

## GUIDELINES FOR PAPER SUBMISSION

Authors are expected to follow the given instructions while preparing the manuscript. Kindly submit the paper on email address: [pgconference2020@sjcc.edu.in](mailto:pgconference2020@sjcc.edu.in)

**Paper Format:** Single Column, A4 Size, 1.5 line Spacing,  
**Font:** Times New Roman (12pt)

All headings: Font Size- 14 (Bold)

**First Page:** Title, Author Name(s), Affiliation(s) with complete contact address and E-mail ID

**Second Page:** Title, Abstract (should not be less than 300 words),

**Keywords:** 4-5

References/ Bibliography should be in APA style.

Full paper should not be more than 3000-3500 word.

The paper should not be more than 10 pages including all the references, tables and figures

Manuscripts should be submitted in as word document only.

Atleast one author need to be registered for conference to get their paper considered for presentation/publication.

Copyright declaration should be given by corresponding author along with a document stating that the work is original and does not violate the rule of copyright.

## PUBLICATION OPPORTUNITY

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

Quality papers submitted for the conference would be published in ISBN compendium which might be released on the day of Conference.

## IMPORTANT DATES

Abstract and full paper submission	10 <sup>th</sup> February, 2020
Intimation of acceptance	16 <sup>th</sup> February, 2020
Full paper submission with modification	22 <sup>nd</sup> February, 2020
Conference Date	11 <sup>th</sup> March, 2020

**Registration process:** Authors/participants can register for the conference using the link given on college website [www.sjcc.edu.in](http://www.sjcc.edu.in)

## REGISTRATION FEES

Details	Amount
Full time Research Scholars / Students*	INR 800
Academicians	INR 1200
Corporate Delegates	INR 1800

\*Research Scholars are expected to produce the ID card or any considerable document issued by the competent authority. Registration fee includes conference kit, working lunch, refreshments, soft copy of accepted papers and certificates.

Mode of payment: Participants/authors can remit the registration fee by Bank Transfer to the below given bank account:

Banking Details	Savings bank account
IFSC	SIBL0000108
Account Name	Bangalore Jesuit Educational Society
Account Number	0108053000011404
Bank	The South Indian Bank, Brigade Road Branch, Brigade Road Bangalore - 560025

Accommodation Details: A decent accommodation can be arranged on payment basis to a limited number of participants on 15 days prior intimation. The details of the same will be forwarded on receipt of enquiry.

- Principal - Rev. Dr. Daniel Fernandes, SJ  
Registrar - Dr. Nirmala Joseph  
Vice Principal - Ms. Sneha S. Rai & Dr. Ravi Darshini  
HOD – PG - Dr. Shubhra Rahul  
Convener - Dr. Deepika Joshi

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## ST. JOSEPH'S COLLEGE OF COMMERCE

COLLEGE WITH POTENTIAL FOR EXCELLENCE  
(An Autonomous Institution, Affiliated to Bangalore University)  
(Re-Accredited with 'A' Grade by NAAC)  
#163, Brigade Road, Bangalore- 560 025  
Karnataka, India

## CALL FOR PAPERS

One Day National Conference  
On

Next Generation Tools:  
Future Roadmap for Business and Industry

Date: 11<sup>th</sup> March, 2020

Organized By

POST GRADUATE DEPARTMENT  
SJCC

## ABOUT THE COLLEGE

St. Joseph's College was established in the year 1882 and is affiliated to Bangalore University. This Institution is run by the Society of Jesus or Jesuits. The College has been serving as a beacon of light in the city of Bangalore, emphasizing teaching, learning and research activities in Commerce and Management subjects. The college aims at the integral formation of its students, helping them to become men and women for others. St. Joseph's College of Commerce is one of the first Autonomous Colleges in Karnataka to be Re-Accredited with 'A' Grade by National Assessment and Accreditation Council (NAAC) and has been ranked the 8th Best College in India by India Today – MDRA survey June 2019 & obtained the 61st place in NIRF-MHRD ranking 2019. In February 2010, the College was recognized by the UGC as a "College with Potential for Excellence".

