



**St. Joseph's College of Commerce
(Autonomous)**

Affiliated to Bengaluru City University
Accredited with A++ Grade by NAAC in 4th Cycle (CGPA of 3.57/4)
College with Potential for Excellence (CPE)
Ranked 93rd in NIRF 2022 by the Ministry of Education, Government of India
#163, Brigade Road, Bengaluru - 560025, Karnataka, India

AQAR: 2021-2022

**3.3.2 Details of workshops/seminars conducted on Research
Methodology, Intellectual Property Rights (IPR), Entrepreneurship and
Skill Development**

Reports Of Events And Seminars / Webinars 2021-2022

Department Of Business Administration



highlighting the frauds that take place in the digital world and the possible preventive measures.

Session 2:

Mr. Satyaratna, Divisional Manager of Canara Bank shared his expertise on the topic Emerging Trends in the Cyber World. The session looked into the evolving trends in the banking sector and how the pandemic affected the banking sector. He explained that 'password' shall remain as a standard for cybersecurity best practices; however, more companies will adopt Multi Factor Authentication (MFA) as an additional measure against data breaches and malicious attacks by 2023.

Session 3:

Session 3 conducted by Mr. Kartheek Chanda, an A Grade Trainer, and Founder of Ersegment Solutions Pvt. Ltd. focused on ethical hacking and cybersecurity. He demonstrated how the hacking model works and spoke at length about the probable preventive measures. The speaker also explained the difference between cyber security and ethical hacking as people often think they are the same.

Session 4:

The speaker for the final session was Ms. Ramya BT, Advocate of Thiru and Thiru Coordinator at BIMACC. The session looked at the topic of judicial approach on cybercrimes and cyber securities, the law enforcement agencies approach to frauds in banking systems, and different laws like Section 75 of Information Technology Act, 2000. The speaker also explained the types of attacks like phishing, spoofing, internet pharming, and credit card frauds.

Department of Business Administration

a) E-Symposium on 'Sustainable Startup Ecosystem through Innovative Business Models'

The Department of Business Administration (Entrepreneurship) conducted a City- Level Webinar on 30th

August, 2021. The symposium was organized in collaboration with Wadhvani Foundation and National Entrepreneur Network. 174 students attended the symposium. The first session stressed on the importance of 'Blue Ocean Strategy' – a relatively new concept related to start-up business.

b) Digital Transformation: Portal to the Future

A City-level Webinar titled 'Digital Transformation: Portal to the Future' was organized which attempted to answer some of the intuitive questions around digital transformation in the area of marketing, accounting and human resource. The webinar was organized in collaboration with PSAI (Professional Speakers Association of India). A total of 442 students attended the webinar.

c) Environmental, Social and governmental Reporting: A New Dimension in Achieving Sustainable Development Goals

The Department of Business conducted an International Webinar on 18th September 2021 titled, 'Environmental, Social, and governmental Reporting: A New Dimension in Achieving Sustainable Development Goals'. A total of 252 students attended the webinar which covered topics such as sustainable finance, and environmental, social and governance (ESG).

d) International Conference: Disruptions in the Business and Economy: Challenges and Opportunities to a Sustainable Future

An International E-Conference on the topic "Disruptions in Business and Economy: Challenges and Opportunities to a Sustainable Future" was held on 29th and 30th November, 2021. The objective of the conference was to understand the challenges and opportunities resulting from the disruptions caused in the recent past and arrive at possible solutions for a sustainable future. The conference received a great response from academicians and research scholars.

