



Nepal Commerce  
Association

Call for Papers

2nd NCA International Conference on

**“Contemporary Issues in Commerce:  
Innovation, Sustainability, and Global Competitiveness”**



In Association with Mega College

Kumaripati, Lalitpur, Nepal

15–16 May 2026 (1–2 Jestha 2083)



# Nepal Commerce Association (NCA)

---

The Nepal Commerce Association (NCA) was established on 31st January 2024 (2080.10.17). NCA successfully organized the 1st NCA Conference on 30th January 2025 in Birgunj, Nepal.

The main objective of the Association is to develop, expand, and promote commerce and management education at both school and university levels across Nepal. The Association is an independent organization working in the educational sector. It supports teachers and students engaged in commerce and management education by promoting social values, quality education, skill-based learning, and the development of competent and skilled manpower.

Nepal Commerce Association is pleased to invite research scholars, academicians, industry professionals, policymakers, and postgraduate students to submit original research papers for its forthcoming conference on "Contemporary Issues in Commerce: Innovation, Sustainability, and Global Competitiveness."

In an era characterized by rapid technological advancement, globalization, and an increasing emphasis on sustainability, the disciplines of commerce and management are undergoing significant transformation. Organizations today face complex challenges related to innovation, leadership, ethical governance, digitalization, and global competitiveness. This conference aims to provide an interdisciplinary platform for the exchange of ideas, research findings, and best practices addressing contemporary issues shaping commerce and management in both emerging and developed economies.

The conference seeks to foster intellectual discourse and promote collaboration among academia, industry, and policy institutions, with particular relevance to the evolving business environment.

Nepal Commerce Association (NCA) publishes its official journal, the Journal of Nepal Commerce Association (JNCA), with ISSN: 3102-064X. The online version of the journal is available at: <https://www.nepjol.info/index.php/jnca/issue/view/5706>.



# Mega College, Kumaripati, Lalitpur

Mega College, established in 2011 A.D. by a team of dedicated academicians and professors, is a reputed higher education institution located at Kumaripati, Lalitpur, Nepal. Since its inception, the college has maintained excellent and consistent academic records and has become widely recognized across Nepal for its quality education and academic excellence. The college offers academic programs from +2 (secondary) to Master's level. At the +2 level, it provides programs in Science, Management, Law, and Social Sciences. At the Bachelor's level, Mega College offers BBA, BBM, BBS, BCA, BSc CSIT, BE Computer, and BALLB. At the Master's level, the college runs MBA and MBS programs.

With a strong academic foundation, experienced faculty members with several Ph.D. degree achievers, effective administrative team, and a commitment to student success, Mega College stands as a trusted institution for higher education in Nepal. In addition to its strong academic programs, the college continuously organizes national and international conferences to enhance students' research capacity and innovative thinking. These conferences actively involve both students and teachers, providing them with opportunities to present papers, share ideas, and interact with scholars, researchers, and professionals from diverse fields.

Similarly, the college regularly conducts workshops, seminars, and training sessions to ensure that students and faculty members meet global standards of knowledge and professional competence. Through these continuous learning activities, participants stay updated with recent developments, modern technologies, and emerging trends in their respective disciplines. It also publishes academic research journals and scholarly articles on a regular basis. These publications encourage a culture of research, critical thinking, and academic writing among students and faculty, thereby contributing to the broader academic community. Furthermore, the college organizes educational tours, excursions, industrial visits, field observations, interviews, and interaction programs with experts from related sectors. These practical exposures provide students with real-life experiences, helping them bridge the gap between theory and practice and prepare effectively for their professional careers.

As an organizer and on behalf of NCA, we warmly invite researchers, academicians, professionals, policymakers, and students to submit their original research papers for presentation at the 2nd NCA International Conference on **“Contemporary Issues in Commerce: Innovation, Sustainability, and Global Competitiveness”**, organized in association with Mega College. The conference will be held on 15–16 May 2026 (1–2 Jestha 2083) and aims to create a vibrant platform for intellectual exchange, scholarly discussion, and global networking.

