

# INTERNATIONAL CONFERENCE ON INDIAN TRADE AND COMMERCE: PAST, PRESENT AND FUTURE

*Date: 17-19 March | Venue: RIE Campus*

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## **DAY-1 (17<sup>th</sup> March | Saturday)**

### **OPENING CEREMONY**

**Venue:** RIE Auditorium | **Time:** 4.00pm

**Opening note by:** Prof Upendra Padhi, Director of IMS and Conference Convenor

**Preside by:** Prof. Dr. Amiya Patnaik, Former VC, Utkal University of Culture

**Keynote address by:** Prof Triloki N Pandey, University of California, Santa Cruz

Address by Hon'ble Minister of Excise and Finance **Shri Sashi Bhusan Behera**

Address by Hon'ble Minister of MSME, W&CD and Mission Shakti **Shri Prafulla Samal**

Address by Hon'ble MP Lok Sabha **Bhartruhari Mahtab**

Address by **Prof. Andrea Loseries**, Director, Indo-Tibetan Studies, Visva-Bharati University

**End note by:** Dr Gayatri Patnaik, Sr Faculty, IMS

*\*Followed by cultural programme*

## **DAY-2 (18<sup>th</sup> March | Sunday)**

### **PLENARY SESSION-I: TRADE AND CULTURAL INTERACTION WITHIN NATIONS**

**Venue:** RIE Auditorium | **Time:** 10.00am – 12 noon

**Opening note by:** Prof Dr Sanjaya Satpathy, Ravenshaw University

**Chairperson:** Prof LN Rout, Berhampur University

**Lecture by Prof Dr Lipi Ghosh**, Department of South & South East Asian Studies, University of Calcutta

**Lecture by Prof. Andrea Loseries**, Director, Indo-Tibetan Studies, Visva-Bharati University

**Lecture by Prof. Projit Kumar Palit**, Director, Centre for Indological Studies (CIS), Department of History, Assam University

**Lecture by Prof Dr. Khalilur Rahman**, Dept. of Islamic History and Culture, University of Rajshahi, Bangladesh

**Lecture by Prof. Narayan Rao**, Member of ICHR, New Delhi

**Co-Chairperson and Rapporteur:** Prof Dr. Benudhar Patra, PG Govt. College, Chandigarh

**TEA BREAK: 12.00 NOON-12.15 PM**

## **PLENARY SESSION-II: THE NEW DYNAMICS OF GLOBAL BUSINESS**

**Venue:** RIE Auditorium | **Time:** 12.15pm – 1.30pm

**Opening note by: Prof Dr Sanjaya Satpathy**, Ravenshaw University

**Chairperson: Dr. Bidhu Bhusan Mishra**, Business Administration Department, Utkal University

**Lecture by Prof Dr. Malayuendu Saha**, Former VC of University of Kalyani and Chairman, West Bengal Joint Entrance Examinations Board

**Lecture by Prof Vijay Kumar Kaul**, Head and Dean of Business Economics, University of Delhi

**Lecture by Prof Dr. Radhe S. Pradhan**, Uniglobe College, Pokhara University, Nepal

**Lecture by Mr Ghanashyam Prasad Shah**, Principal, Mega National College, Lalitpur, Nepal

**Lecture by Prof Dr. Ajit Kumar Dash**, Birla Global University

**Lecture by Prof. (Dr) Nishamani Kar**, National Defence Academy, Pune

**Co-Chairperson and Rapporteur: Prof Kamala Kanta Dash**, National Law University Odisha (NLUO)

### **LUNCH: 1.30 PM-2.30 PM**

#### **TECHNICAL SESSION-I:**

##### **Oceanic Trade Routes in Ancient India and Interdependence in Bay of Bengal**

**Time:** 3.00-5.00 pm | **Venue:** Conference Hall, RIE | **Chairperson:** Dr L. Das Mohapatra, Assistant Director, National Archives | **Co-chairperson-cum-Rapporteur:** Dr Gayatri Patnaik, Sr Faculty, IMS

