



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

Affiliated to Bengaluru City University  
Accredited with A++ Grade NAAC(4<sup>th</sup> Cycle) | College with Potential for Excellence (CPE)  
Ranked 74<sup>th</sup> in NIRF 2021 by Ministry of Education, Government of India  
#163, Brigade Road, Bengaluru - 560025, Karnataka, India



## THE DEPARTMENT OF BUSINESS ADMINISTRATION ST. JOSEPH'S COLLEGE OF COMMERCE (AUTONOMOUS)

*In Collaboration with*

## THE DEPARTMENT OF MANAGEMENT STUDIES ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA



**EASTERN INSTITUTE OF  
TECHNOLOGY, NEW ZEALAND**



**LOYOLA COLLEGE,  
MANVI**



**UN GLOBAL COMPACT  
NETWORK INDIA**

### PRESENTS INTERNATIONAL E-CONFERENCE ON

## "DISRUPTIONS IN BUSINESS AND ECONOMY: CHALLENGES AND OPPORTUNITIES TO A SUSTAINABLE FUTURE"

### KEYNOTE SPEAKER



**Dr. MIA MIKIC**  
NEW ZEALAND

ADVISOR AT LARGE FOR THE  
ASIA-PACIFIC RESEARCH AND  
TRAINING NETWORK ON TRADE (ARTNET)

### RESOURCE PERSONS



**Dr. RAM ROY**  
SENIOR ACADEMIC,  
EASTERN INSTITUTE OF TECHNOLOGY  
NEW ZEALAND



**Dr. ANJU KALLUVELIL JANARDHANAN**  
PHD MIPA AFA  
LECTURER,  
CROWN INSTITUTE OF  
HIGHER EDUCATION  
AUSTRALIA



**Dr. UPASAK DAS**  
PRESIDENTIAL FELLOW,  
ECONOMICS OF POVERTY REDUCTION  
GLOBAL DEVELOPMENT INSTITUTE,  
UNIVERSITY OF MANCHESTER  
UNITED KINGDOM



**30th November,  
2021**



**08:30 AM IST**



**MS TEAMS**

**CLICK TO REGISTER**



**SCAN TO REGISTER**



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

## ABOUT THE COLLEGE

St. Joseph's College of Commerce (SJCC) commenced as a Department of Commerce in 1949 at St. Joseph's College (Estd. 1882). This department was moved to Brigade Road campus in 1972 and became an independent college under the name St. Joseph's College of Commerce (SJCC). SJCC is affiliated to the Bengaluru City University. Currently, there are over 3000 students in B.B.A, B.Com and M.Com programmes at SJCC. St. Joseph's College of Commerce was conferred autonomous status in October 2004 and recognised as a "College with Potential for Excellence" in February 2010 by UGC.

The college is re-accredited with 'A++' grade by the National Assessment and Accreditation Council (NAAC) in February 2021 and has been consistently ranked one of the Top 10 colleges in Commerce by India Today - Neilsen Survey and obtained the 74th in NIRF Ranking 2021 by the Ministry of Education, Government of India. Since its inception, the college has been a state-of-the-art space for Commerce and Management Education focusing on multi-dimensional response to the significant changes and developments in the field of Higher Education as well as in domain of Commerce and Management. The academic year 2021-2022 marks the golden jubilee year of the establishment of St. Joseph's College of Commerce.

## ABOUT THE DEPARTMENT OF BUSINESS ADMINISTRATION

The BBA programme has emerged as a promising program in the field of management studies in the undergraduate level. During the three year programme, students learn to develop their leadership proficiency along with marketing, management, finance and HR skills. Through interactive study sessions and various other business activities, the students learn to become more confident in their public speaking skills and hence, strive to be more professional and efficient.

The programme involves an epic conjunction of innovation and creativity along with the development of holistic skills and critical thinking. This department aims at motivating students to take up higher studies in management so that they may become effective leaders who are not afraid of taking risks in their business, which hones the students into becoming successful and competitive business savvy persons.

The Department of Business Administration of St. Joseph's College of Commerce has been ranked 3rd in India by Times BBA Education Survey 2021.