At last, we encourage contributors from diverse disciplines to participate and share their insights, research findings, and innovative ideas that address emerging challenges and opportunities in the fields of Commerce, IT and Law. Kindly, join us in making this international conference a meaningful academic gathering that advances knowledge, collaboration, and global competitiveness.

## Conference Themes

Contemporary Issues in Commerce:  
Innovation, Sustainability, and Global Competitiveness

## Conference Sub-Themes

Contributors are invited to submit papers related to, but not limited to, the following sub-themes:

### 1. STRATEGIC MANAGEMENT AND LEADERSHIP

- ✓ Contemporary challenges in strategic management
- ✓ Leadership styles and organizational performance
- ✓ Corporate governance and ethical management practices
- ✓ Change management and organizational resilience

### 3. MARKETING, CONSUMER BEHAVIOR, AND COMMERCE

- ✓ Emerging trends in consumer behavior
- ✓ Digital marketing, branding, and social media strategies
- ✓ Retail transformation and e-commerce development
- ✓ Sustainable and ethical marketing practices

### 2. DIGITAL TRANSFORMATION AND INNOVATION

- ✓ Digitalization of business processes and models
- ✓ Artificial intelligence, automation, and business analytics
- ✓ Digital finance, and financial innovation like FinTech, ERP
- ✓ Innovation management in emerging economies

### 4. FINANCE, ACCOUNTING, AND CORPORATE SUSTAINABILITY

- ✓ Contemporary issues in financial management
- ✓ Risk management and corporate financial performance
- ✓ Sustainable finance, ESG, and integrated reporting
- ✓ Developments in accounting standards and practices

## **5. ENTREPRENEURSHIP, MSMES, AND STARTUPS**

- ✓ Entrepreneurial ecosystems and innovation-driven enterprises
- ✓ Management challenges of MSMEs and startups
- ✓ Women entrepreneurship and inclusive business models
- ✓ Startup financing and venture capital

## **7. TRADE, GLOBALIZATION, AND ECONOMIC POLICY**

- ✓ Global and regional trade dynamics
- ✓ Supply chain management and resilience
- ✓ Trade policy reforms and business competitiveness
- ✓ Commerce and economic development in emerging markets

## **9. LAW, TAXATION AND LEGAL ASPECTS OF CORPORATE WORLD**

- ✓ Establishment, Labour, Contract, Local, Provincial & Union Laws regarding Commerce
- ✓ Direct & Indirect tax
- ✓ Corporate & Non-corporate tax
- ✓ Personal & institutional tax
- ✓ Local, Provincial & Union tax

## **6. HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL BEHAVIOR**

- ✓ Future of work and workforce transformation
- ✓ Talent management, employee engagement, and well-being
- ✓ HR analytics and strategic human resource management
- ✓ Diversity, equity, and inclusion in organizations

## **8. SUSTAINABILITY, GREEN ECONOMY, AND RESPONSIBLE BUSINESS**

- ✓ Sustainable business practices and green innovation
- ✓ Climate change and corporate strategy
- ✓ Circular economy and responsible consumption
- ✓ Role of business in achieving Sustainable Development Goals (SDGs)

### Venue of conference

#### Conference Venue:

Mega College, Kumaripati, Lalitpur, Nepal

### Registration Information

**Paper submission deadline:** 2nd May, 2026 (2083-01-19)

**Notification of acceptance letter:** 5th May, 2026 (2083-01-22)

**Registration deadline:** 9th May, 2026 (2083-01-26)

### Registration Fee

Particulars	Life Members	Non-Life & General Members			Research Scholar	Students
		Nepali	Indian	Foreigner		
Registration Fee	NRs.1,500	NRs.3,000	INRs.2,000	\$25	NRs.1,500	NRs.1,000
Accommodation for 2 nights	NRs.2,000	NRs.2,000	INRs.1,500	\$15	NRs.2,000	NRs.1,000