#### **Papers**

1. Milestones of Maritime Trade in India: An Overview by **Bhanja Kishor Rana**
2. Role of Kalinga in the Maritime Trade and Commerce by **Dr. Basanta Ku. Nayak**
3. Ancient Odisha and its Maritime Trade with South East Asia: A Brief Study by **Dr. Bijaya Kumar Sahoo**
4. Expansion of Religion and Cultural Diffusion through Trade in Ancient India: An Analytical Study by **Dr. Sharath Chandra Swamy**
5. Maritime Trade of Ancient Kalinga in Odia Folklore and Literature by **Dr. Chittaranjan Mishra**
6. Historicising the Trade & Commerce in the Princely States of Odisha: 1803-1905 by **Dr. K.C. Maharana**
7. Oceanic Trade Routes in Ancient India by **Dr. Mahendra Kumar Swain**
8. Shipbuilding and Maritime Activities in Early Odisha by **Dr. Ramakanta Bhuyak**
9. State policy of trade and industry in the Kautilīya Arthaśāstra by **Dr. Subhasree Dash**
10. Hindu Cultural Expansion through Trade and Commerce: A Study of Its Impact on Asiatic Countries by **Dr. Minati Sahu and Sapan Dash**
11. Trade and commerce as Reflected in Kautilya's Arthashastra by **Sri Gurubasavalinga Swamy**
12. New light on Maritime History of Odisha: A study of text and Context by **Dr. Anam Behera**
13. Role of South Odisha in the Indian Policy of Trade and Commerce during the British Period: A Study of Riverine Ports by **Dr. Prabhakara Mahapatra**
14. Salt Trade in British Odisha: A Historiographical Study by **Prof. Bhagabana Sahu**
15. Christian missionaries-trade and commerce in India: A Historical Perspective by **Sadananda Nayak**

16. Socio – Economic Relations of Odisha with Indonesia: A study of Maritime Discourse by **Dr Pareswar Sahoo**, PG Dept. of History, SB Women’s Autonomous College, Cuttack
17. Ancient Ports and Harbours during British Period at the Coast of Paradip by **Dr. Kishor Kumar Jena**, Lecturer in Commerce, Narayan Birabar Samanta Mahabidyalaya, Jhimani, Jagatsinghpur
18. Maritime History and Traditional Boat-building in Ancient Odisha by **Shibaprasad Dash**
19. Exploring Maritime Trade of Early Odisha by **Dr. Benudhar Patra**
20. Situating Ganjam in the Maritime Trade of Odisha (1768-1945) by **Dr. Gokulananda Patro**

## **TECHNICAL SESSION-II: Commodity Structure of Trade and Innovations in Trade Promotion**

**Time:** 3.00-5.00 pm | **Venue:** Staff Common Room, RIE | **Chairperson:** Prof. A.K. Das Mohapatra, Sambalpur University | **Co-chairperson-cum-Rapporteur:** Dr Minati Panda, Controller of Examination-cum-HOD of History, RD Women’s University

### **Papers**

1. Impact of Service Quality on the Selection of HR Service Providers by **Amitabha Gupta**
2. Skilled in Odisha: Ethnographies of Young Women Garment Factory Workers by **Annapurna Devi Pandey**
3. Objectification of Woman's Body: A Strategy to Promote a Product in Industry by **Deepanjali Mishra**
4. The State Bank of India: A Study of its Activities in Bangladesh by **Dr. Khalilur Rahman**
5. Use of Mass Communication Tools and Strategies on Promotion of Indian Trade and Business by **Dr. Nalin Kumar Patra**
6. Indian Trade in Environmental Goods: A Perspective by **Himanshu Agarwal & Rohan Kumar Mishra**
7. Innovative Online Advertisements and Its Effects on Audience: A Study on How It Helps in Marketing by **Koustav Mukherjee**
8. Factors affecting sales of foreign products in Nepalese market by **Prof. Radhe Shyam Pradhan Ghanashyam Prasad Shah and Srijana Prajapati**
9. Trade Promotion in Modern Era with web-marketing by **Shitendra Kumar Baliarsingh**
10. A Study on Entrepreneurial Challenges of Floriculture and Textile Sector in Odisha by **Annapurna Pattnaik**
11. A Comparison of Financial and Social Stress Level of Working Women on Banking and Education Sector of Sambalpur district, Odisha by **Sucheta Panda**
12. Economic and Commercial Co-Operation between India and Japan: With Special Reference to Bilateral Trade by **Mr. Utpal Pal, Mr. Pravata Kumar Jena and Miss. Alpha Rajeswari Patra**

## **TECHNICAL SESSION-III: Ethnocentric Trade, Sustainable Trade Engagements, Facilitation and Enabling Framework**

**Time:** 3.00-5.00 pm | **Venue:** Classroom LT-1, RIE | **Chairperson:** Prof Vijay Kumar Kaul, Head and Dean of Business Economics, University of Delhi | **Co-chairperson-cum-Rapporteur:** Prof Dr Prafulla Kumar Mohanty, HoD of History, SCS (Autonomous) College, Puri