B.Com Analytics	Future of Analytics – Career prospects and Opportunities	Mr. Arpit Sharma, Business Analyst, Uggam Solutions and Mentor	22nd January 2022
B.Com Analytics	Digital Acceleration: Redefining Future in Analytics	Dr. Vinod Kumar Murty, Country Head, Institute of Analytics Mr. Venkatesh Vaidyanathan, Business CFO and Global Delivery Lead Corporate and Investment Bank Wells Fargo India and Philippines Ms. Asha Deepika Balla, Finance and Analytics Professional Ms. Munmum Ghosal Data Scientist Innnowise, Pune	26th February 2022
B.Com Analytics	Enigmatix: Analytics and Data Science for Business Strategies	Ms. Premitha Fernandes, former VP Deutsche Bank, Ms. Nalini Dinesh, Senior Business Development Manager, CRISIL, Mr. Tarun Gupta, Risk Analytics Manager, Xerox Technologies	26th February 2022
B.Com Analytics	The Future is Here: A Student Interaction Session	Dr. Clare Walsh, Head of Education, IoA, Ms. Rosie Sweeney, Head of Membership Services, IoA	15th November, 2022
B.Com Analytics	Bitcoin and Crypto Currency	Mr. CMA Raveendranath Kaushik, Raveendranath and Associates	7th May 2022

Department of Business Administration

SL. No	Name of the Activity / Topic	Resource Person	Date	Participants	Collaborations if any
1	AIMS – Empowerment of Nations through Financial Inclusion	Mr. Karnati Rakesh	28 August, 2021	BBA students - I, II & III years 306	
2	UPSC Civil Service Examination: A Complete Roadmap	Shri. P. Krishnakant Mr. Sakthya Krishnan	01 September, 2021	BBA & B.Com students - I, II & III years 447	Shankar IAS Academy

3	Data Analysis Proficiency Test	Mr. Ratan Prasad Gupta Prof. Shivaprakash	03 September, 2021	BBA & B.Com students - I, II & III years 134	
4	Quest Club - Prelude to Research Methodology	Dr. Sridhar L	21 September, 2021	BBA students - I, II & III years 25	Research Center, SJCC
5	Career/Higher Education Options after Graduation	Mrs. Vijayalakshmi Pal	22 September, 2021	BBA students - I, II & III years 318	T.I.M.E Bangalore
6	Placements & Profile Building	Mr. Abhishek Gupta	07 October, 2021	BBA students - II & III years 35	Career Labs
7	JBC Exchange: A Journey from Passion to Profitability	Mr. Adrian Onea	11 October, 2021	BBA students - I, II & III years 109	
8	Investor Awareness Program	Ms. Marina Jose Kanjikal	02 November, 2021	BBA students - III years 150	The Bombay Stock Exchange
9	AIMS - Industry Dialogue (Series 1 & 2)	Mr. Kal Ali Ms. Janani Sekar	02 November, 2021	BBA (Professional) students - I, II & III years 115	
10	The Frugal Investor	Prof. Atul Sathe	04 February, 2022	BBA students - II & III years 50	Board of Industry-Academia Partnerships
11	Career Cannon	Mr. Sanjay Sugumaran	09 March, 2022	BBA students - III years 127	Career Launcher

12	Quest Club - All About Research	Dr. Babu V	10 February, 2022	BBA students - II years 130	
13	IPR & Indian Patenting Landscape	Mr. Shobhit Singhal	11 February, 2022	BBA students - II years 175	
14	Quest Club - Orientation on Online Databases	Mr. K N Lakshmipathi	18 February, 2022	BBA students - II years 130	
15	JBC Exchange: Beyond the Fine Print	CA Nidhi Rathi	25 February, 2022	BBA students - I, II & III years 60	
16	LDC – Repertum	Varun Agarwal	02 March, 2022	BBA & B.Com students - I, II & III years 100	
17	Pro Talks	Puneet Chawla Kritika Nayyar David Thomson Elvia D'souza Jade Rocklyn Cerllo Tanay Daga	02 March, 2022	BBA & B.Com students - I, II & III years 50	
18	Break the Bias	Ms. Abirami	08 March, 2022	BBA students - I, II & III years 80	Durga India
19	Nirmana	Dr. K A Asraar Ahmed Dr. J Daniel Inbaraj	09 March, 2022	BBA students - I, II & III years 130	
20	Campus to Corporate Training	Dr. Anup Krishnamurthy	11 April, 2022	BBA & B.Com students - I, II & III years 150	