### Conference Registration & Paper Submission:

[https://ncanepal.com/Conference\\_controller/Conference\\_reg](https://ncanepal.com/Conference_controller/Conference_reg)

[mail.ncanepal@gmail.com](mailto:mail.ncanepal@gmail.com)

+977-9855032037

### Membership Registration:

<https://www.ncanepal.com/member/apply>

[mail.ncanepal@gmail.com](mailto:mail.ncanepal@gmail.com)

+977-9855032037

## Bank details for payment of registration fee

---

**Bank Name** : NMB Bank Ltd.  
**Bank Branch** : Birgunj  
**Account Name** : Nepal Commerce Association  
**Account No.** : 0190146428500013  
**SWIFT Code** : NMBBNPKA

## Submission Guidelines

---

- ✓ Papers must be original and unpublished.
- ✓ Submissions may be conceptual, empirical, or case-based.
- ✓ Selected papers may be considered for publication in “Journal of Nepal Commerce Association”(subject to review).
- ✓ The online version of the Journal is available at <https://www.nepjol.info/index.php/jnca>

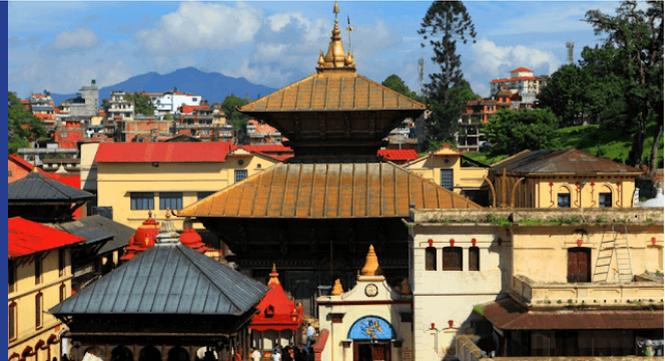


## Tourist Places In Kathmandu Valley

Here are some major tourist places in Kathmandu:

### Pashupatinath Temple

One of the holiest Hindu temples dedicated to Lord Shiva, located on the banks of the Bagmati River. It is also a UNESCO World Heritage Site.



### Swayambhunath (Monkey Temple)

An ancient religious complex situated on a hilltop, offering panoramic views of Kathmandu Valley.

### Kathmandu Durbar Square

A historic palace complex showcasing traditional Newari architecture and ancient temples.





### **Patan Durbar Square**

Located in Lalitpur, known for its artistic temples and rich cultural heritage.

### **Bhaktapur Durbar Square**

Famous for its preserved medieval architecture and traditional lifestyle.



### **Chandragiri Hills**

Popular for cable car rides and stunning views of the Himalayan range.



### **Narayanhiti Palace Museum (Raj Darwar)**

The palace displays royal artifacts, ceremonial halls, and historical exhibits related to Nepal's monarchy



## Tourist Places Outside of Kathmandu Valley

Here are some major tourist places outside of Kathmandu valley:



### Pokhara

(200 KM from Kathmandu)

A scenic lakeside city surrounded by the Annapurna mountains, known for its natural beauty and adventure activities.

### Lumbini

(290 KM from Kathmandu)

The birthplace of Lord Buddha and an important pilgrimage site. It is also a UNESCO World Heritage Site.



### Sauraha

(150 KM from Kathmandu)

A popular gateway to Chitwan National Park, known for jungle safaris, wildlife, and Tharu culture.



### Janakpurdham

(235 km from Kathmandu)

Janakpurdham is revered as the birthplace of Goddess Sita and is famous for the magnificent Janaki Mandir and the vibrant Mithila culture.



