



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 Ministry of Education, Government of India



Indian Council of Social Science Research

Southern Regional Centre

Hyderabad, Telangana - 500 007



ICSSR-SRC

Sponsored

National Level Conference

on

Digital Transformation: Forging the Future Business Landscape

organised by

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

in association with

Holy Cross College (Autonomous), Nagercoil

Date: 18th February, 2025

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

ABOUT THE INSTITUTION

St. Joseph's College of Commerce was formerly a part of St. Joseph's College, Langford Road campus. The Department of Commerce was established in St. Joseph's College in 1949. In 1972, this department became an independent college under the name St. Joseph's College of Commerce in the new campus at Brigade Road. The institution was conferred with Autonomous status in October 2004. The college was recognized as a "College with Potential for Excellence" in February 2010.

St. Joseph's College of Commerce inspired by its motto – 'Fide et Labore' (Faith and Toil) embodies a rich legacy of excellence. SJCC, besides equipping students with remarkable professional competence emphasizes on proactively responding to the emerging trends in Higher Education. The College, guided by cultural plurality and constitutional ethos is dedicated to forming men and women committed to the sustenance of democratic values.

In the academic year 2022-2023, SJCC transitioned to be a multidisciplinary institution by commencing BA English and BSc Economics programmes. Currently, SJCC holds an A++ grade awarded by the National Assessment and Accreditation Council (NAAC). Also, the College is ranked 55th in the college category by the National Institute Ranking Framework (NIRF).

ABOUT THE DEPARTMENT

With the world of business constantly changing and a strong base created for technology in the country, it is of utmost importance to augment management talent and resources at all levels. Strategies and goals of any educational institution have to be constantly redefined to keep in pace with the external environment. All this led to the birth of the BBA department of St Joseph's College of Commerce in the year 2004-2005. Within a short period of time, the department has emerged as a promising institute in the field of management studies at the undergraduate level. This department aims at motivating students to take up higher studies in management so that they may blossom into effective entrepreneurs who would not be afraid of taking risks, or teachers and researchers who would contribute positively towards the betterment of the society or to take up consultation to help business units leverage on management knowledge.

The BBA (Entrepreneurship) Programme under the Department of Business Administration was established in the academic year 2017-2018, and is designed to cultivate entrepreneurial talent and resources. The Department also added to its feather the BBA (Professional-Finance and Accountancy) programme in collaboration with the Chartered Institute of Management Accountants (CIMA).

ABOUT THE ICSSR AND ICSSR-SRC

The Indian Council of Social Science Research (ICSSR), established by the Government of India in 1969, the primary objective of the Indian Council of Social Science Research is to promote research in Social Sciences and to facilitate the utilization of its vast resources. The ICSSR has Six Regional Centres in India among which the Southern Regional Centre is one of them. To assist the Council in the organization of its programmes within the Southern Region and to develop documentation and bibliographical services in some of the South Indian languages the Southern Regional Centre (ICSSR-SRC) was established on 1st February, 1973 at the Osmania University Library in collaboration with the Osmania University and the Government of Andhra Pradesh. The Council plays a vital role in sponsoring research programs, offering scholarships, promoting interdisciplinary research, and supporting publications in the field of social sciences.

ABOUT THE COLLABORATING INSTITUTION

Holy Cross College is the first women's College in Kanyakumari District inaugurated on 2nd August 1965 and administered by the congregation of the sisters of the Cross of Chavanod. It is affiliated to Manonmaniam Sundaranar University, Tirunelveli. 2007. The College has undergone 4 cycles of accreditation by National Assessment and Accreditation Council and it has A+ Grade with CGPA 3.35. The College Ranks 31st at National level and 13th at state level in the EW (Education World) India Autonomous College Ranking. The College has crossed its fiftieth milestone in the year 2015 and it has a student population of 2300 spread across 17 disciplines. The College has been instrumental in churning out thousands of truly educated women, not merely cultured and refined but truly disciplined and empowered. Thus, this College stands for the uplift of women by upholding the glorious motto of the college.

ABOUT THE CONFERENCE

The dawn of the digital age has ushered in a transformative era, reshaping industries and redefining operational strategies, customer engagement, and value creation. Digital transformation has become a cornerstone for businesses seeking to adapt, innovate, and thrive in a fast-evolving global economy. However, while organizations harness technological advancements to stay competitive, it is imperative to address the ethical, inclusive, and sustainable dimensions of these changes. This conference, **Digital Transformation: Forging the Future Industry Landscape**, serves as a platform for fostering meaningful dialogue on navigating this balance between innovation and responsibility.

This conference seeks to explore the profound impacts of digital transformation across key sectors, with an emphasis on its role as a catalyst for sustainable and equitable growth. The discussions will delve into how emerging technologies—such as artificial intelligence, machine learning, predictive analytics, and Industry 4.0 solutions—are revolutionizing traditional business practices. By examining the interplay between technology, strategy, and ethics, the event aims to inspire forward-thinking approaches to embedding digital transformation in ways that align with long-term societal and economic goals.

