



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 65th in the NIRF 2023 by the Ministry of Education, Government of India
#163, Brigade Road, Bengaluru -560025, Karnataka, India

POST GRADUATE DEPARTMENT OF COMMERCE

Presents

National Conference

on

Building a Resilient Future:

Education, Business, Society and
Environment in Harmony

18th December, 2023

CALL FOR PAPERS



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 among the top 100 colleges of the country by the National Institutional Ranking Framework (NIRF) of the Ministry of Education, Government of India, for the past several years.

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). The college also offers six one-year Post Graduate Diploma programmes. B.A. English and B.Sc. Economics were the two new programmes introduced in the academic year 2022-23.

ABOUT THE DEPARTMENT

The Post Graduate Department at St. Joseph's College of Commerce (Autonomous) was established in the year 2002 with M. Com (Finance & Taxation) Programme. In the year 2007, Post Graduate Diploma Programmes and M. Com (International Business) was introduced. M. Com (Financial Analysis) was introduced in the year 2017. The department has an in-house faculty of Doctorates and Industry professionals with a vast experience in teaching and research. The challenges imposed by the dynamic nature of businesses have always kept the department updated, both in its curriculum and faculty, to provide state-of-the-art education to its students.

CONCEPT NOTE

As the world is witnessing a paradigm shift in the way education is delivered, businesses operate, and environmental stewardship is perceived. The societies grapple with these evolving dynamics, a new generational vision to foster resilience within the domains of Education, Business, and Environment is supreme.

The changes influenced by technological breakthroughs, shifting economic landscapes, and growing environmental concerns have created these factors to present a unique opportunity to envision and shape a new vision for Education, Business, and the Environment in the current generation.

The realm of sustainable business innovation is in its early stages of exploration. It demands collaborative endeavours between academia and industry to adopt a progressive strategy for formulating fundamental principles.

This visionary conference aims to bring the opportunity to catalyse a paradigm shift that aligns education, business, and environmental conservation. By engaging with diverse perspectives and expertise, we can collectively shape a more sustainable and prosperous future for future generations.

OBJECTIVES

- 1.To understand the gap between academia and business in harmony with sustainability.
- 2.To explore the intersection of Education with Business and Sustainability for positive collaboration with the environment and society.
- 3.To identify the combined efforts of education institutions, businesses, and environmental organisations to foster collaborative approaches that address shared challenges.

CONFERENCE THEMES

Tracks	Sub-themes
Education	Educational trends, Inclusive education, Present teaching methods, Innovative Teaching Methods, Instructional effectiveness, Motivation and Emotion in education, Education in Margins and Marginality, The rise of Online Courses, Blended Education, Competence-based Education, Rapidly evolving Technologies in Education, Computational Thinking, Effective ICT Tools for Education, Learning Environment, AI in Education, Learning Analytics and Knowledge, Educational Data Mining, Sustainable Assessment and Evaluation in Education, Challenges and Strategies in Implementing Sustainability Education, Recent Trends.

Tracks	Sub-themes
Finance and Accounting	<p>Corporate Finance and Governance, Financial Analysis, Stockholder Wealth Maximization, Agency Theory, Financial Inclusion and Economic Development, Financial Technology, Risk Management Strategies, Bank Restructuring, Electronic Banking, Neo-banking Services, Global Finance, Healthcare Financing, Financial Sustainability, Emerging Financial Systems, Financial Aid Education Programs, Machine Learning Algorithms in Financial Asset Prices, Cryptocurrency, Behavioural Finance, Effectiveness of Microfinance Institutions, Fluctuating Interest Rates with Stock Market Volatility, Financial Literacy, Financial Derivatives in Managing Risk, Public Finance Management, Fiscal Sustainability, Financial Innovation, SME Financing, Investment Analysis, Business Finance, Green Finance, Social Innovation in Finance & Accounting, Sustainable Accounting and Financing, Recent Trends.</p>
Marketing	<p>Brand Management, Market Research Techniques, Customer Relationship Management, Design Thinking, Digital Marketing, Search Engine Optimization, Influencer Marketing, Email Marketing, Marketing Science, Augmented Reality, Hospitality Market Research, Rural Marketing, Lifestyle Branding, Social Marketing Mix, B2b Marketing Strategy, Targeted Marketing, Customer Retention, Relationship Marketing, Green Consumer, Eco Performance, SME Marketing, Ethical Advertising, Offshore Marketing, Consumer Behaviour Models, Global Product Marketing, Innovation and Product Design, Sustainable Innovation in Marketing, Recent Trends.</p>
Operations	<p>Digitalization, Supply Chain Resilience, Lean Thinking and Process Optimization, Eco-Friendly Practices for Ethical and Efficient Production, Behavioural Operations Management, Urban Logistics, Closed Loop Supply Chains, Empirical Research in Operation Management, Healthcare Operations Management, Humanitarian Logistics and Disaster Relief, Inventory Management, Quality Control and Six Sigma, Supply Chain Analytics, Sustainable Operations Management, Internet of Things & Industry 5.0, Business Process Re-engineering, Applying New ICT tools for Business, Information Systems, Artificial Intelligence, Cloud Computing, Data Security, Recent Trends.</p>