## Technical Session

Track No.	Track Name
Track 1	Strategic Management and Leadership
Track 2	Digital Transformation and Innovation
Track 3	Marketing, Consumer Behavior, and Commerce
Track 4	Finance, Accounting, and Corporate Sustainability
Track 5	Entrepreneurship, MSMEs, and Startups
Track 6	Human Resource Management and Organizational Behavior
Track 7	Trade, Globalization, and Economic Policy
Track 8	Sustainability, Green Economy, and Responsible Business
Track 9	Taxation and Tax Planning

## Travel Routes to Kathmandu



### By Train

Raxaul Junction (RXL)  
/ Jogbani (JBN) /  
Gorakhpur Junction  
(GKP)



### By Road Way

Night Bus  
or EV/Sumo  
during the day



### By Flight

Simara / Biratnagar  
/ Bhairahawa to  
Kathmandu



International  
Flight to  
Kathmandu

### Founders of NCA

---

- President** : Dr. Dipendra Kumar Chaudhary, Chairman, Birgunj College, TU
- Vice President** : Dr. Binod Shah, Dean, FoM, Rajarshi Janak University (RJU)
- Secretary** : Dr. Alok Chandra Dutta, Lecturer, Hari Khetam Multiple College, TU
- Treasurer** : Dr. Ashok Raj Thakur, Lecturer, Birgunj College, TU
- Executive Member** : Dr. Saroj Thakur, Asst. Dean, FoM, Rajarshi Janak University
- Executive Member** : Dr. Uday Kishor Tiwari, Assis. Prof, Central Department of Management, TU
- Executive Member** : Dr. Santosh Karn, Campus Chief, University Campus, RJU

### Conference Organizing Committee

---

- ✓ Dr. Dipendra Kumar Chaudhary, Conference Chairman  
 |  +977-9855032037
- ✓ Dr. Ghanshyam Prasad Shah, Conference Secretary  
 |  +977-9851061113
- ✓ Dr. Alok Chandra Dutta, Conference Member  
 |  +977-9845101666
- ✓ Padam Prasad Pandey
- ✓ Dr. Narayan Bahadur Magar
- ✓ Jeet Bir Bajracharya
- ✓ Loknath Chapagai
- ✓ Baburaja Tandukar

## Sub-Committee

---

- ✓ Aashish Maharjan
- ✓ Binod Khatri
- ✓ Nishan Pandey
- ✓ Nischal Chand Thakuri
- ✓ Niken Man Pradhan

## Advisory Board

---

- ✓ Prof. Dr. Ashok Kumar Jha, Tribhuvan University, Nepal
- ✓ Prof. Anjay Kumar Mishra, D.Litt, Post DoC, Ph.D., Dean, Madhesh University, Nepal
- ✓ Prof. Dr. Manas Pandey, VBS Purvanchal University, India

## Editorial Board of Journal of Nepal Commerce Association (JNCA)

---

- Editor-in-Chief** : Dr. Binod Shah, Dean, FoM, Rajarshi Janak University, Nepal
- Member** : Prof. Dr. Ashok Kumar Jha, Tribhuvan University, Nepal
- Member** : Prof. Dr. Manas Pandey, VBS Purvanchal University, India
- Member** : Prof. Dr. K.K. Agrawal, M. G. Kashi Vidyapith, India
- Member** : Prof. Dr. Mbonigaba Celestin, President, Brainae University, US
- Member** : Anuradha Rokaya, Exam Controller, Far Western University, Nepal
- Managing Editor** : Dr. Shila Mishra, Ex-Member, Province Policy and Planning Commission, Madhesh Province, Nepal



Nepal Commerce Association  
Shreepur-11, Birgunj, Parsa, Nepal  
[www.ncanepal.com](http://www.ncanepal.com)



Mount Everest  
(8848m)

**MEGA**  
**COLLEGE**  
Kumaripati, Lalitpur

Mega College  
Kumaripati, Lalitpur  
Nepal