Blue Chip 2021-22

**Collaboration with the College Departments/Associations/ Clubs**

1. The BBA Department in collaboration with UN GCNI hosted the International Conference on the 18th September 2021 titled - "Environmental, Social & Governance Reporting: A New Dimension in Achieving Sustainable Development Goals".
2. The Harmony Club of the College used the UN GCNI logo to observe the UN International Day of Peace on the 21st September 2021 titled - "Recovering Better for a Sustainable and Equitable World".
3. The BBA Department used the UN GCNI logo for the International E-Conference held on the 30th November 2021 titled - "Disruptions in Business and Economy: Challenges and Opportunities to a Sustainable Future."
4. The International Desk and IQAC of the College used the UN GCNI logo for the International E-Conference held on the 21st-22nd January 2022 titled - "Synergizing Technology, Language, and Literature: towards mapping new directions in Higher Education".

B. International Conference on "Synergizing Technology, Language, and Literature: Towards Mapping New Directions in Higher Education"

International Desk in collaboration with IQAC (SJCC), UN Global Compact Network India, Eastern Institute of Technology, New Zealand, and Sri Ramakrishna College of Arts & Science (Autonomous), Coimbatore, hosted a two-day virtual International Conference on "Synergizing Technology, Language, and Literature: Towards Mapping New Directions in Higher Education" on 21 & 22 January, 2022. The keynote speaker for the inauguration was Dr. Sumitra Kukreti, Pro-Vice-Chancellor, Indira Gandhi National Open University (IGNOU) Delhi, followed by the panel discussion comprising Dr. Kirti Kapur, English professor at the Department of Education and Languages, NCERT Delhi, and Fulbright Nehru Academic and Professional Excellence Fellow (2021) HPU, Hawaii, USA, Dr. Smriti Singh, Professor, Indian Institute of Technology (IIT), Patna, Dr. Dhriti Sundar Gupta, Assistant Professor, Department of English, Rajiv Gandhi Arunachal Pradesh and Ms. Yesmina Khedhir, University of Debrecen, Hungary.

Day one of the virtual conference comprised two technical sessions, titled "Technology, Education, and Teaching", and "Literature and Arts". Day two comprised lectures delivered by Prof. Narayana Chandran K., Department of English, Central University, Hyderabad; Dr. Asha Sen, Professor, Department of English, University of Wisconsin-Eau Claire, USA; Prof. Shayma Hassouna, Department of Languages, U C Davis, USA; Prof. Joseph Dorairaj, School of English and Foreign Languages at Gandhigram Rural Institute (Deemed to be University), Gandhigram, Tamilnadu; and Dr. Farheena Danta, Professor, Department of English, Tezpur University. The lectures were followed by five technical sessions in which research scholars presented papers on themes such as Literature and Film, Technology and Language Teaching, Technology, Education and Teaching, and Literature and Arts. The conference ended

with a valedictory speech delivered by Prof. Shreedhara, Professor of English (Retd.).

The conference witnessed 270 registrations, and 50 paper presentations by faculty members and research scholars from institutions across the globe.

Department of Commerce**c. International Conference on 'Industry 5.0 – Post Pandemic Transformation'**

The Department Of Commerce Of St. Joseph's College of Commerce (Autonomous) in collaboration with Patrician College of Arts and Science, Chennai, organized an e-Conference titled 'Industry 5.0 – Post Pandemic Transformation' on 20 August, 2021. The conference began with the presidential address by Dr. Charles Lasrado SJ, Principal, St. Joseph's College of Commerce, Bangalore and Dr. Fatima Vasanth, Academic Director, Patrician College of Arts and Science, Chennai. It was followed by the Keynote Address delivered by Dr. Sivakumar, Associate Professor, PG Programme Coordinator, School of Governance and Development Management, Hawassa University, Ethiopia. Keynote speaker highlighted the evolution of human societies and gave a global overview of the impact of pandemic on industry at large. His presentation also highlighted the need to develop more human centric, sustainable and resilient practices.

The keynote address was followed by a panel discussion on "Emerging Strong from the Pandemic: An Industry Perspective". Mr. Ravi.R.A., Head of the department, Department of Commerce, St. Joseph's Evening College, Bengaluru, moderated the panel discussion with distinguished panelists Mr. CA.K. Raghu, Institute of Chartered Accountants of India, Dr. Amalanathan.S, Head, School of Business and Management-BBA Central Campus, Christ Deemed to be University and Ms. Subha, Asst. Vice President, TCS.

