

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

Affiliated to Bengaluru City University  
Accredited with A++Grade by NAAC in 4th Cycle (CGPA of 3.75/4)  
College with Potential of Excellence (CPE)  
Ranked 65th by NIRF 2023 by the Ministry of Education, Government of India  
#163, Brigade Road, Bengaluru - 560025, Karnataka, India



And

## Sri Ramakrishna College of Arts & Science (Autonomous)

(Formerly SNR SONS COLLEGE)

Ranked 86th by NIRF 2023 | Accredited with 'A+' Grade by NAAC  
AICTE & UGC Approved, ISO 9001:2015 Certified, Affiliated to Bharathiar University  
Avinashi Road, Nava India, Coimbatore - 641006.

JOINTLY ORGANISES

A NATIONAL LEVEL CONFERENCE

on

**“DIGITAL INTEGRATION STRATEGIES FOR LONG -TERM  
BUSINESS SUCCESS”**



**04-March-2024**

**Venue: St. Joseph's College of Commerce - Bengaluru**

# BACKGROUND OF THE INSTITUTIONS

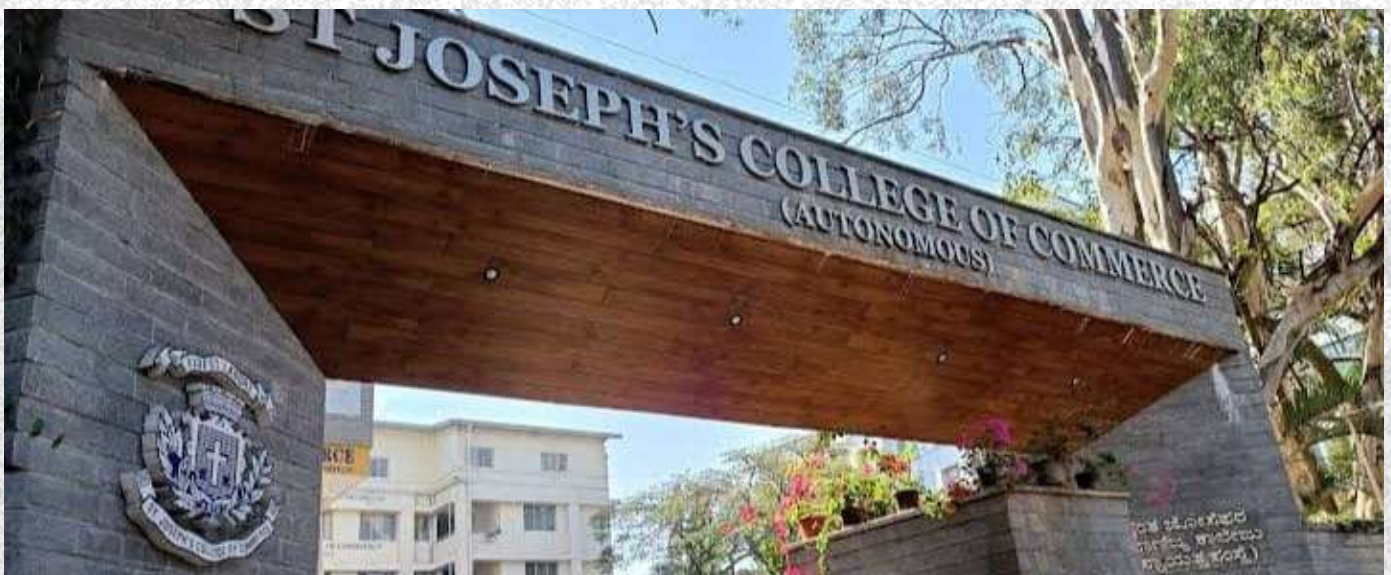
## ST. JOSEPH'S COLLEGE OF COMMERCE

St. Joseph's College of Commerce, formerly a part of St. Joseph's College was established in the year 1882 as an educational initiative by the French foreign mission Fathers. In 1937, the management of the college was handed over to the Jesuits, a worldwide Catholic religious order with a special focus on education. Loyola College, Chennai, St. Xavier's College Calcutta and St. Xavier's College Mumbai are the other premier institutions in India run by the Jesuit Order. The Department of Commerce was established in the parent college in 1949. In 1972, this department became an independent college under the name St. Joseph's College of Commerce. It is recognized under Section 2(f) and 12B of the UGC Act. It became an autonomous institution in October 2004. St. Joseph's College of Commerce was recognized as a "College with Potential for Excellence" in February 2010 by UGC.

