



TWO DAY
NATIONAL SEMINAR ON
**EMERGING TRENDS IN
BANKING, INSURANCE AND TOURISM**

28th & 29th June, 2019

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Venue

**Prof. G. Rami Reddy Centre for
Distance Education (PGRR CDE) Auditorium,
Osmania University, Hyderabad**

Organised by
DEPARTMENT OF COMMERCE
Osmania University, Hyderabad, Telangana State
www.osmania.ac.in | www.oucommerce.com
email: osmaniabitss2019@gmail.com

in collaboration with
INSTITUTE OF PUBLIC ENTERPRISE, HYDERABAD

ABOUT HYDERABAD CITY

Hyderabad, the sixth largest city in India, is the capital of the newly formed Telangana State. The most sought after tourist places are Charminar, Golconda Fort, Salarjung Museum, Birla Mandir, Taramati Baradari, Qutub Shahi Tombs, Mecca Masjid, State Archaeological Museum, Nehru Zoological Park, Shilparamam, Hussain Sagar Lake, Chow Mohalla Palace, Hyderabad Botanical Gardens, Ramoji Film City, Cyber Towers etc. There are good Educational Institutions in Hyderabad like Indian School of Business, Tata Institute of Fundamental Research, Centre for Economic and Social Studies (CESS), Marri Chenna Reddy Human Resources Development Institute, Indian Institute of Technology etc.

ABOUT OSMANIA UNIVERSITY

Osmania University, established in 1917, is the seventh oldest in India, the third oldest in south India and the first to be established in the erstwhile princely state of Hyderabad. It has emerged as one of the premier institutions of higher learning in the country. It was conferred with the coveted status of 'University with Potential for Excellence' in the year 2012. It epitomizes the national agenda on higher education for Access, Equity, and Quality through Expansion, Inclusiveness, and Excellence. The University was declared as an autonomous institution through an act of legislature and recognized by the University Grants Commission Act, 1956, Government of India. It continues to maintain its position among the top ten Universities in National Ranking and has been catering to the needs of the community in the region for last ten decades and has grown into one of the major universities of India. Osmania University is re-accredited by the National Assessment and Accreditation Council (an Autonomous Institution of the University Grants Commission) as 'A+' Grade University.

ABOUT THE DEPARTMENT OF COMMERCE

The Department came into existence as an independent wing of Osmania University with the launching of B.Com Course in 1945. The constituent colleges of University and 440 affiliated colleges spread over Hyderabad, Ranga Reddy and Medak offer the Bachelor's programme to around 1,20,000 students. The Department offers Master's Program in Commerce- M.Com. with different specializations in the University Campus and three constituent colleges Viz., Nizam College, University College for Women, and P.G. College Secunderabad. The Department also offers M.Com (IS) and Post Graduate Diploma course in Taxation in the campus. The Department of Commerce is one of the prime Departments in the Osmania University, located on the main campus, playing a pivotal Role in serving the society by shaping the careers of the students. The Department is one of the oldest and largest departments in the country, has been serving the cause of commerce education for the last 75 years. The Department is quick in responding positively to the needs of industry. The

Department is rich by its robust faculty, some of whom are Best Teacher Awardees by the State Government and other reputed national and international organisations. Many of the faculties are Presidents, Executive Vice-Presidents, and Executive Council Members in the national bodies like All India Commerce Association and All India Accounting Association.

ABOUT THE SEMINAR

Service sector is the backbone of social and economic development of any nation. It has emerged as one of the fastest growing sectors in the world and is making higher contribution to employment and global output. The growth of the service sector is more than the growth of agriculture and Manufacturing Sector. The services sector with a share of 55.2 per cent in India's gross value added continues to be the key driver of India's economic growth contributing almost 72.5 per cent of gross value added growth in 2017-18. This two day national seminar will set a platform to share the experiences of different service sectors –with special emphasis on Banking, Insurance And Tourism. The seminar aims to bring together the faculty, research scholars, academicians, stakeholders and practitioners of the industry and students to exchange and share their experiences, new ideas in this platform.

SEMINAR THEMES

TECHNICAL SESSION – I : TRENDS IN BANKING

Banking sector plays a very important and crucial role in the development of the Indian economy. With the use of Information and Communication Technology (ICT), there had been an increase in penetration, productivity and efficiency in banking practices. It has not only increased the cost effectiveness but also has helped and also in effective communication with people and institutions associated with the banking business in making small value transactions feasible.