Through these discussions, the conference will serve as a catalyst for collaboration among industry leaders, academicians, policymakers, and practitioners. By addressing the challenges and opportunities presented by digital transformation, it aims to inspire actionable strategies that balance innovation with sustainability, inclusivity, and ethical responsibility. This event envisions a future where digital transformation not only drives progress but also contributes to a resilient, equitable, and prosperous global industry landscape.

CONFERENCE OBJECTIVES

- **Deliberate on the latest technologies and innovative practices in modern business world.**
- **Pave the Path for a Sustainable Digital Future.**
- **Address Challenges in Cyber-Security and Ethical Practices.**

THEMES & SUB-THEMES

Human Resources Management

- *Data-Driven Workforce Optimization: Leveraging Analytics to Improve Employee Retention*
- *Skill Development, Vocational Education and Sustainable Training for Job Creation and Retention*
- *The Role of Human Well-Being in Shaping a Positive Workplace Culture*
- *AI in Talent Acquisition: Transforming Recruitment Processes through Automation and Machine Learning*

Fin Tech

- *The Rise in Cyber Security Breaches – Challenges, Impacts and Strategic Solutions for Mitigation*
- *Digital Transformation for Sustainable Small and Medium Enterprises*
- *Payment Systems at the forefront of Digital Transformation: Innovations, Challenges and Future Trends*
- *The Rapid Rise of Digital Transformation: Cyber Security Challenges and Ethical Concerns*

Banking

- *Resilience of Digital Infrastructure in Banking and Financial Services*
- *Explore Possibilities of Inclusivity in Banking: Innovative Approaches to Financial Access for all*
- *The Role of Digital Transformation in Revolutionising Banking Operations: Challenges*
- *Transforming Banking Services through Artificial Intelligence for Enhancing Customer Experience*

Logistics and Operations

- *Enhancing Supply Chain Efficiency through Digitalization (Logistics)*
- *The Socio-Economic Impact of Global Supply Chain Disruptions on Emerging Economies*
- *Role of Sustainable Practices in Modern Logistics and Operations Management*
- *Smart Manufacturing using Industry 4.0 Technology*

Marketing

- *The Role of Predictive Analytics in Optimising Marketing Campaign Performance*
- *The Role of Digital Marketing in Empowering Small Businesses in Developing Economies*
- *The Shift from Traditional to Digital Marketing: Adapting Strategies in the Post Pandemic World*
- *Harnessing AI for Sustainable Marketing Practices: Innovations Driving Eco-friendly Consumer Engagement*

IMPORTANT DATES

Particulars	Timeline
Abstract and Full Paper Submission	9th February, 2025
Conference	18th February, 2025

AUTHOR'S GUIDELINES

- Article Length:** Length of the article should be between 2,500 to 5,000 words including references. Manuscript must be original and it must not be published elsewhere.
- Abstract:** Paper must include an abstract of 150 to 250 words. The abstract should not contain any undefined abbreviations or unspecified references.
- Keywords:** Please provide 4 to 6 keywords which can be used for indexing purposes.
- Plagiarism:** Author(s) will ensure plagiarism check before submission of their manuscript
- Citation Style:** Authors are encouraged to follow APA version 7 citation style. Ensure that all citations are complete and correctly formatted.
- Publication Opportunities:**
 - All submitted manuscripts will undergo a double - blind peer review process and the selected articles approved by the peer review team will be published as an edited book bearing an ISBN.
 - The best out of the selected papers will be considered for the SJCC Management Research Review June Issue 2025 of the Bi-Annual, Double-Blind, Peer-Reviewed, Open Access Refereed Journal (ISSN 2249-4359) www.sjccmrr.res.in

Other Important Guidelines:

- The File format must be Word Document.
- The Font Style must be Times New Roman Font, 12-point font, 1.5 Line Spacing, Both sides justified, 1 inch margin on all sides, and automatic page numbering on each point.
- The title page must contain Author name(s), Affiliation and E-Mail ID, if available, the 16-digit ORCID of the author(s)
- After Registration, kindly send the acknowledgement of your remittance to bbanationalconference@sjcc.edu.in & accounts@sjcc.edu.in.
- Submit full research article to bbanationalconference@sjcc.edu.in before Sunday, 9th February, 2025.

REGISTRATION DETAILS

Participants	Registration Fees (in INR)
Faculty and Academicians	Rs. 700
Research Scholars and Students	Rs. 500



Scan the QR Code to access the Registration Form

Participants, Authors, and Co-Authors are requested to register for the conference by filling in this Google Form individually.

Accommodation will be available for outstation participants, kindly mention the requirement at the time of registration.

Any queries related to the conference, please contact:

bbanationalconference@sjcc.edu.in

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