The motto of the College is 'Fide et Labore' ('Faith and Toil'), which serves as an inspiration behind the vision and mission of the college to give shape to a society full of all-inclusive minds to cater to the inherent diversity of our country. From the beginning, the College has been striving to be a state of the art institution for commerce education. The thrust has been on transforming commerce a multi-dimensional academic field. Currently it enjoys an A++ grade with the National Assessment and Accreditation Council (NAAC). The college has been proactive to the significant changes and developments in the domain of higher education as well as business and commerce.

## DEPARTMENT OF COMMERCE

The B. Com Department of St. Joseph's College of Commerce has efficiently streamlined all its courses to reflect an interdisciplinary approach to understanding the contemporary business environment. Its aim is to construct a strong foundation in core subjects such as Accounting, Taxation, Economics, Statistics and Auditing along with a choice of Cost Accounting, Finance, Business Analytics, Marketing and Human Resources, studied in the fifth and sixth semester. The courses are challenging, yet, rewarding for students with high aspirations. Our students have been sought after by employers for their excellent knowledge, skills and attitude, giving them an edge over their peers from other institutions.



# **SRI RAMAKRISHNA COLLEGE OF ARTS & SCIENCE**

Sri Ramakrishna College of Arts & Science (Formerly SNR Sons College) is a renowned Arts & Science college in the country, where excellence is tradition. It is situated at the heart of the city and has a beautiful campus sprawling over an area of 15.9 acres with excellent infrastructure. The college was started in the year 1987 under the umbrella of SNR Sons Charitable Trust, established by the sons of Sri. S. N. Rangasamy Naidu, a devotee of Sri Ramakrishna Paramahansa. The college is affiliated to Bharathiar University and enjoys its autonomous status since 2004. It is recognized by UGC Act 2f & 12B from 1998. With the academic heritage of 30+ years and the college fulfilled the long felt need for a premiere organization to bring in constructive transformation in younger generation by imparting technical, behavioural and value-based education. The campus provides state-of-the-art facilities for a holistic education, and a student-centric, participatory teaching, learning system that assures the students optimum educational benefits. The institution is accredited by NAAC in the 4th cycle with "A+" status, ranked 86th position in NIRF 2023. The autonomous status of the college is extended for 10 years till 2032. The college offers 30 undergraduate programmes, 10 postgraduate programmes, 3 PG diploma programmes, M. Phil., and Ph.D. in all disciplines with the total strength of 6400+ students. The Institution has signed MOUs in the current year with few International MOUs with Quest International University, Malaysia, MB Way Management, France, Perdana University, Malaysia and INTI International University, Malaysia and Metharath University, Thailand.

## **PROFILE OF THE DEPARTMENTS - COMMERCE, INTERNATIONAL BUSINESS AND PROFESSIONAL ACCOUNTING**

The PG and Research Department of Commerce was started in the year 1988. It offers Undergraduate Program B. Com, Postgraduate Programme M.Com and Research Programs in M. Phil and Ph.D. The PG and Research Department of International Business started in the year 1998. It offers B. Com International Business, M. Com International Business programmes and Research Programmes in M. Phil and Ph.D. The Department of Commerce with Professional Accounting was started in the year 2010. It offers an Undergraduate Programme in B. Com Professional Accounting. The courses imbibe the necessary skill sets that students would need to face the open challenges of the industry and the outside world by bridging the gap between Industry and Academia.



## CONCEPT NOTE

In today's fast-paced business environment, the strategic integration of digital technologies is no longer a choice but a necessity for ensuring long-term success and sustained growth. Businesses that effectively leverage digital integration strategies can enhance operational efficiency, foster innovation, and stay competitive in an ever-evolving market. Digital Integration Strategies encompass the deliberate and comprehensive adoption of digital elements across various facets of business operations, culture, and overall organizational structure. Implementing a holistic digital integration framework is crucial for businesses seeking comprehensive transformation. This involves aligning digital initiatives with overall business objectives and ensuring that all departments and functions are interconnected. A well-designed framework promotes collaboration, efficiency, and adaptability across the organization. This conference will explore the key components and best practices associated with digital integration, providing insights for businesses aspiring to achieve enduring success.