# St. Xavier's College (Autonomous), Kolkata

## ABOUT THE COLLEGE

With a resplendent history spanning 161 glorious years, St. Xavier's College (Autonomous), Kolkata, is today synonymous with paramount echelons of quality, given that it nurtures responsible and conscientious men and women for the society. Consistently ranked as one of the best protean co-educational institutions pan-India, St. Xavier's College, Kolkata has been recognized as a Centre of Excellence (CE) by the UGC in 2014. St. Xavier's College offers both UG and PG courses under five faculties: Arts, Science, Commerce, Management Studies, and Education. It also offers an array of professional degree and diploma courses under Career Oriented Programmes (COPs), Twinning MBA Programme with the Pondicherry University, to name a few. This prestigious temple of learning has battled the test of time, remaining unswerving in the midst of adversities.

The institution has been accredited as a "College with a Special Heritage Status" in 2015. In 2017, the institution has been awarded by the National Assessment and Accreditation Council (NAAC) as an "A++ College" with a CGPA of 3.77. The college is also ISO 9001:2015 certified since July 2019, emblemizing professional standards of quality delivery. St. Xavier's has been ranked 4th across India, in the "College Category" by the National Institutional Ranking Framework (NIRF) in 2021. It serves as an insignia of perennial commitment, care and service in all its future endeavours with the same binding spirit: "Nihil Ultra" (Nothing Beyond).



## ABOUT THE DEPARTMENT OF MANAGEMENT STUDIES

St. Xavier's College, Kolkata offers one of the best management programmes in the state of West Bengal, India, since its inception in 2002. Recently, there has been a modification in the nomenclature to "Bachelor of Management Studies (BMS)" in accordance with the guidelines of the University Grants Commission (UGC) under the Choice-Based-Credit-System (CBCS). The department is oriented towards students who are motivated, disciplined, ready and eager to move ahead in the business domain. A distinctive feature of the Bachelor of Management Studies (BMS) program happens to be the fundamental principles it instils among students, which encompass intellectual depth, leadership abilities and social responsibility.

The approach to management education taken by St. Xavier's is aimed at the comprehensive training of future leaders who shall possess unparalleled professional skill coupled with robust ethical insights. The curriculum is flexible, contemporary and broad, and it furnishes students with the option to design an academic program that is suited to their goals and interests, rather than following a prescribed trajectory. The department has constantly endeavoured to attract erudite faculty from diverse functional business domains. The faculty pool is comprised of professors from this college, along with corporate professionals and experts from reputed management institutes in the country.

## Loyola College, Manvi

### ABOUT THE COLLEGE

Loyola College was established in the year 2012 and is situated in the outskirts of Manvi, Raichur. Earlier, Loyola College was affiliated to the University of Gulbarga and from academic year 2021 the college is heading towards affiliation from Raichur University in order to expedite administration work.

Loyola Degree College is run by the Center for Non-Formal and Continuing Education for the education of youth, which has also been at service of others without any distinction of caste or creed. Success in Loyola is not defined just in terms of academic excellence, but in directing its educational efforts to make future leaders, with a holistic combination of intellectual prowess, social concern personal and moral values, with the leaders marching towards building a just and equitable society. Loyola offers wide range of course combinations for undergraduate education and promises existing and rewarding opportunities that ensure holistic development.

### ABOUT THE DEPARTMENT OF COMMERCE

The Department of Commerce was started in the year 2012. Since then, the department has steadily grown and achieved several milestones with all the activities of the department being carried out under the banner of "The House of Commerce". The Department has highly qualified, knowledgeable, skillful and friendly faculty members.

The Department of Commerce offers relevant short-term and certificate programmes and has a well-established Departmental Library. Alongside the regular class and course activities, various intra-class, inter-class and inter-college activities are organized to enable the students to improve their leadership, management and technical skills. The department regularly organizes workshops and seminars to help students to update their knowledge regarding the latest developments in the field of Commerce, Management, Banking and Finance. Students are encouraged to go through observational studies, field visits and internships to optimize their class room learning. The syllabus is continuously updated keeping in mind the changes and development in the Economy.

## Eastern Institute of Technology, New Zealand

### ABOUT THE INSTITUTE

Eastern Institute of Technology Limited (EIT) is one of New Zealand's leading tertiary education providers, serving the regions of Hawke's Bay and Tairāwhiti from foundation level through to Masters degrees. EIT also has a successful Graduate School in Auckland for international students wanting to study at the Post Graduate level. EIT is regarded by the Tertiary Education Commission and Ministry of Education as one of the exemplar tertiary education providers in New Zealand. EIT has recently launched a range of online Post graduate certificates that pathway into a range of Masters degrees.

EIT is a vibrant, innovative and research-led tertiary education institute. Research emphasis is placed on community-centred research in collaboration with East Coast industry and organisations and with colleagues in other tertiary institutions. Our research addresses East Coast regional business and local community concerns as well as broader National, and in some areas, International, issues.