Panel discussion was followed by technical sessions. Paper presentation sessions were held parallel on various sub-themes. A Total of 130 abstracts were received, out of which 100 full papers were submitted. 37 papers were selected based on by the internal reviewers which were then recommended for publication in UGC Care List Journals. In total 67 papers were presented in the two technical sessions under various tracks like Finance, Marketing, HR, Information and technology, Banking and Insurance. The Top-rated papers selected by the review committee will be published in the 'SJCC Management Research Review' – peer reviewed journal published by the research center of SJCC.

The conference concluded with the valedictory programme. Dr. Geetha Rufus, Vice Principal, Patrician College of Arts & Science, presided over the valedictory programme. Mr. Kalaiarasan presented the report giving details of the conference. Dr. Sweetie Regina Mary proposed the vote of thanks.

change this planet requires. Every Friday a thirty-second video is released describing how these individuals are doing their part to save the planet. Their stories are a true inspiration to the young generation and encourages action.

Various individuals working in the field of sustainability are brought on to start a dialogue on subjects that are easily overlooked by the general public. They provide the listeners with anecdotes from their experience in the field and voice out suggestions that can be implemented in everyday lives.

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b) International Conference on "Synergizing Technology, Language, and Literature: Towards Mapping New Directions in Higher Education"

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the next level growth engines for corporates. He elaborated on why businesses should pursue ESG and sustainability, and also on how improved brand image increases productivity and reduces costs.

The second session titled 'ESG Investing and Analysis' was chaired by Mr. Hardik Shah. Mr. Hardik spoke about how ESG helps to create a positive impact in the society, improves risk adjusted portfolio returns, manages reputational risk and aligns with stakeholders. He spoke about multiple ways of incorporating ESG factors, and the increased pressure related to ESG disclosures and commitments for corporates.

CA Keshav Maheshwari handled the third session of the International Webinar titled, 'ESG Reporting towards Achieving Sustainable Development Goals.' Mr. Maheshwari shared his views on ESG integration in EM equity and investment perspective, the role of ESG reporting in achieving sustainable development goals, the reporting requirements in India, and SGD goals for the environment as well as for governance. A total of 252 students attend the webinar.

j) International Conference: Disruptions in the Business and Economy: Challenges and Opportunities to a Sustainable Future

The Department of Business Administration of St. Joseph's College of Commerce (Autonomous) Bengaluru in collaboration with St. Xavier's College (Autonomous) Kolkata, Eastern Institute of Technology New Zealand, Loyola College Manvi and UN

Global Compact Network India successfully organized an International E-Conference on the topic "Disruptions in Business and Economy: Challenges and Opportunities to a Sustainable Future" on 29th and 30th November, 2021. The objective of the conference was to understand the challenges and opportunities resulting from the disruptions caused in the recent past and arrive at possible solutions for a sustainable future. As a part of the international conference, research papers were invited for presentation. The conference received a great response from academicians and research scholars. There were 61 abstracts that were submitted to the conference. These abstracts were reviewed by the research team of St. Joseph's College of Commerce (Autonomous) Bengaluru and St. Xavier's College (Autonomous) Kolkata. The day witnessed 22 Doctoral Colloquium Presentations and 18 Research Paper presentations. At the end of the research paper presentation sessions, the evaluation sheet from each track were compiled by both the institutions and the best 3 papers were selected for the certificate of merit.

The day two of the conference began with a keynote address by Dr. Mia Mikic, Advisor at large for the Asia - Pacific Research and Training Network on Trade (ARTNeT). The first session of the day was handled by Dr. Anju Kalluvelli Janardhan, Lecturer at Crown Institute of Higher Education, North Sydney, NSW, Australia. Session 2 was by Dr. Ram Roy, Senior Academic, Eastern Institute of Technology, New Zealand. Session 3 was by Dr. Upasak Das, Presidential Fellow, Economics of poverty reduction Global Development Institute, University of Manchester, UK.

The conference was attended by 165 participants from across the globe.