## OBJECTIVES

- Help researchers and practitioners to understand the various challenges encountered and solutions adopted for digitalization of business operations.
- Create a platform for the researchers to exchange and share their ideas on all aspects of digitalization for business operations.
- Bring together leading industry leaders, academicians, and research scholars to share their experiences and research insights from different management domains.

## OUTCOMES

Through this conference, researchers and scholars will have the opportunity to contribute to the academic discourse, inspire new research directions and establish fruitful collaborations. The academic community as well as industry professionals and policymakers, will benefit from the conference outcomes, leading to further advancements in the field of digital integration.

# CONFERENCE THEMES

TRACKS	SUB-THEMES
Holistic Digital Integration Framework	Examining comprehensive frameworks for integrating digital technologies across departments and functions. Assessing the impact of a holistic approach on organizational efficiency, collaboration, and adaptability.
Cultural Transformation and Digital Adoption	Analyzing the role of organizational culture in facilitating or hindering digital integration. Strategies for fostering a digital-friendly culture that embraces innovation, collaboration, and continuous learning.
Data-Driven Decision-Making	Exploring the significance of leveraging data analytics for informed decision-making. Case studies highlighting successful implementations of data-driven strategies in diverse business environments.
Customer-Centric Digital Strategies	Understanding how digital integration can enhance customer experiences and satisfaction. Best practices for implementing customer-centric digital strategies that drive loyalty and retention.
Agile Implementation of Emerging Technologies	Identifying emerging technologies and trends with the potential to revolutionize business operations. Strategies for agile adoption of new technologies, ensuring adaptability and future-proofing.
Cybersecurity and Risk Management	Addressing the cybersecurity challenges associated with digital integration. Developing robust risk management protocols to safeguard digital assets and maintain trust.
Strategic Partnerships and Ecosystem Integration	Exploring the role of strategic partnerships in enhancing digital integration. Strategies for integrating into digital ecosystems or leverage external innovations and stay competitive.
Employee Empowerment and Digital Skills Development	Highlighting the importance of empowering employees through digital skills development. Case studies on successful employee training programs for digital literacy and competence.
Measuring ROI and Performance Metrics	Establishing key performance indicators (KPIs) for measuring the return on investment (ROI) in digital integration. Strategies for continuous improvement based on performance metrics.
Regulatory Compliance in the Digital Era	Addressing challenges and best practices for ensuring regulatory compliance in the digital landscape. Strategies for navigating legal and compliance considerations associated with digital integration.

# GUIDELINES FOR SUBMISSION OF ARTICLES

- 1.The Research paper should clearly mention the Name of the Author(s), Title, Affiliation, Abstract, Keywords, main Text (Introduction, Review of Literature, Research Methodology, Analysis and Findings, Conclusion, Limitations and Future Research Directions, Appendix/Annexures, References), Acknowledgement, if any.
- 2.The full paper in Standard format to be submitted in Microsoft Word and PDF with: Font: Times New Roman, Font Size: 12, Line Spacing: 1.5
- 3.The Abstract should be within maximum of 250 words and provide 3 – 5 keywords for indexing purposes. (4 – 11) – Except 7
- 4.All photographs, charts and diagrams are to be referred as 'Figures' and should be numbered consecutively in the order to which they are referred to in the text.
- 5.Reference/Bibliography should be in APA format.
- 6.Full paper length should not be more than 7,000 – 8,000 words.
- 7.Each individual author or co-author must register for the conference, even in the case of multiple authors. It is imperative that at least one author is physically present at the conference venue for their paper to be considered for presentation or publication.
- 8.A copyright declaration should be given by the corresponding author stating that the work is original and does not violate the rule of copyright.
- 9.All full papers submitted will be subject to a blind review process. Comments of the reviews will be sent to the author(s).
- 10.Please ensure to submit the research article to [bcomconference2024@sjcc.edu.in](mailto:bcomconference2024@sjcc.edu.in) before the designated deadline.