## CONCEPT NOTE

Major uncertainties have arisen in the global economic context in recent years which has brought in disruptions in businesses and the Economy. Business leaders across the globe are aware that the economic activity depends on healthy people, resilient and equal societies, productive ecosystems and a stable climate. In the present scenario businesses and society are facing mounting challenges including devastating pandemic, climatic disasters such as floods, typhoons, forest fires etc. All these has directly impacted labour and consumer market.

While the world is witnessing disruptions in the economy and businesses, policymakers and business leaders need to transform themselves and drive the transformation in an effort to align to this new reality. Amidst the uncertainty, the steps for building a sustainable future must be the top priority in order to build a resilient economy. The Business, well-being of people and the planet will largely depend on new strategies and transformative initiatives to create a more just and sustainable world.

This conference aims to understand and explore the various challenges and opportunities as a result of the disruption caused in the recent past. It further intends at arriving towards possible solutions for a sustainable future.

## OBJECTIVES OF THE CONFERENCE

- To identify disruptions that enable global organizations to streamline their processes which are key to administering sustainable Business Model.
- To recognize comprehensive, effective and sustainable business continuity plans to protect organizations from unexpected business disruptions and disasters.
- To deliberate and evaluate potential opportunities and solutions that the business leaders and policy makers can adopt in the various strategic segments of the organization.
- To address the high priority issues caused by disruptions and suggest strategies to achieve a sustainable future.

## CALL FOR RESEARCH PAPERS

The International E-Conference invites papers which covers a broad range but not limited to the following sub-topics:

|   |   |
|---|---|
| <b>General Management</b>                     | Diversity and inclusiveness, Global HRM, Cross Culture Management, Digitalization Employee Engagement, Skill development for emerging technologies, Global workforce management, Effectiveness of AI in management functions, Change management, Organizational innovation, Gig and platform workers, Remote working, Corporate Governance and Conflict Management  |
| <b>Accounting and Finance</b>                 | Global financial crisis on financial transactions, Changes in key taxation practices, Reviving economies post disruption, Reforms in accounting practices, Environmental accounting, Sustainable accounting practices, Forensic accounting and Investigative Accounting, Emerging issues in public finance, Sustainability Reporting, Risk management, Disruptive economy and behavioral finance, Sustainability issues in banking, Digital transformation in banking, Financial inclusion, Crowd Funding, Corporate Governance, Corporate Social Responsibility, Merger and Acquisition and Carbon Finance |
| <b>Marketing Management</b>                   | Effectiveness of retro marketing, Impact of bootstrap marketing, Digital marketing and its impact, Customer centricity in marketing, Effective IMC strategy in 21 <sup>st</sup> Century/New Normal, Covid-19 themed advertisement & its impact, Innovations in marketing strategies, Brand building with technology/ Branding challenges in 21 <sup>st</sup> Century/New Normal, Consumerism, Marketing analytics, Shifts in retail marketing during the pandemic, Sharing economy and its implications and Social Marketing  |
| <b>Operations and Supply Chain Management</b> | Sustainable development and operational strategy, Business process reengineering, Lean management, Total quality management, Internet of things, Value analysis and engineering and Changes in value chain  |
| <b>Economics</b>                              | Globalization and International Trade, Gender and Labor Market, Human Capital and Economic Development, Health and Economic Development and Economic Impact of COVID19  |
| <b>Strategy &amp; Policy Development</b>      | E-governance, Industry convergence, Value creation, Growth and expansion strategies, Innovative business models and excellence, Environment and business sustainability, Disruption in business and industrialization and Effectiveness of Public Policy  |
| <b>Information Technology</b>                 | Data analytics& knowledge discovery, Artificial intelligence and machine learning, Privacy and security concern, Technological tools, Information sharing and operational excellence and Digital transformation   |
| <b>Innovation and Entrepreneurship</b>        | Technology entrepreneurship, Technological innovation, Industrial revitalization, Sustainable development, Green innovation and entrepreneurship, Structural change for entrepreneurship, Emerging types of entrepreneurs and Building a sustainable startup ecosystem  |
| <b>Education</b>                              | Converting F2F education to a virtual classroom, Transformation in education and Challenges and Opportunities in Higher Education   |



