



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

#163, Brigade Road, Bengaluru - 560025, Karnataka, India

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 55th in NIRF 2024 by the Ministry of Education, Government of India

**The Post Graduate Department of Commerce**

*Presents*

# AGAMYA

**13th Annual National Level Research Colloquium  
for Undergraduate and Postgraduate Students**

**Catalysing Change: Integrating Sustainable  
Practices for a Resilient Future**

**Date: 28th February 2025**





## About the Institution

St. Joseph's College of Commerce (SJCC) formerly a part of St. Joseph's College, established in the year 1882, is managed by the Bangalore Jesuit Educational Society (BJES). The Commerce Department was established in the year 1949 and it became an independent college with its own building in Brigade Road in the year 1972.

The college has in its Vision a model for higher education which encourages individuals to dream of a socially just world and in its Mission a strategy to empower individuals in realizing that dream, With an objective of imparting quality education in the field of Commerce and Management, the college has been innovating in all aspects of higher education over a long period of time. These innovations were further bolstered with the granting of autonomous status to the college by UGC in September 2005. From then on, the college has taken a lead in reforming curriculum and syllabus, examination and evaluation pattern, and teaching and learning methods through the Board of Studies, the Academic Council and the Governing Council composed of eminent academicians, industry representatives and notable alumni.

The college has undergone four cycles of NAAC accreditation starting from the year 2000 in which it secured 'five stars', next in the year 2007 an 'A' grade, in the year 2012 again an 'A' grade and recently in February 2021 an 'A++'. It is one of the very few institutions in the country to have secured A++ grade in the fourth cycle under the Revised Accreditation Framework (RAF) and the first college in Karnataka to do so. The college was declared as a 'College with Potential for Excellence' in the year 2010. In 2011, SJCC was recognized as a Research Centre by Bangalore University. The college has been ranked 55th in the country in 2024 by the National Institutional Ranking Framework (NIRF), Ministry of Education, Government of India.

The college offers diverse programmes in Commerce and Business Administration faculties. Under the faculty of Commerce, it offers B. Com (Regular), B. Com (Professional - International Accounting and Finance), B. Com (BPS - Industry Integrated), B. Com (Travel and Tourism), B. Com (Analytics), B. Com (Professional - Strategic Finance), M. Com (Finance & Taxation/ Marketing & Analytics), M. Com (International Business) & M. Com (Financial Analytics). Under Business Administration, it offers BBA (Regular), BBA (Entrepreneurship) and BBA (Professional - Finance and Accountancy), B.A. (Communicative English) and B.Sc. (Economics, Mathematics and Data Analysis) were the two new programmes introduced in the academic year 2022-23. The college also offers six one-year Post Graduate Diploma programmes.

## About the Department

The Post Graduate Department at St. Joseph's College of Commerce (Autonomous) was established in the year 2002 with the introduction of the M.Com programme. In 2007, M.Com (International Business) was introduced along with the Post Graduate Diploma programmes. In 2017, M.Com (Financial Analysis) was introduced to cater to the growing demand for specialized PG programmes. The department has in-house faculty members with doctorates and industry professionals with a vast experience in teaching and research. The department, both in terms of curriculum and faculty, has always been up-to-date to face the challenges of the dynamic nature of businesses and to provide state-of-the-art education to the students.

## About Agamyā

Agamyā, meaning wisdom and knowledge, is a National Colloquium organized by the students of the Post Graduate department of St. Joseph's College of Commerce (Autonomous). This colloquium aims to bring together and provide a platform for eminent scholars, students and researchers to advocate ways through which cutting edge business practices could pave way for a globalized tomorrow. This year, Agamyā introduces an exciting addition to its program - the maiden quiz! Designed to infuse a dash of excitement and challenge into the conference, the quiz promises to be a dynamic platform for intellectual engagement. Marked by its emphasis on business research and associated courses in commerce and management, participants can anticipate challenging questions that explore the intricacies of business strategies, market trends, and theories in management, offering a profound examination of these subjects. Furthermore, Agamyā takes pride in opening this novel opportunity to undergraduate students, warmly encouraging their participation to enrich the collective journey of seeking wisdom and knowledge.