### **Papers**

1. Ethnocentrism and its Impact on Trade by **Dr Namita Rath**
2. Need for a National Financial Education Strategy by **Dr. Bhaskar Nath Biswal**
3. India's Northeast and Southeast Asia: Looking Trade through Arunachal Pradesh by **Dr. Prasanta Kumar Nayak**
4. Neuro - Based Decisions in Global Business Undercurrents by **Lt Col (Dr) Jyotirmaya Satpathy**
5. Infrastructural development in Tribal Villages: A Study of Semiliguda block in Koraput district of Odisha by **Mahendra Kumar Nayak**
6. Creating Customer Lifetime Value through Customer Engagement in E-Commerce by **Ms. Shivani Mahna**
7. Attitude Determines The Altitude: A Bio-Based Study of Akio-Ambani model by **Prof. Nishamani Kar**
8. Marginalization of Women in Trade culture of India: Theory and Nature from Historical Perspective by **Sankarsan Malik**
9. Documentary Films as Tools of Soft Power and Cultural Diplomacy by **Shiv Shankar Das**
10. A note on evidences of trade activities: Special references to important early historic excavated archaeological sites in Odisha by **Sarbeswar Sethi**
11. The New Dynamics of Global Business with special reference to rich Cultural Heritage of Odisha by **Dr. Archana Kanungo**
12. Opportunities and Challenges for MNCs in India: An Analysis of Socio-Economic Indicators by **Prof (Dr) Ritu Chhikara**, BML Munjal University, Gurgaon
13. Dynamics of Global Business Today and Its Impact by **Dr. Manas Behera**, Department of Political Science, RD Women's University, Bhubaneswar
14. Startup India and Standup India: Reflections from Odisha by **Prof. Kamala Kanta Dash**, National Law University Odisha (NLUO)

## **TECHNICAL SESSION-IV: Tourism and Culture: The Potential Business Model and Make-in-Odisha**

**Time:** 3.00-5.00 pm | **Venue:** Classroom LT-2, RIE | **Chairperson:** Dr. Swaroop Sahoo, Former HoD of Commerce Department, Utkal University | **Co-chairperson-cum-Rapporteur:** Snigdha Jyotsnamayee, Faculty of IMS

### **Papers**

1. Appreciating the Tangible & the Intangible of Bhubaneswar through Cultural Tourism by **Ayona Bhaduri**
2. Business Ecosystem: A Sustainable Tourism Cultural Model Outreach by **Bhubaneswari Bisoyi**
3. Odisha in the Tourism Trade by **Biranchi Mishra**

4. Mass media, a digital mentor to reflect the pros and cons of Tourism and Culture: A Potential Business by **Dr Lopamudra Srichandan**
5. Make in Odisha: Issues & Challenges by **Dr. Shashank Shekhar Panigrahi**
6. Impact of Chemical and Petrochemical Sectors on “Make In Odisha” Campaign by **Dr. Liji Panda and Dr. Snigdharani Panda**
7. Impact of Tourism Culture on Development of India by **Prachi Parimita Rout & Trupti Rekha Patra**
8. Cultural tourism as a business model in India: Prospects & Challenges by **Raja Sarkar**
9. Make in Odisha: Prospects and Challenges by **Uttam Agrawal**
10. Tourism and Culture: The Potential Business Model in Odisha by **Mr. Raghunath Mandal**
11. The Tourism and Role of Mass Media: A Comparative Study by **Raju Kamble**
12. Testing the Volatility and Model Designing for International Tourist Footfalls in India: Applying GARCH family Models by **Arya Kumar**
13. Floriculture in Odisha: Problems & Prospects by **Dr. Biswo Ranjan Mishra**
14. Tourism business in India: Opportunities and Challenges by **Dr. Subrata Sarkar & Ms. Monalisa Pattanayak**

*\*Followed by cultural programme*

### **DAY-3 (19<sup>th</sup> March | Monday)**

#### **VALEDICTORY CEREMONY**

**Venue:** RIE Auditorium | **Time:** 9.30 AM – 11 AM

*Chief Guest*

**Dr. Nrusingha Charan Sahu**

Hon'ble Minister of State for Commerce and Transport  
Government of Odisha

*Guests of Honour*

**Prof KB Dash**

Former Registrar, Utkal University

**Prof. Ranjan Kumar Bal**

Former Chairman of PG Council, Utkal University

**Prof. Dr. Susmit Pani**

Former Director, DDCE, Utkal University

**Prof. Dr. Amiya Patnaik**, Former Vice-Chancellor,

Utkal University of Culture will preside over the function

**End note by:** Prof Upendra Padhi, Director of IMS and Conference Convenor

*\* Followed by distribution of certificates*