## CONFERENCE SCHEDULE

| Timings (IST)      | Details             | Resource Person   | Session Topic   |
|--------------------|---------------------|---|---|
| 08:30 AM – 10:00AM | Inauguration        |   |   |
| 10:00 AM-10:45AM   | Keynote address     | Dr. Mia Mikic,<br>Advisor at Large for the Asia-Pacific Research and Training Network on Trade (ARTNeT)           | Significance of safeguarding SDGs in the post-pandemic recovery               |
| 10:45AM – 11:00 AM | Break               |   |   |
| 11:00 AM-12:00 PM  | Technical Session 1 | Dr. Anju Kalluvelil Janardhanan,<br>Lecturer at Crown Institute of Higher Education, North Sydney, NSW, Australia | Challenges and Opportunities in Higher Education: A Global Perspective        |
| 12:00 PM-01:00 PM  | Technical Session 2 | Dr. Ram Roy,<br>Senior Academic, Eastern Institute of Technology, New Zealand                                     | Disruptions in Business and Economy   |
| 01:00 PM-01:30PM   | Break               |   |   |
| 01:30PM-02:30PM    | Technical Session 3 | Dr. Upashak Das,<br>University of Manchester, UK  | COVID-19 effects on children vaccination: Lessons from Ebola crisis in Africa |
| 02:30PM-03:15PM    | Valedictory         |   |   |

## E - PAPER PRESENTATION & DOCTORAL COLLOQUIUM SCHEDULE

### E-PAPER PRESENTATION SCHEDULE

| E- Paper Presentation schedule : 29th November, 2021 from 01:00 PM onwards |   |                                      |                      |                               |                               |                        |                       |                 |
|--|---|--------------------------------------|----------------------|-------------------------------|-------------------------------|------------------------|-----------------------|-----------------|
| Date & Time (IST)  | TRACK 1                                     | TRACK 2                              | TRACK 3              | TRACK 4                       | TRACK 5                       | TRACK 6                | TRACK 7               | TRACK 8         |
| 29th November, 2021<br>01:00 PM- 04:00 PM                                  | General Management and Marketing Management | Operations & Supply Chain Management | Accounting & Finance | Strategy & Policy Development | Innovation & Entrepreneurship | Information technology | Economics & Education | Any other theme |

### DOCTORAL COLLOQUIUM SCHEDULE

| Doctoral Colloquium for PhD Research Scholars : 29th November, 2021 from 01:00 PM onwards |  |
|---|--|
| Date & Time (IST)   | Themes   |
| 29th November, 2021<br>01:00 PM- 04:00 PM   | General Management and Marketing Management, Operations & Supply Chain Management, Accounting and Finance, Strategy & Policy Development, Innovation & Entrepreneurship, Information technology, Economics, Education and any other theme. |



## **GUIDELINES FOR RESEARCH PAPER SUBMISSION**

Authors are expected to follow the given instructions while preparing the Research paper:

1. Research paper should be submitted in Microsoft word via email only: **sxcsjcc.conference2021@gmail.com**
2. Research paper should include the following in the order mentioned: Title, Authors, Affiliation, Abstract, Keywords, Main text, Acknowledgments (if any), Appendix and References.
3. Paper title and author(s) name, Author's 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.
4. Provide 3 to 5 Keywords which can be used for indexing purposes.
5. Provide an abstract (approx 150 words) which must contain precise information including brief introduction, objective of the paper, methodology, results and conclusion (12 font, Times New Roman Normal, justified).
6. Type every portion of the manuscript double-spaced (a minimum of 6 mm between lines), including figure legends, table footnotes, and references, and number all pages in sequence, including the abstract, figure legends, and tables.
7. Reference/Bibliography should be in APA format.
8. Full paper length should be around 7000-8000 words.
9. Line spacing : 1.5 and Margin: 1 inch on all sides.
10. Maximum two authors are allowed for each paper. At least one author needs to be registered for the conference to get their paper considered for presentation/publication.
11. A copyright declaration should be given by corresponding author stating that the work is in original and does not violate the rule of copyright.



**Best 3 Research Papers will be  
awarded with Certificate of Merit**

## **PAPER PUBLICATION OPPORTUNITIES**

All full length papers will undergo a double blind review process. Comments given by reviewers will be sent directly to the authors for any modification or improvement.