## Concept Note

As the world faces challenges like climate change and resource depletion, adopting sustainable practices has become essential. This seminar aims to explore how sustainability can be integrated into areas like renewable energy, waste management, and climate-resilient policies. It will bring together policymakers, researchers, and industry leaders to discuss practical solutions for balancing economic growth with environmental protection and social well-being. By fostering collaboration and sharing ideas, the seminar seeks to inspire actions that contribute to a sustainable and resilient future.

## Keynote Speaker

**Dr. SRINIDHI V.R.**



**Principal and Associate Professor  
Jnanodaya Commerce & Management Academe,  
Bengaluru**

Dr. Srinidhi V.R. is a highly accomplished academician and researcher with extensive expertise in finance and human resource management. He holds multiple postgraduate qualifications, including an MBA, M.Phil, PGDFM, and an EDPAFRM from IIM Kashipur, along with dual PhDs in Finance and Human Resources. His multidisciplinary academic background and research expertise have positioned him as a leading scholar in his field.

With over two decades of teaching experience and significant research contributions, Dr. Srinidhi has played a pivotal role in advancing academic excellence. He has chaired several national and international conferences, contributing to the dissemination of knowledge and fostering intellectual discourse. As a sought-after resource person, he has been invited to deliver expert lectures, keynote addresses, faculty development programs (FDPs), and seminars, helping enhance academic and professional competencies. His ability to integrate theoretical insights with real-world applications has made him a respected mentor and thought leader.

Dr. Srinidhi's research work is widely recognized in Scopus and ABDC-indexed journals and has been presented at prestigious national and international conferences. His research spans emerging financial trends, human capital management, corporate governance, and sustainable business practices, offering critical insights that bridge academic theory and industry practice.

Beyond research and teaching, Dr. Srinidhi is deeply committed to academic leadership, faculty development, and institutional excellence. His dedication to advancing research-driven education and fostering professional growth makes him a distinguished figure in academia and an influential voice in the fields of finance and human resource management.



## Inauguration Schedule

12:30 pm - 12:40 pm	-	Prayer
12:40 pm - 12:45 pm	-	Lighting of the Lamp
12:45 pm - 12:55 pm	-	Welcome Address by Principal Rev. Fr. Charles Lasrado, SJ
12:55 pm - 01:10 pm	-	Release of Book of Abstracts and Introduction of Keynote Speaker Dr. R. Himachalapathy Chairperson
01:10 pm - 01:40 pm	-	Keynote Address Dr. Srinidhi V.R. Principal & Associate Professor
01:40 pm - 01:45 pm	-	Vote of Thanks Ms. Hemavathi M PG Student Coordinator
2:00 pm onwards	-	Paper Presentation



## Colloquium Themes

### Tracks

### Sub-themes

#### Finance & Accounting

Green Investment and Financial Performance, Green Accounting and Reporting, Cost-Benefit Analysis of Sustainable Practices , Green Financing and Investment, Pricing Strategies for Sustainable Products, Green Taxonomies and Classifications , Green Investment Funds and Portfolios, Green Insurance and Risk Management, Green Venture Capital and Entrepreneurship , Green Bonds and Social Bonds.

#### Marketing

Green Marketing and Consumer Perception, Greenwashing and Consumer Trust, Green Branding and Consumer Loyalty, Social Media and Green Consumerism, Green Advertising and Consumer Engagement, Green Marketing Metrics and Measurement, Green Marketing Case Studies, Challenges and Opportunities in Green Marketing, Ethical Considerations in Green Marketing, Future Trends in Green Marketing.

#### General Management

Sustainable Business Models, Corporate Social Responsibility (CSR) and Sustainability, Supply Chain Sustainability, Stakeholder Engagement and Sustainability, Measuring and Reporting Sustainability Performance, Sustainable Innovation and Product Development, Sustainable Leadership and Culture, Risk Management and Sustainability, Sustainability Reporting Standards, Challenges and Opportunities in Sustainable Business.

#### Operations

Sustainable Operations and Technology, Green Supply Chain Management, Waste Management and Recycling, Energy Efficiency and Conservation, Sustainable Product Design, Sustainable Facility Management, Circular Economy and Sustainability, Environmental Impact Assessment, Sustainable Procurement and Sourcing, Operations Management for Sustainability.

#### HR

Employee Engagement and Sustainability, Green Skills Development, Employee Incentives and Recognition, Diversity and Inclusion in Sustainability, Workplace Sustainability Practices, Green Human Resource Management, Employee Well-being and Sustainability, Sustainable Talent Management, Measuring the Impact of HR on Sustainability, Challenges and Opportunities in HR for Sustainability.

