

## RESEARCH PAPER PREPARATION

1. Research paper should be submitted in Microsoft Word.
2. Use a nonnal, plain font (e.g., 12-point Times Roman) for text.
3. The Research paper must be typed, 1.5 spaced (single-spaced for indented material, notes and references).
4. All heading including title should be 12 in Times New Roman and text should be 12 point Times New Roman.
5. Margins must be of 1 inch on all sides.
6. Papers should not exceed 6000 words.
7. All photographs, charts and diagrams are to be referred to as "Figures" and should be numbered consecutively in the order to which they are referred in the text.
8. List of references must be arranged in alphabetical order. (As per APA format)
9. For text citations, papers should be referred to as (Shanna 2010) and papers by the same author in the same year should be distinguished by lettering in sequence (201 0a, 2010b, etc).
10. Where papers are not by more than three authors, all names should be cited; otherwise the first name should be followed by 'et al'.
11. Author's names should be on the title page only, in order to facilitate the blind Referring process.
12. All paper submission via email only: pgseminar@sjcc.edu.in

### Important Dates

Abstract and full paper submission	15 <sup>th</sup> September 2021
Intimation of acceptance	20 <sup>th</sup> September 2021
Full paper submission with modification	25 <sup>th</sup> September 2021
Conference Date	08 <sup>th</sup> October 2021

### Registration Fees

Details	For authors from India	International authors
Research Scholars/ Students*	INR 500	USD 45
Academicians	INR 700	USD 70
Corporate Delegates	INR 1000	USD 100

*\* Research Scholars coming for the presentation have to produce the original Student ID card and Bonafide certificate from the Head of the Institution.*

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 Convenor,**

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 (5 <sup>TH</sup> Character is ZERO)
Account Name	Bangalore Jesuit Educational Society
Account Number	06650100009876
Bank	BANK OF BARODA, Brigade Road Branch, Brigade Road, BANGALORE - 560 025

**Any enquires relating to Conference please Contact**

Mr. Z. Mohammed Ashfaq +91 9986534233

Dr. Sridhar L.S +91 9788348923

pgseminar@sjcc.edu.in



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

Affiliated to Bengaluru City University  
Accredited with ‘A++’ Grade (4<sup>th</sup> Cycle) by NAAC | College with Potential for Excellence (CPE)  
Ranked 72<sup>nd</sup> in NIRF 2020 by MHRD  
#163, Brigade Road, Bengaluru - 560025, Karnataka, India

## POST GRADUATE DEPARTMENT OF COMMERCE

## CALL FOR PAPERS

## Reinventing Business Practices – Imagining and Delivering a Robust, Inclusive and Sustainable Recovery

Date: 8<sup>th</sup> October, 2021

## ABOUT THIS INSTITUTION

St. Joseph's College of Commerce (Autonomous) is affiliated to Bengaluru City University and offers Postgraduate and Undergraduate Programmes. The institution was offered autonomous status in October 2004 and has a well-established Research Centre. The institution was recognized 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). It has been consistently ranked within the top 100 colleges by National Institutional Ranking Framework (NIRF), MHRD. Since its inception, the institution has been a state-of-the-art space for Commerce Education focusing on multi-dimensional academic excellence. The college remains responsive to the significant changes and developments in the field of Higher Education, as well as in the domain of commerce and business. The Institution is governed by the Jesuits- a worldwide Catholic religious order, who also run other premier institutions in India and around the globe.

## ABOUT THE DEPARTMENT

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 the students. The Post Graduate Department at St. Joseph's College of Commerce, (Autonomous) was established in the year 2002 with M.Com Programme. In the year 2007, Post Graduate Diploma Programmes were incorporated in the curriculum. M.Com (International Business) was introduced in the year 2007 and M.Com (Financial Analysis) in the year 2017. The department has in-house faculty of Doctorates and Industry professionals with a vast experience in teaching and research. The department has collaborations with ICAI, ICSI for conducting various seminars and conferences.

## CONCEPT NOTE

During the COVID-19 pandemic that swept the globe, everyone encountered unforeseen conditions and gained unique learning experiences. The orientation of business, services, and work culture is shifting dramatically worldwide as we enter the second wave and go on to the third wave of this pandemic. While organizations are recognizing the reality of the situation, they are attempting to integrate the existing workforce and business processes into innovative strategies to deal with this new environment, which is highly dynamic and constantly teaches new lessons.

