



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)

विकसित भारत
अभियान
1947 TO 2047



GURUGRAM UNIVERSITY, GURUGRAM

(A State Govt. University Established Under Haryana Act 17 of 2017)

Joint International Conference

on

"Entrepreneurship in the Age of AI: Paradigms of Sustainability and Social Innovation"
(IC-MGMT-2025)
December 11-12, 2025

Certificate of Paper Presentation

This is to certify that Prof./Dr. / Mr. / Ms. Priya Soni of Dept. of Commerce, Gurugram University has presented a paper titled "Omni-Channel Marketing: A Critical Analysis of its Impact on Consumers and Retailers" at the International Conference on "Entrepreneurship in the Age of AI: Paradigms of Sustainability and Social Innovation (IC-MGMT-2025)" jointly organized by the Department of Management, Gurugram University, Gurugram, Haryana, India and Central Michigan University, Michigan, USA.

Dr. Vinod Kumar
Convener
Department of Management, GUG

Dr. Surabhi Goyal
Convener & Chairperson
Department of Management, GUG

Prof. (Dr.) Amarjeet Kaur
Conference Chair & Dean
Faculty of Commerce & Management, GUG



GURUGRAM UNIVERSITY, GURUGRAM

(A State University Established under Haryana Act 17 of 2017)



Two Days

NATIONAL CONFERENCE

on

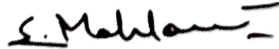
"CONTEMPORARY TRENDS & CHALLENGES IN COMMERCE"

April 27th-28th, 2023

This is to certify that Dr./Mr./Ms. Priya Soni from G.C.W., Sec - 14, Gurugram
has Participated/Presented Paper entitled Impact of COVID-19 on the Indian Economy
..... in **Two Days National Conference**
on **"Contemporary Trends & Challenges in Commerce"** organised by Department of Commerce, Gurugram
University, Gurugram.


Dr. Anshita Yadav
Organising Secretary


Dr. Falak Khanna
Organising Secretary


Dr. Seema Mahlawat
Convener



76th ALL INDIA COMMERCE CONFERENCE 2025

Organised by
Garden City University, Bangalore, Karnataka

Certificate OF PRESENTATION

THIS IS TO CERTIFY THAT

Prof./Dr./Ms./Mr. Priya Soni, Research Scholar
Of Department of Commerce, Annamalai University
has presented a Research Paper in the Seminar Session / Technical Session -
I/II/III/IV titled Role of Digital Transformation in
Workforce Development : A Comprehensive Review
in the 76th All India Commerce Conference of the Indian Commerce Association
on "**Emerging World Trade Order: Challenges and Opportunities**"
jointly hosted by Garden City University, Bangalore, Karnataka, from
December 19th – 21st, 2025.

Dr. Thomson Thomas
Conference
Organizing Secretary,
76th AICC- 2025

Prof. Keshav Singh Thakur
President, ICA

Dr. Kuldeep Sharma
Secretary, ICA

Dr. M Jayappa
Conference Secretary
76th AICC - 2025

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