

Department of Commerce  
& Publication Wing

# Digital Disruption: Business, Industry, and Commerce



**AL SHIFA COLLEGE OF  
ARTS & SCIENCE**

(Run by Shifa Medicare Trust & Affiliated to University of Calicut)

PERINTHALMANNA KERALA INDIA

## Our Partners:

Rajagiri College of Social Sciences (Autonomous), Kochi | Lead College of Management, Palakkad  
Farook College (Autonomous), Calicut | Vimala College (Autonomous), Thrissur | Sullamussalam Science College, Areacode  
M E S Asmabi College, Kodungallur | Amal College of Advanced Studies, Nilambur | M E S Kalladi College, Mannarkkad





## About the College

Al Shifa College of Arts and Science is a young Higher Education Institution that started off in 2020. Within one year of its commencement, the college has made its mark in the higher education sector with student-centric activities, collaborations with reputed institutions, add-on courses, and all-around support to students in building a worthy career in their respective fields. We aspire to cross the benchmark we have set in other aspects by providing great exposure to students in academic research too.

## Department of Commerce

One of the founding departments of the College, the Dept of Commerce has as its goal of contributing to the Nation, a band of youth who will be informed in their subject, exposed to the multiple fields within Commerce and Management and capable of relating themselves to varied perspectives and knowledge around.

The Department offers two Undergraduate programmes since 2020: Bachelor of Commerce with Taxation and Finance as specializations. Under the Department, the students are rigorously coached simultaneously to excel in attitude and aptitude-wise.



While focusing strongly on academics, the students are motivated to involve in co-curricular and extension activities. They are made aware of the institutions of renown in their fields and people of repute too. Student presentations and projects are genuinely supported by the Dept. leading to bringing out earnest involvement among the learners in what they explore. The faculty works on improving their confidence levels and levels of self-awareness. Most importantly, they are slowly taught the art of learning to learn, which is the key ability the students need.



## Publication Wing

The Publication Wing at Al Shifa College of Arts and Science was established in 2021. The Wing provides opportunities for writers to showcase their creative and academic writing skills through online and print media. We have brought out an anthology titled "The Republic of Hope", a compilation of poems by school and college students on the theme 'post-covid world'. Yet another publication venture we have completed is the conference proceedings of the National Student Seminar on English Fiction since 2000, conducted by the college. The Wing also launched an inter-disciplinary e-journal titled Afterwords, a platform for students to publish their creative and academic works. A publication on Higher Education in India is being prepared by the wing. Three books by the core departments will be published during the academic year 2022-23. The department of Malayalam has sent out a call for short stories by college students and the book will be released in the month of December 22.





## About the Theme:

### Digital Disruption: Business, Industry and Commerce

Disruption is inherent to life and it either is caused by change or it leads to it. But the scale of disruption brought into the world, mediated by digital technology, is phenomenal. In the world of business, industry & commerce, the epoch-defining transformations brought in by the digitized change, in the form of services, capabilities, and business models impact the industry's existing services and goods. This transformation caused by the emergence of innovative digital technologies and business models-ecosystem of interoperable data, devices, platforms, wearables, internet of things - disrupt the status quo, forcing businesses to re evaluate the current market regarding goods and services. The exploding rise in the use of mobile devices for personal use and work, a shift sometimes referred to as the consumerization of IT, has increased the potential for digital disruption across many industries. The fast-expanding digital landscape is swallowing consumers and their experiences. These disruptive trends rewire the consumers, business and the global economy thereby bringing to being novel practices and problems, potentials and pitfalls. As technology disrupts the known and existing, there are opportunities in the way the industry can help mold the employee and customer behavior, expectations accordingly. There is the dilemma of whether to invest or not in the known as threat of radical shifts in market behavior should be expected because of the digital disruptions.



Business, Industry and commerce are the largest growing fields of today's economy and digital innovation and mechanization can accelerate their growth. In one-way digital disruption helps economic growth, but in another, it can also lead to the destruction and birth of industries. It is very challenging to transform digitally according to the changing situation, in a world mediated by technology which transforms itself at an alarming pace. The Dept of Commerce, ACAS, would like to explore the emerging medley of trends, turns and trajectories in Business, Industry and Commerce through an edited volume of book. The book will explore, among other things, the following areas:

## Sub Themes

- » Digital Disruption and Change Management
- » Customer Intelligence
- » Collaborative Economy
- » Digital Disruption and Economic Growth
- » Connected Workplace
- » Digital Enterprises
- » Intrapreneurship
- » Artificial Intelligence and Commerce
- » Digital Influence and Advocacy
- » Big Data Analysis and Machine learning
- » Customer Analytics tools
- » Industry and the Maker Movement
- » Augmented Reality in Digital space
- » Digital Ethnography
- » Collaborative Economy



## Guidelines for Submission

Authors are requested to strictly follow the below mentioned submission guidelines:

- Manuscript must be written in English language.
- File must be in Microsoft Word format. (Preferably Word 2007).
- Paper size: A4, Font & size: Times New Roman 12, whereas the title must be in 12 point size, bold.
- Spacing: 1.5, Margin:1 inch on all four sides.
- Word-limit: Minimum:2500 Maximum: 5000 words
- Only those papers will be granted for review which are not published elsewhere or submitted for publication.
- The authors will have to strictly follow APA format in preparing their papers.
- Authors are requested to use endnote instead of footnote.
- Authors cannot use their names anywhere in the manuscript except in the title page. Please mention the details of your institutional affiliation after your name, on the title page.
- All manuscripts must include a maximum 250 words abstract, next to the title page.
- Add about 4 to 5 keywords one line below the abstract.
- Each manuscript must carry a duly signed declaration that it is an original work and has not been published anywhere else for publication, and a brief bio-note of 150 words of the respective author's name, postal address, designation, affiliation, specialization, mail-id, contact no. etc) towards the end of the paper. Do not send your bio-note in a separate file.
- The papers submitted should evince serious academic work contributing to new knowledge and innovative critical perspectives on the subject explored.
- Authors are to follow the strict ethics of writing scholarly papers and be aware of plagiarism.
- Authors are requested to submit their manuscripts to **commerceacas@gmail.com**



## The order of the content must be as per the following sequence:

- Title page with the authors name and institutional details
- Abstract and Keywords
- Main body of the text
- End note (if needed)
- References
- Declaration and Bio-note

Deadline for Submission  
**31 January 2023**

### Contact Information

**N.T Amritha Kumaran**  
9496305031

### Editorial Board

Chief Editor

**Dr. Babu P. K**

Principal

Al Shifa College of Arts and Science

Associate Editor

**Rohith Ravi**

Head, Department of Commerce

Al Shifa College of Arts and Science

Editors

**Mr. Suhaib. P**

Asst. Professor of Commerce

Al Shifa College of Arts and Science

**N.T Amritha Kumaran**

Asst. Professor of Commerce

Al Shifa College of Arts and Science

A Different League!



## **AL SHIFA COLLEGE OF ARTS & SCIENCE**

(Run by Shifa Medicare Trust & Affiliated to University of Calicut)

Keezhattur, Perinthalmanna. Ph: 04933 271 367, 9446 544 473  
[www.alshifacollegeofartsandscience.ac.in](http://www.alshifacollegeofartsandscience.ac.in) | [info@alshifacollegeofartsandscience.ac.in](mailto:info@alshifacollegeofartsandscience.ac.in)

Programmes: B Com Finance B Com Taxation  
B A Economics BA Functional English BSc Psychology