Dr. Kiran Mane, I/C Principal, PDLC College of Commerce & Economics
Dr. Sussmita Daxini, I/C Principal, DTSS College of Commerce

ADVISORS

Dr. M.S. Kurhade, Principal of DTSS College of Law & Campus Director.
Dr. Madhavi Nighoskar, Vice Principal , PDLC College
Ms. Subhashini Naikar, Vice Principal , PDLC College

COORDINATORS

Dr. Sunita Tidke , Chairperson , Student Research Cell , PDLC College
Dr. Shubhada Apte, IQAC Coordinator , DTSS College
Ms. Emelia Noronha, IQAC Coordinator , PDLC College

TEACHER MENTORS

Ms. Foram Joshi, PDLC College
Ms. Tanvi Shah, PDLC College

Dr. Sucharita Sarkar, DTSS College
Ms. Shraddha Chavan, DTSS College

CORE ORGANIZING COMMITTEE

Bhakti Singh - MCom

Sheetal Kanojiya- SYBCom

Divyansh Dugar - SYBCom

Daphne Thevar- SYBBI

Anjali Gaud - SYBMS

Rishabh Baser - SYBCom

Prerana Santosh Salkar – TYBAF

Anjali Ajay Gupta - TYBAF

Nayan Kotre - FY.BSCIT

ORGANIZING COMMITTEE

Sujit Yadav - SYBCom

Jugal Maddheshiya - SYBAF

Pratham Madhani - SYBCom

Vandana Maurya- SYBCom

Sudhanshu Gupta - FYBCom

Vikas Tiwari - FYBCom

Raghav Bansal- FYBCom

Sourav Jha - FYBCom

Riya Joshi - FYBCom

Raj Ghumkar - FYBCom

Harsh Jain - FYBCom

Niraj Jain - FYBCom

Important

Registration is compulsory.

Link for registration :

<https://forms.gle/85ejfNF7rRKUGzxN8>

Last date of submission of Research paper: 19 April 2022

NO REGISTRATION FEE

**Research paper should be sent to the following email id:-
studentresearchpdlc@gmail.com**