The selected quality papers will be published in the next issue of the below mentioned journals and authors are requested to state their choice of journals while submitting the papers:

- "SJCC Management Research Review"( ISSN 2249-4359) - Peer reviewed Journal published by the research centre, St. Joseph's College of Commerce (Autonomous), no publication fee.
- "Aviskaar: A Xaverian Journal Research Multidisciplinary Annual Journal of St. Xavier's College (Autonomous), Kolkata. ISSN (Print) : 2277-8411 and ISSN (Online) : 2278-1048, no publication fee.
- "Journal of Management and Social Sciences" - UGC Care listed journal . The journal will follow its own review process and the detailed author guidelines are available on the journal webpage (<https://www.nibmindia.org/prajnan/>), no publication fee.



### IMPORTANT DATES

|  |                                 |
|--|---------------------------------|
| Abstract submission                            | 25 <sup>th</sup> October, 2021  |
| Intimation of acceptance                       | 28 <sup>th</sup> October, 2021  |
| Full length paper submission with modification | 20 <sup>th</sup> November, 2021 |
| E-Paper Presentation & Doctoral Colloquium     | 29 <sup>th</sup> November, 2021 |
| Conference Date                                | 30 <sup>th</sup> November, 2021 |

### REGISTRATION FEES

| DETAILS  | INDIAN  | FOREIGN |
|--|---------|---------|
| Academicians/ Part time and Fulltime PhD Research Scholars | NR 300  | USD 10  |
| Corporate Delegates  | INR 500 | USD 15  |

1. This conference is not for UG & PG Students.
2. E- Certificates will be provided to only registered participants.
3. Mode of Payment: Participants/Authors can remit the registration fee by Bank Transfer to the below given bank account.

|                        |  |
|------------------------|--|
| <b>Banking Details</b> | Savings bank account   |
| <b>IFSC</b>            | SIBL0000108  |
| <b>Account Name</b>    | Bangalore Jesuit Educational Society   |
| <b>Account Number</b>  | 108053000011404  |
| <b>Bank</b>            | The South Indian Bank,<br>Brigade Road Branch,<br>Brigade Road<br>Bangalore - 560025 |

Post remittance, kindly send an email to [sxcsjcc.conference2021@gmail.com](mailto:sxcsjcc.conference2021@gmail.com) and [accounts@sjcc.edu.in](mailto:accounts@sjcc.edu.in) with the following details:

1. Name of the Remitter
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4. Date of transfer

## ORGANISING COMMITTEE

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HOD - BBA  
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REGISTRAR  
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CONVENOR  
Ms. ASHA JOSEPH

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DEAN, BMS

PATRON  
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VICE- PRINCIPAL

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Prof. SHOUVIK SIRCAR, Prof. SHAUNAK ROY

CONVENOR  
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ADVISORS  
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Prof. RAJASHIK SEN

### Loyola College, Manvi

PRINCIPAL  
Rev. Dr. MELWYN D'CUNHA SJ

HOD  
Mr. VITTHAL GAVADE

COE  
Mr. KHASIM SAB

CONVENOR  
Ms. AKSHATHA DODDAMANI

### Eastern Institute of Technology, New Zealand

CO-ORDINATOR  
Mr. SIVA GUDA  
INTERNATIONAL MARKET DEVELOPMENT MANAGER



## CONTACT DETAILS

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



163, Brigade Rd, Shanthala Nagar,  
Ashok Nagar, Bengaluru,  
Karnataka 560025

080 2536 0644 / 46

[www.sjcc.edu.in](http://www.sjcc.edu.in)

### St. Xavier's College (Autonomous), Kolkata



30, Mother Teresa Sarani,  
Mullick Bazar, Taltala, Kolkata,  
West Bengal 700016

033 2255 1101

[www.sxccal.edu](http://www.sxccal.edu)

### Eastern Institute of Technology New Zealand



501 Gloucester Street,  
Taradale, Napier 4112,  
New Zealand

0800 22 55 348

[www.eit.ac.nz](http://www.eit.ac.nz)

### Loyola College Manvi



Loyola Nagar, P.B.No8,  
Raichur - Koppal Rd,  
Manvi Rural,  
Karnataka 584123

087920 04143

[www.loyolacollegemanvi.com](http://www.loyolacollegemanvi.com)

## OUR COLLABORATORS



**ST. XAVIER'S COLLEGE (AUTONOMOUS)  
KOLKATA**



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TECHNOLOGY, NEW ZEALAND**



**LOYOLA COLLEGE  
MANVI**



**UN GLOBAL COMPACT  
NETWORK INDIA**



Any enquiries relating to conference, please contact :  
Ms. Sameeksha Singh  
+91 82967 42239  
[sxcsjcc.conference2021@gmail.com](mailto:sxcsjcc.conference2021@gmail.com)

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