Tracks	Sub-themes
HR	Evolution of HRM, Work Life Balance, Recent Trends in HRM, Change in Labour Laws, Best Practices in HR, Strategic HR, Cross Culture Management, Employee Relationship Management, Human Capital Management, HR Analytics, Strategic Organizational Capability, Data-Driven HRM, Sustainable HR PRACTICES , Hybrid Work Environment, Recent Trends.
General Management	Academic Entrepreneurship, Entrepreneurial Learning and Teaching in Higher Education, Entrepreneurship Training and Development, Innovation in Management processes, Start-up management, Corporate social responsibility, Women Economic Empowerment, Strategic Management in E-commerce, Agricultural and Rural Management, Social Innovation and Social Entrepreneurship, Green Innovation and Entrepreneurship, Innovation in Business Ethos, Recent Trends.

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.

AUTHOR'S GUIDELINES

1. Research Paper should be in the given order: Title - Author(s) name and Affiliation - Abstract - Keywords - Main Text (Introduction, Review of Literature, Research Methodology, Analysis and Findings, Conclusion, Limitations and Future Research Directions, Appendices/ Annexures, References) - Acknowledgement (if any).
2. 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 Article.
3. Keep the abstract within a maximum of 250 words and provide 3-5 keywords for indexing purposes.
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. Line spacing: 1.5 and Margin: 1 inch on all sides, Font size 12, Times New Roman, Research Paper should be submitted in PDF and Microsoft Word document.
8. 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.
9. A copyright declaration should be given by the corresponding author stating that the work is original and does not violate the rule of copyright.
10. All full papers submitted will be subject to a blind review process. Comments of the reviews will be sent to the author(s).
11. Please ensure to submit the research article to pgseminar@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 pgseminar@sjcc.edu.in.

IMPORTANT DATES

Abstract Submission	31st October, 2023
Intimation of Abstract Acceptance	3rd November, 2023
Full Paper Submission	8th December, 2023
Intimation of Acceptance	10th December, 2023
Conference Date	18th December 2023

Registration fees

Details	For Authors from India
Research Scholars	INR 500
Academicians	INR 750
Corporate Delegates	INR 1,000

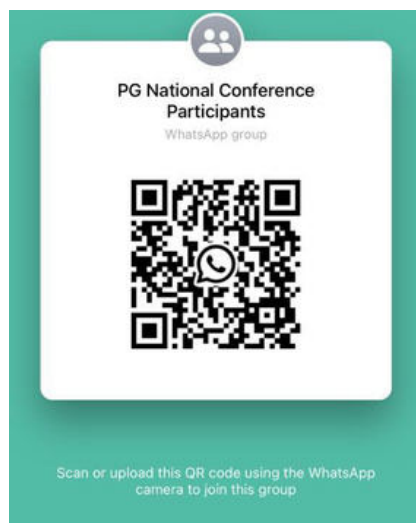
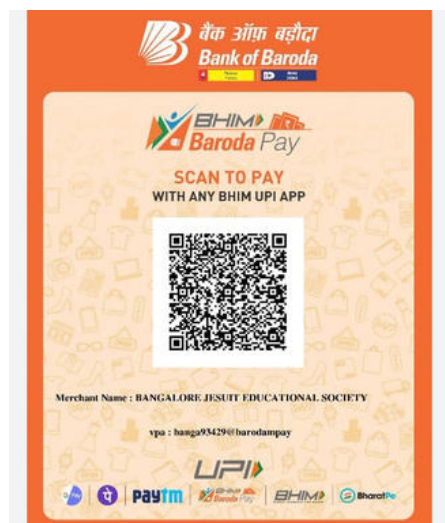
Registration fee can be remitted by way of Demand Draft drawn in the name of 'The Principal, St. Joseph's College of Commerce,' payable at Bangalore and the same be sent to:

**The Convener,
St. Joseph's College of Commerce (Autonomous)
163, Brigade Road, Bangalore - 560 025
Karnataka, South India.**

Electronic Transfer Details

Delegates can remit the registration fee by Bank Transfer to the below given bank account:

Banking Details	Savings Bank Account
IFSC	BARB0BRIGAD (5TH CHARACTER IS ZERO)
Account Name	Bangalore Jesuit Educational Society
Account Number	06650100009876
Bank	BANK OF BARODA, Brigade Road Branch, Brigade Road, BANGALORE - 560 025



After Remittance kindly email to:

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with the following details:

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Advance booking for accommodation will be arranged on request, the charges of the stay will be communicated after your confirmation.

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