



Rayat Shikshan Sanstha's
CHANDRABAI SHANTAPPA SHENDURE COLLEGE, HUPARI

ICSSR, New Delhi Sponsored

Two days National Seminar on

“Artificial Intelligence: Transforming Global Trade and Commerce”

Organized by

Department of Commerce

Affiliated to Shivaji University Kolhapur

Date: 12th and 13th February 2026

Registration & Breakfast 9:30 am to 10:00 am

The registration process was started since 9.30 am in the morning. Students, faculty members, research delegates completed their registration process till 10.30 am and enjoyed the breakfast.

Inauguration Function 10:00 am to 11:30am

The National Seminar entitled, “Artificial Intelligence: Transforming Global Trade and Commerce” was inaugurated in the auspicious hands of Hon. Prin. Prof. Dr. Nandkumar Kadam,, D. R. Mane College, Kagal. He express his speech on revolutionary force that is reshaping the world economy — **Artificial Intelligence**. Hon. Sir has expressed that, his views regarding robotics to AI- transformation, advantages and disadvantages of AI on trade, commerce and business, impact of AI on global trade and commerce function and decision making.

The presidential speech was delivered by Hon. Prin. Prof. Dr. Arun shinde Principal, Chnadrabai Shantappa Shendure College, Hupari. Hon. Sir has expressed the psychological perspective of AI, its functions, impact of AI on human thoughts, emotions, behavior, and social relationships, cognitive principles and how AI affects human psychology.

Key note speech was delivered by Hon. Prof. Dr. S. S. Mahajan Sir, Head Department of Commerce & Management & Former Dean, Faculty of Commerce & Management, Shivaji University, Kolhapur. He has taken the brief review of the Artificial Intelligence and its impact on the commercial world. He has expressed his views regarding Artificial Intelligence is no

longer a concept of the future; it is the reality of the present. Across the globe, companies like Amazon and Alibaba Group use AI to predict customer demand, optimize supply chains, and personalize shopping experiences.

Dr. Shreya Patil, Co-ordinator of the seminar, delivered the Preface and elaborated the selection of the theme of the seminar, subthemes. She has made preface and expressed gratitude towards the ICSSR New Delhi for sanctioning and sponsoring such seminar. **Dr. Patil also introduced** the chief guest, key note speaker and welcomes all the dignitaries and eminent scholars for the seminar.

This function was graced by Hon. Desai Anna CDC member of our college, Hon. Dr. Deval Tulashikatti, IQAC Co-ordinator of the college all the faculty members and students.



Inauguration Ceremony



Chief Guest Remarks: Hon. Principal Dr. N. L. Kadam



Key note Adress by Pro. Dr. S. S. Mahajan



Hon. Principal Dr. Arun Shinde

Plenary Session I : 11:30 am to 12:30 pm

The Resource person of the plenary Session I was Hon. Dr. S. B. Kalatage (Former Airport / Station Manager, Dammam – Eastern Saudi Arabia). The topic allocated to him was “Transformative impact of Artificial Intelligence (AI) on the business world”. He express his views on how businesses operates, compete, and create value across industries in such AI

transformation. From automation to strategic decision-making, AI is reshaping the global business landscape in the form of Automation and Operational Efficiency. He also remarked on Data-Driven Decision Making, Enhanced Customer Experience, Supply Chain and Logistics, Optimization and Innovation and Competitive Advantage of AI .

This session was chaired by Hon. Principal Dr. Vijay Mane, Vyankatesh College, Ichalkaranji. He was also delivered the presidential remarks on AI.



Resource Person Hon. Dr. S. B. Kalatage



Presidential Remarks by Prin. Dr. Vijay Mane



Audience for the Seminar



Audience for the Seminar

Plenary Session II 12:30 pm to 01:30 pm

The Resource person of the plenary Session II was Hon. Dr. Dr. B. S. Navi (Professor & Head Department of Commerce and Management, Rani Chanamma University, Belgavi, Karnataka). He explored his views on "Evolution of Artificial Intelligence in Education for Next Generations". Hon. Sir has remarked on AI has reshaped teaching methodologies, learning experiences, assessment systems, and institutional management. The Chairperson was Hon. Dr.

Ashok Shinde , HoD Commerce & Management Y. C. College, Islampur . He was also delivered the presidential speech.



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Note: ICSSR National Seminar on AI

Resource Person Hon. Dr. B. S. Navi



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Note: ICSSR National Seminar on AI

Presidential remarks by Hon. Dr. Ashok Shinde

Lunch Break 1:30 pm to 02:30 pm

Plenary Session III 2:30 pm to 4.00 pm

The theme for the plenary session three was “Influence of AI on Advertisement in E-Commerce”. The resource person of the session was Hon. Dr. Vidyullata Hande Mam, (Prof. & Head Department of Commerce R.N. C. Arts and J.D.B. Commerce College, Nashik). Mam has shared her views on impact of Generative AI on Ad making, Dynamic Ad Optimization, Automated Content Generation, Programmatic and Automated Media Buying (2026 Trend), **Virtual Shopping Assistants**, Ethical Issues and Data Privacy and its impact on E-Commerce. Hon.. Dr. Mansingh Dabade, HoD Commerce & Management, S. K. Patil College, Kurundwad has chaired this session and focuses on changing nature of E-commerce due to the AI.