#### Education

Environmental Education and Awareness, Green Skills Development in Education, Sustainable Campus Initiatives, Partnerships with Educational Institutions, Interdisciplinary Approach to Sustainability Education, Curriculum Development for Sustainability, Faculty Development for Sustainability Education, Student Engagement in Sustainability Initiatives, Measuring the Impact of Sustainability Education, Challenges and Opportunities in Sustainability Education.

**Note: Author(s) are free to take up any other topic inclined towards the concept of the theme apart from the ones mentioned in the above table.**



## Colloquium Theme: Catalysing Change: Integrating Sustainable Practices for a Resilient Future

### Important Dates

Abstract Submission	7th February 2025
Intimation of Abstract Acceptance	14th February 2025
Full Paper Submission	20th February 2025
Power Point Presentation Submission	24th February 2025
Conference Date	28th February 2025

### Guidelines for Paper Submission

**Prospective Authors are requested to submit their papers according to the guidelines given below.**

- Cover Page:** Paper title, Author(s) name and Affiliation, Contact Number and E-mail address should be centrally aligned, bold, capital letters, font size - 12, 'Times New Roman' on the first page of the Paper.
- Abstract-**The abstract length is limited to 500 words only. 10-point font, Times New Roman, in italics.
- Paper length-** The length of the paper should be a maximum of 10 pages, including figures, tables, and references.
- Paper construction:** Consider using a structure like an introduction - review of literature - objectives - research questions - methodology - findings - conclusion.
- Review process** - The paper submitted to the seminar will undergo a blind peer-review process. Quality papers will be considered for presentation and publication.
- Body of the Manuscript** - The manuscript must use 1.5 spacing and a single column with 1" for all sides. It should be typed in 12-point Times New Roman font with page numbers at the bottom of every page.
- Heading** - All section headings should be in 14 and subsection headings should be in 12-point. These must be bold faced aligned left and fully capitalized. Leave a blank line before each heading.
- Figures and tables** - These must be simple, centered, and numbered, with the titles of figures/tables above the figure/ table. Sources of figures/tables/ should be mentioned below them.
- Citation and reference style** - The references should be given in the style prescribed by the APA model. The maximum number of authors per paper is two.
- Plagiarism** - Paper with plagiarism or copied content will be rejected at the first stage of the review process.

**All papers must be sent via email to [agamyia@sjcc.edu.in](mailto:agamyia@sjcc.edu.in)**



## Publication Opportunity

- All abstracts will be published in the conference proceedings with ISBN number in the Book of Abstracts.
- Selected papers that meet the criteria of the conference will be published with an ISBN number as well at the discretion of the organizing committee.

## Registration

**FREE**

*Candidates can apply for FREE through the registration link provided below*

### Paper Presentation Registration



[Click here to register](#)

[Join Whatsapp group](#)



### For Location



**28th February 2025**  
**12:00 pm to 4:30 pm**



**PG Department Gonzaga Block,**  
**Residency Road, (FM Cariappa Road)**  
**Bengaluru-560025**

**SCAN ME**





## College Administration



**CHIEF PATRON**  
Rev. Dr. Daniel Fernandes, SJ  
Vice President, BJES



**PATRON**  
Dr. Charles Lasrado, SJ  
Principal, SJCC



**REGISTRAR**  
Mr. Raj A Sadhwani



**VICE PRINCIPAL (SHIFT-I)**  
Dr. Ruqsana Anjum



**VICE PRINCIPAL (SHIFT-II)**  
Dr. Veenu Joy

## Organizing Committee



**HEAD OF DEPARTMENT**  
Dr. Komal A. Dave



**CHAIRPERSON**  
Dr. Himachalopathy



**PG STUDENT COORDINATOR**  
Ms. Hemavathi M

## Student Organizing Committee



Ms. Dhanyashree N U



Ms. Riya Mary Paul



Ms. Anushree Jana



Mr. Dhanush



Mr. Manoj S



Ms. Jo Anne Baretto



Ms. Kushi R



Ms. Brunda Kumari N



Mr. Rohan Roy Barman



Mr. Nandu Krishna



Ms. Aleena Johnson



Ms. Mariya Grace