



St. Joseph's College of Commerce

(Autonomous)

Re-accredited with NAAC 'A' Grade

Recognised by UGC as a "College with Potential for Excellence"

#163, Brigade Road, Bangalore-560025

The BBA Department

Presents

A National Seminar on

"Paradigm Shift in Business, Management and Economics"

About the College

St. Joseph's College of Commerce (SJCC) was formerly a part of St. Joseph's College established in the year 1882. The College management was later transferred to the Jesuits. The Commerce Department was established in the year 1949 and it became an independent college with its own building at Brigade Road in 1972. The College has in its Vision a model for higher education which encourages individuals to dream a socially just world and in its Mission a strategy to empower individuals in realizing that dream. With its objective of imparting quality education in the field of Commerce and Management, SJCC has been innovating in all aspects of higher education over a long period of time. Its academic excellence is duly accredited with 'five stars' by the UGC in the year 2000, the status of Autonomy was granted by UGC in 2005, followed by an 'A' grade in 2007 and the declaration as a "College with Potential for Excellence" in 2010. The College has maintained its consistency with 'A' grade during its third accreditation cycle in the year 2012. SJCC is ranked 61st by NIRF in 2019 and 8th by the India Today Rating of MDRA, 2019.

Concept Note:

'Paradigm shift' has emerged as a buzzword and popularized as 'radical change'. It shows direct influence on complex system of organizations and the thought pattern of its stakeholders. Firms across the globe are developing competitive business models to meet the issues of such fundamental change. Academicians, researchers and practicing managers are developing frameworks to assist the decision making. The present national seminar is an effort to discuss the related issues, challenges and opportunities arising from such shift for business sustainability.

CALL FOR PAPERS

I. Technology and Innovation

- ☞ Artificial Intelligence, Machine Learning
- ☞ Role of Analytics across various function of management (HR/MARKETING/FINANCE/OPERATIONS)
- ☞ E-Learning and its implications of Academic Space
- ☞ Enterprise Resource Planning
- ☞ Digital Space
- ☞ Connected Communications, Content and Commerce
- ☞ IT and People
- ☞ IT infrastructure – SAAS and IAAS
- ☞ Technology Disruption Consequences

II. Sustainability & Corporate Governance

- ☞ HRD & Leadership
- ☞ Infrastructure Development
- ☞ Government, People, Process and Policy
- ☞ Role of Supply Chain and its impact
- ☞ Ethical Issues
- ☞ Corporate Social Responsibility
- ☞ Communication and its Deliveries
- ☞ Development in the Realm of Sustainability

III. Globalisation and Internationalisation of Business

- ☞ Trade Reforms
- ☞ Role of Apex Institution
- ☞ International Affairs and Financial Crisis
- ☞ Emerging Markets and Corporate Failure
- ☞ BREXIT
- ☞ EURO Crisis
- ☞ Workforce Management in Home and Host Countries

IV. Banking and Finance

- ☞ Banking and Finance
- ☞ Developmental Economics
- ☞ Social, Ethical. Economic Thoughts
- ☞ Financial Market and Services
- ☞ Regulatory Norms

V. General Track

The above sub-themes are indicative, original research work aligned with the conference main theme can be submitted under the general track.

GUIDELINES FOR PAPER SUBMISSION

- ☞ The paper should not be more than 10 pages including all the references, tables and figures.
- ☞ **Paper Format:** Single Column, A4 Size, 1.5 line Spacing, Font Spacing- Times New Roman (12pt)
- ☞ **All headings:** Font Size- 14 (Bold)
- ☞ **First Page:** Title, Author Name(s), Affiliation(s) with complete contact address and E-mail ID
- ☞ **Second Page:** Title, Abstract (should not be less than 300 words),
- ☞ **Font Size – 10**
- ☞ **Keywords:** 4-5
- ☞ Authors are expected to cite all references in APA style.

REGISTRATION FEES:

Full time Research Scholars/Students- INR 500/-
Part Time Research Scholars/Academicians- INR 1000/-
Corporate Delegates- INR 1500/-

IMPORTANT DATES:

Last Date for abstract submission: 25th July 2019
Notification of acceptance of the abstract: 5th August 2019
Last Date of Submission of full paper : 15th August 2019
Last Date of Registration: 15th August 2019
Conference date: 21st August 2019
Please send in your Research Papers to: bba@sjcc.edu.in

Principal: Rev. Dr. Daniel Fernandes SJ

Advisory committee: Dr. Narasimham, BCWCC, Bangalore; Dr. Varsha Dixit, GBU, Greater Noida; Dr. P Srinivasan, XIME, Bangalore; Dr. Umesh Gupta, JKLU, Rajasthan; Dr. Nirmala Joseph, Ms. Ravi Darshini T.S, Ms. Sneha S. Rai, Ms. Veenu Joy, Dr. Shubra Rahul

HOD: Dr. Ruqsana Anjum

Convenor: Dr. Deepika Joshi

Organizing Committee: Ms. Nancy, Ms. Alamelu, Ms. Maria Sanjana, Mr. Ramesh Babu

For further queries please contact us via email or call any of the

STUDENT COORDINATORS:

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