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Note: ICSSR National Seminar on AI

Resource Person Hon. Dr. Vidyullata Hande



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Note: ICSSR National Seminar on AI

Presidential remarks by Hon. Dr. Mansingh Dabade

Paper Presentation 4.00 to 5.30 pm

The Chairperson of this session was Hon. Dr. Vandana Tandale (Associate Prof. of Accountancy Annasaheb Dange College, Hatkanangale). In this session Research Scholars and students has presented their research papers on the various themes of the conference. In total 9 participants have participated and made the ppt presentation in this session.



Paper presented by Hon. Mr. Sourabh Kambale



Presidential remarks on Paper presented by Researchers

Day 2 : 13/2/2026

Breakfast 9:00 am to 9:30 am

Paper Presentation 9.30 to 10.30am

The Chairperson of this session was Hon. Dr. Sabiha Faras, Associate Prof. of English, Chandrabai Shantappa Shendure College, Hupari In this session Research Scholars and students has presented their research papers on the various themes of the conference. In total 17 participants have participated and made the ppt presentation in this session.



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Note: ICSSR National Seminar



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Paper Presentation



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Paper Presentation



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Plenary Session I : 10:30 am to 12.00 pm

The plenary session I for Day II was on the topic "AI in Marketing and Distribution". Dr. K. V. Marulkar (Asso. Prof. Department of Commerce & Management, Shivaji University, Kolhapur) was the Resource person of this session. He was explored that AI is rapidly transforming marketing and distribution by leveraging data to increase personalization, efficiency, and predictive capabilities. It is no longer just a trend, but a "game-changer" that enhances, rather than replaces, human creativity and strategy. He also remarked the key benefits and challenges of AI in Marketing and Distribution. This session was chaired by Hon. Dr. Anil Suryawanshi (Asso. Prof. of Accountancy, The New College, Kolhapur)



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 Note: ICSSR National Seminar on AI

Dr. Kedar Marulkar Resource Person



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 Time: 13-02-2026 11:37
 Note: ICSSR National Seminar on AI

Dr. Anil Auryawanshi Chairperson

Plenary Session II : 12:00 pm to 1.30 pm

The plenary session Two of Day Two was on the topic “AI in Production and Distribution”. The resource person of this session was Hon. Dr. Ganesh Pathak Asso. Prof. Sri Balaji University, Pune. He deeply expressed his views regarding, AI acts as a transformative tool for improving efficiency, reducing costs, and automating complex processes of production and manufacturing process. It bridges the gap between raw data analysis and actionable, intelligent, and autonomous operations. He also remarked on Core Components of AI Systems in Industry, Key benefits and challenges. This session was chaired by Hon. Dr. Rajaram Salunkhe (Principal, Arts, Commerce & Science College, Palus). He has also take the review of the concept AI in production process and its limitations.



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 Note: ICSSR National Seminar on AI

Dr. Ganesh Pathak Resource Person



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 Time: 13-02-2026 13:06
 Note: ICSSR National Seminar on AI

Principal Dr. Rajaram Salunkhe Chairperson

Valedictory Function 1.30 to 2.30

The chief guest for valedictory session was Hon. Principal Dr. V. M. Patil (Principal, The New College, Kolhapur) and Hon. Mr. Maruf Mujawar, Former HoD Department of Hindi, Chandrabai Shantappa Shendure College, Hupari. Hon. V. M. Patil sir has shared Views on changing nature of Commerce and management stream due to invention and application of AI technology in business, industry, trade and commerce. He also remarked that, the commerce and management stream is undergoing a fundamental transformation driven by the integration of Artificial Intelligence (AI), shifting from a reliance on manual, spreadsheet-driven processes to automated, predictive, and data-driven decision-making. AI technologies—including machine learning, natural language processing (NLP), and robotic process automation (RPA)—are optimizing supply chains, enhancing customer experiences, and redefining the skills required for future professionals.

Hon. Maruf Mujawar expressed this views on AI technology and its influence on reshaping the world by simultaneously offering powerful tools for environmental sustainability—such as optimizing renewable energy grids and monitoring ecosystems—while posing significant ecological risks through high energy consumption, data center carbon footprints, and e-waste.

The presidential speech was given by Hon. Principal Prof. Dr. Arun Shinde sir. In this session 2 faculty members i.e. Dr. Sampada Lavekar, Arts, Commerce and Science College, Malakapur, Dr. Pravin Lupane, Dr. Patangrao Kadam College, Ramanandnagar shared their views regarding the arrangement, accommodation, hospitality, resource person guidance for these two days national seminar. Four students representatives also shared their views regarding the seminar. Certificates were distributed to the participants during this valedictory function.

This session was followed by the Lunch Break all participant has enjoyed the delicious lunch arranged by the college.



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Note: ICSSR National Seminar on AI

Principal Dr. V. M. Patil , Chief Guest



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Note: ICSSR National Seminar on AI

Principal Dr. V. M. Patil , Chief Guest



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Note: ICSSR National Seminar on AI

Dr. Shreya Patil, Co-ordinator of the seminar



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Note: ICSSR National Seminar on AI

Dr. Maruf Mujawar, Chief attendance for valedictory



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Note: ICSSR National Seminar on AI

Certificate Distribution



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Note: ICSSR National Seminar on AI

Presidential speech by Principal Dr. Arun Shinde



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 Co-ordinator
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 Chandrabai Shantappa Shendure College
 Hupari.