A few shifts have impeded humanity, though others have spoken of the power of creativity in the face of a pandemic. Workplace and work itself have been reset. The pandemic has a negative impact on the majority of businesses; however, some have been optimistic. All in all, the mankind continues to be blessed with priceless experiences. Businesses and service sectors must reinvest the exercises learned into the undertaking reset strategy, build flexibility, and build resilience.

It is currently an ideal time for research to be conducted in every sector of the global economy, for multiple information bodies to be brought together, and for these exercises to be used to restructure organizations and working models for a different reality.

## OBJECTIVES

1. To create a forum for information sharing and to bring together researchers, academicians, and corporate delegates.
2. To share knowledge on the benefits and challenges of business change, implementation, and transition.
3. To gain knowledge of cutting-edge management techniques that have been successfully implemented in a variety of situations.

## CONFERENCE THEMES

Tracks	Sub- themes
Finance and Accounting	Investment, Financial Distress, Corporate Finance and investment, Equity upgradation, cloud accounting, behavioral finance, capital markets, Crypto currency, Block chain, emerging trends in Accounting and Finance, Social Stock Exchange (SSE)
Marketing	E-Marketing Management, relevance of 7 P's Post Pandemic, Digital marketing, Viral marketing, Effects of Lockdown on global marketing and sales, Brand Building, AI/ AR in advertisement, Product Life-cycle, Psychological Marketing.
HR	Worker's right and corporate governance, Training and Development, Conflict Resolution, Global and Multi-cultural issues, Strategic HR Management, Full time work from home companies, HR investment and risk, Social Media and recruitment, Modern issues in HRM, Recruitment and Employee Engagement
Strategy and Innovation	Innovative practices in Industry, Innovation in payment methods, Sustainable marketing, Leadership in Digital era, Start-ups in the post pandemic world, Sustainability, Eco-friendly practices, New innovations in HRM, IOT, Artificial Intelligence in Various sectors, Business Model in Post COVID Era, Innovations in various sectors, Governance, Impact study, Organization Culture.
Operations	Global Chain Management, Logistics and Distribution, Materials Management, Supply Chain of Essentials goods, outsourcing, Supply Chain Management, Sustainability in Business Operations.
General Management	Developing Managerial Capabilities for MSMEs, Entrepreneurship, Contemporary issues in business organizations and management, Office-less Companies, Man-machine Collaboration, Innovations in Banking and Insurance, Plug and play workspaces, co-working spaces, Health related risk in workspaces, Conflict management during Work From Home, Knowledge Management, Organization Culture, Employee Motivation, Changing Job Roles, Organizational Commitment, Social Alignment, Interpretation of Business Functions, Employability, Workspace Risk Management

## PUBLICATION PLAN

Full length paper will be blind peer reviewed. Shortlisted papers will be compiled in an ISBN compendium. Selected quality papers will be published in "SJCC Management Research Review" (ISSN 2249-4359) - Peer Reviewed Journal published by the Research Center, St. Joseph's College of Commerce (Autonomous)

## FOR FULL LENGTH PAPERS

1. Authors are requested to submit a Camera-ready paper following the prescribed guidelines.
2. Your research paper should include a separate page containing the following in the order mentioned: Title, Authors, Affiliation, Abstract, Keywords, and Main text, Acknowledgements -if any, Appendix and References.
3. Papers will only be accepted for Publication on the condition that the Research paper has not been copyrighted, has not been published, has not been presented or accepted for presentation at professional meetings, and is not currently under Review for presentation at any other Conference/ Seminar. A declaration to this effect must accompany the final paper, which must include ethical responsibilities and Standards as well.
4. Authors should take responsibility of plagiarism checking, content-editing, grammar-check, proof-reading and formatting etc.
5. Provide 4 to 6 keywords which can be used for indexing purposes.

## TITLE PAGE SHOULD INCLUDE

Title must be concise and informative

The name(s) of the author(s)

The affiliation( s) and address( es) of the author( s)

The e-mail, Contact address, and telephone number(s) of the corresponding author