## ABOUT THE DEPARTMENT

The post graduate department at St. Joseph's College of Commerce was established in 2002 with M.Com course. In the year 2007, Post graduate diploma courses were started. M.Com (International Business) was started in the year 2008. M.Com (Financial analysis) started in the year 2017. The SJCC postgraduate department also offers four post graduate diploma Courses in Business Administration, Finance, Marketing and Human Resource. The course has inbuilt provisions to learn a skill based paper based on their specializations. Students will have compulsory paper presentations in State Level and National Level Seminars, Corporate Internships, Teaching Practice and Dissertation. Inbuilt provision for On-the job training for those who intend to pursue a career in teaching and other sectors through teaching practice and compulsory corporate internship. The Post Graduate Department prepares students to understand, contribute to, and succeed in a rapidly changing society, thus making the world a better and more just place. To Foster all-round development of students through multi-faceted education and sustained engagement with local, national and global communities.

## CONCEPT NOTE

Industry and society is standing on a brink of technological revolution. It is altering the way we lived, worked, and related to one another. In its scale, scope, and complexity, the transformation may be unlike anything humankind has experienced before. Many do not yet know how it may unfold. But its consequences will definitely become a part of business system. Stakeholders of global polity, from public and private sectors to academia and civil society should be allowed to express their opinion and insights. For companies to compete during business revolution, an infusion of automation, entrepreneurialism and sustainability is must. It improves productivity at all levels while reducing the overall cost and making real-time decision making possible. Ultimately, improving the flexibility and business performance of collaborative partners. Associated challenges of such businesses performance could be met by evolving continuously while reinventing new management strategies. Realising the forthcoming need of business, industry and society it becomes essential to learn from existing business practices at the same time offering a platform to dialogue upon new trends. This conference is a step to deliberate on various patterns and strategies that are forcing leaders in every business to rethink long-held beliefs about adaptation to emerging technologies and new markets.

## OBJECTIVE OF THE CONFERENCE

Key contribution in planning for business revolution is the discussion on the results of scientifically conducted researches. Presented conference aims to discuss the advanced researches conducted in the area of commerce and management facing technological interventions. The scholars, researchers, experts, consultants, academicians, and industry professionals from across the country will share their ideas, experience and valuable research contribution. The forum certainly will provide a perfect platform to deliberate challenges faced by organisations while preparing for disruption and ideate the strategies to adjust and adapt for next generation.

Tracks	Sub themes
Finance	Strategic Accounting, Earnings management, Financial reporting and regulations, Risk management and control mechanism, Financial policies and business efficiency, Derivatives and structured financial products, Behavioral finance in investment decision, Technological progression and banking development, Environmental finance, forensic finance, public finance, Bankruptcy prediction and determinants, Ethics in investment, Efficiency and performance of financial institutions, Challenges and mitigation approaches
Human Resource Management	Emotional Intelligence, Performance management and role of incentives, Global leadership through ICT, Digitization and employee engagement, Skill development for newer technologies, HR Analytics and tools in digital era, Advanced organization structures, Global workforce management, Cross culture management, Knowledge management and learning organizations
Marketing Management	New age advertising, Customer centricity, Role of supply chain members, Marketing operations, Customer data management, Digital marketing strategy, Innovations in marketing, Brand building with technology, Consumerism & product quality
Strategy and Policy Development	Changing value chain, Strategy and policies for digital era, E-governance, Industry convergence, Strategic approaches and its adaptation, Impact on SMEs, Emerging issues in marketing, Value creation and automation, Managing growth strategies, Innovative business models and excellence, Environment and business, sustainability, Culture and society
Information Technology	New ICT tools for business, Information sharing and operational excellence, Data analytics & knowledge discovery, Artificial Intelligence and machine learning, Privacy and security concern, Economics of information system, Negative aspects of digital era, Lean management, Future generation wireless Network, Business integration via IT
Innovation and Entrepreneurship	Managing innovation, Social innovation framework, Technology entrepreneurship, Technological innovation process, Start-up management, Academic entrepreneurship, Evolutionary learning, Green Innovation and Entrepreneurship, Industrial revitalization, Innovation and national competence, Innovation ecosystem, Structural change for entrepreneurship, Entrepreneurship learning from past
General	Conceptual/ empirical research which aligns with the conference theme