## PUBLICATION OPPORTUNITIES

- All abstracts will be published in the conference proceedings with ISBN number.
- Selected papers will be published in the Journals of IUP Publications (A division of the ICFAI Society), Hyderabad. The papers shall be selected for publication strictly on merit basis. Submission and processing norms are as per the publishing journal.

**For further information/query on publication please email us at [bcomconference2024@sjcc.edu.in](mailto:bcomconference2024@sjcc.edu.in)**

## IMPORTANT DATES

Last Date for Submission of Full Paper	29th Feb 2024
Intimation of Acceptance of Paper	2nd March 2024
Last Date of Registration	1st March 2024

## REGISTRATION FEE

The registration fee is payable by each author and co-authors of the paper individually and separately as detailed below:

Details	Authors from India
Research Scholars	INR 500
Academicians	INR 650
Corporate Delegates	INR 1000

Registration fee can be remitted by way of Demand Draft drawn in the name of **'The Principal, St. Joseph's College of Commerce,'** payable at Bangalore and the same be sent to: **The Convener, St. Joseph's College of Commerce (Autonomous) 163, Brigade Road, Bangalore - 560 025 Karnataka, South India.**



[Scan to Register using UPI](#)

[Click here to register](#)

## ELECTRONIC TRANSFER DETAILS

INFORMATION FOR NEFT / RTGS TRANSFERS

Account Name	BANGALORE JESUIT EDUCATIONAL SOCIETY
PAN	AAATB1206H
Bank Details	BANK OF BARODA, Brigade Road Branch, Brigade Road, BANGALORE - 560 025
Nature of Account	SAVINGS BANK ACCOUNT
Account Number	06650100009876
MICR NO	560012003
NEFT/RTGS/ IFSC CODE	BARB 0 BRIGAD
SWIFT CODE NO	BARBIMBBBGL

**Chief Patron****Rev. Fr. Brian Pereira, SJ**

Vice President, BJES

**Patron****Dr. Charles Lasrado, SJ**

Principal, SJCC

**Advisory Panel****Dr. Subhashini Muthukrishnan**

Registrar, Sjjc

**Dr. Ruqsana Anjum**

Vice- Principal ( Shift 1)

**Dr. Veenu Joy**

Vice- Principal ( Shift 2)

**Conference Convener****Dr. Nischitha K**

HOD - Commerce

**Organising Members****Ms. Ankitha Antony**

Assistant Professor

**Ms. Swetha Joseph**

Assistant Profesora

**Ms. Prakriti Thapa**

Assistant Professor

**Ms. Dorothy Deepa**

Assistant Professor

**Mr. Joswin Rodrigues**

Assistant Professor

**Dr. Paulami Guha Biswas**

Assistant Professor

**Chief Patrons****Thiru. D. Lakshminaraswamy**

Managing Trustee

**Thiru. R. Sundar**

Joint Managing Trustee

**Patron****Dr. B. L. Shivakumar**

Principal &amp; Secretary

**Conference Conveners****Dr. V. Nirmala Devi**

HOD -Commerce

**Dr. I. Parvin Banu**

HOD - Commerce (IB)

**Dr. D. Santhanakrishnan**

HOD - Commerce (PA)

**Organising Members****Dr. N. Selvakumar**

Associate Professor - Commerce

**Dr. C. Suresh**

Assistant Professor - Commerce

**Dr. A. Ramya**

Associate Professor - Commerce (IB)

**Dr. R. Sivaramakrishnan**

Assistant Professor - Commerce (IB)

**Dr. P. Pirakatheeswari**

Associate Professor - Commerce (PA)

**Dr. W. Saranya**

Associate Professor - Commerce (PA)

**For Queries Contact****Ms. Dorothy Deepa**

+91 76191 91384

**Ms. Ankitha Antony**

+91 96001 75387

St. Joseph College of Commerce

**Dr. C. Suresh**

+91 86808 18237

**Dr. R. Sivaramakrishnan**

+91 90475 92434

Sri Ramakrishna College of Arts &amp; Science