Sub Themes:

- Emerging trends in Banking
- Pricing banking services
- Cross-selling and up selling
- Promotion of banking services,
- Integrity and service quality,
- Policy issues etc.
- CRM in banking, e-banking, mobile apps
- Electronic Banking Products
- Penetration of banking
- Technology and innovations (ICT)
- HRM issues,
- Banking processes,
- Perception of the beneficiaries/ customers

TECHNICAL SESSION – II : TRENDS IN INSURANCE

In the insurance sector there is a wide spectrum of business types which include life insurance, non life insurers and reinsurers. A life insurance policy is a contract with an insurance company. In exchange for premium payments, the insurance company provides a lump-sum payment, known as a death benefit, to beneficiaries upon the insured's death. Typically, life insurance is chosen based

on the needs and goals of the owner. Non life insurers are by contrast predominantly liability businesses where premiums are received now to provide cover for claims that might arise at some point in the future. The transition of the insurance industry from a public monopoly to a competitive environment now presents very interesting challenges, both to the new players and to the customers.

SubThemes:

- Insurance premium
 - Insurance density
 - Product innovation in insurance services
 - Performance of life, non-life and health insurance in India
 - Third party administrator
 - Central/state government insurance schemes
- Insurance penetration
 - Insurance products
 - IRDA role and authorities
 - Claims settlement
 - Ombudsman
 - Perceptions of the policy holders

TECHNICAL SESSION-III :TRENDS IN TOURISM

Tourism in India generated about 6.3% of the country’s GDP in the year 2015 along with supporting 37.315 million jobs, which is approximately 8.7% of the total employment. As of 2016, the future of tourism in India looks bright and prosperous because of the various favorable aspects in the country. With wonderful tourist spots, diverse topography, varied cultures and heritage sites in the country, India is one of the most lucrative options for tourists. The tourism industry of the country has undergone various changes over the time

SubThemes:

- Emerging trends and growth in tourism sector
 - Government policy
 - Types of tourist spots
 - Ravel services
 - Growth and penetration of hotels
 - Sensory marketing etc.,
- Tourism promotions
 - Destination planning
 - Hospitality services
 - Innovative marketing practices

CALL FOR PAPERS

Theoretical, conceptual and empirical research papers that are of original work from academicians, practitioners and policy makers are invited on the above mentioned sub themes. The abstract of the paper should be in 200-300 words. Full paper must be limited to 3000 words, Times New Roman in 12 font size with 1.5 line spacing and should not exceed 8 pages. The abstract and full paper should be submitted through ONLINE in the given portal and for further assistance email to **osmaniabitss2019@gmail.com**

PUBLICATION:

The best papers will be thoroughly reviewed and those selected by Editorial Board will be published in an edited book/journal with ISBN number.

Chief Patron

Prof. S. Ramachandram

Vice Chancellor, Osmania University

Patrons

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Seminar Conveners

Dr. J. Ravi Kumar
Dr. C.V. Ranjani
Dr. K. Krishna Chaitanya
Dr. G. Srinivasa Rao

Dept of Commerce, Osmania University
Dept of Commerce, Osmania University
Dept of Commerce, Osmania University
Dept of Commerce, Osmania University

Seminar Advisory Committee

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Seminar Chairperson

Prof. Prashanta Athma
Head, Dept of Commerce,
Osmania University

Seminar President

Prof. H.Venkateshwarlu
Dept.of Commerce,
Osmania University

Seminar Director

Prof. D. Chennappa, Department of Commerce,
UCC & BM, Osmania University Hyderabad - 500007,

IMPORTANT DATES

Last date for submission of Abstract with keywords	31st May, 2019
Last date for full paper submission through e-mail only	7th June, 2019
Last date for registration	15th June, 2019
<i>Papers submitted after the last date will not be accepted.</i>	

REGISTRATION

Please complete the registration process within the due date Viz., 15th June , 2019. Completed registration form may be sent as a scanned copy to the seminar email-id. In the event of multiple authors, separate registrations are required. Registration fee includes lunch, tea, snacks and Kit bag. The details of registration are as follows:

Without accommodation per delegate	Rs
Research Scholars	500/-
Academicians	1000/-
Accompanying person	500/-
Accommodation charges	750/- per head per day

PAYMENT MODE

Registration fees can be paid by cash or through Demand Draft (DD) to be drawn in favour of “**Seminar Director, OSMANIABITSS-2019**” from any Nationalised bank. **The enclosed registration form should be filled along with Demand Draft to this address. A soft copy can be mailed to: osmaniabitss2019@gmail.com**

CONTACT :

Prof. D. CHENNAPPA
Seminar Director
Department of Commerce, UCC & BM,
Osmania University Hyderabad - 500007, India
Email : osmaniabitss2019@gmail.com
Mobile: 9440360149