



# ST. JOSEPH'S COLLEGE OF COMMERCE (Autonomous)

Affiliated to Bengaluru City University

Re-accredited with 'A' Grade by NAAC | College with Potential for Excellence (CPE)

Ranked 72nd in NIRF 2020 by MHRD

#163, Brigade Road, Bangalore-560025. Karnataka, India.

## THE BBA DEPARTMENT

*presents*

One Day National Conference on

**“Business Acumen for the New Normal: Recover, Respond, Thrive.”**

### About the College

St Joseph's College was established in the year 1882 and is affiliated to Bengaluru City University, India. The institution offers postgraduate and undergraduate programs to around 3000 students. 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. In February 2010, the College was recognized by the UGC as a “College with Potential for Excellence”. 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 obtained the 72nd place in NIRF-MHRD ranking 2020.

Since its inception, the institution has been a state-of-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.

### Concept Note

“A business that adapts is a business that thrives” This is especially true in the new normal, hit by the Novell Coronavirus, followed by social distancing and nationwide lockdown knocked businesses over. Businesses are now experiencing major blows no matter how established they are.

This new whirlwind has made businesses relook the way they manage and operate their business, which includes revamping their business plan. It has become challenging for most businesses to keep their financial wheels turning during the lockdown.

The pandemic has been especially difficult and brutal to those businesses which have scarce cash reserves and a smaller margin for managing sudden slumps during the current contagion. It is of prime importance for all businesses to conduct a proper assessment of their fixed and variable expenses in line with the actual revenues earned by the business. This type of assessment will give companies a crisp view of where they stand financially and help them in planning ahead in the disconcerted market.

Thus during the testing times all organisations need to adapt to the new set of rules and be mindful of those aspects which will alleviate risks and enable the business to survive during the economic slowdown caused by the impact of the pandemic.

This conference tries to understand the various challenges faced by the organizations during and post lockdown. The conference provides a platform for academicians and corporate individuals to discuss the various strategies adopted by different organisations across various sectors which enabled them to meet the present scenario, keeping in mind the various stakeholders of the organisation.

### Objectives of the Conference

- To understand the challenges and explore the solutions for organizations post lockdown.
- To ideate and discuss the various strategies adopted by organizations in different sectors in meeting the challenges of the present scenario.
- To deliberate on the new innovative working solutions adopted by the participants in different sectors for remote working.

### CALL FOR PAPERS Accounts & Finance

- Reforms in Accounting Practices
- Earnings management
- Financial reporting and regulations
- Risk management and control mechanism
- Financial policies and business efficiency
- Behavioral finance in investment decision
- Technological progression and banking development
- Environmental finance, forensic finance, public finance
- Ethics in investment
- Efficiency and performance of banking and financial institutions
- Challenges and mitigation approaches

### Human Resource Management

- Global leadership
- Digitalization and employee engagement
- Skill development for newer technologies
- HR Analytics and tools
- Advanced organization structures
- Global workforce management/Talent acquisition
- Cross culture management
- Knowledge management and learning organizations

### Marketing Management

- New age advertising
- Customer centricity
- Supply chain management
- Marketing operations
- Customer relationship management
- Customer data management
- Innovations in marketing strategies
- Brand building with technology
- Consumerism

### Strategy & Policy Development

- Changing value chain
- E-governance
- Industry convergence
- Strategic approaches and its adaptation
- Value creation
- Growth strategies
- Innovative business models and excellence
- Environment and business sustainability
- Business and Industrialization

### Information Technology

- Technological tools
- Information sharing and operational excellence
- Data analytics & knowledge discovery
- Artificial Intelligence and machine learning
- Privacy and security concern
- Lean management

### Innovation & Entrepreneurship

- System Analysis and Design Thinking
- Social innovation framework
- Technology entrepreneurship
- Technological innovation
- Academic entrepreneurship
- Evolutionary learning
- Green Innovation and Entrepreneurship
- Industrial revitalization
- Innovation and national competence
- Innovation ecosystem
- Structural change for entrepreneurship
- Sustainable Development

### General

- Support Communities
- Practices in health sector
- Conceptual/ empirical research which aligns with the conference theme

### Education

- Converting F 2 F education to a virtual classroom
- Higher Education transformation

### Guidelines for Paper Submission

Authors are expected to follow the given instructions while preparing the manuscript. Kindly submit the paper on email address: **bba@sjcc.edu.in**

1. Paper title and author (s) name should be centrally aligned, bold, capital letters, font size -12, Times New Roman on the first page of the Article.
2. 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. Please note, up-to two authors are allowed for each paper. Keywords (2-5), A 250 word abstract must contain precise information including brief introduction, objective of the paper, methodology, results and conclusion (12 font Times New Roman normal, justified).
3. Reference/Bibliography should be in APA style.
4. Full papers should not be of more than 3000 - 3500 words.
5. Line Spacing: 1.5. Margin: 1' on all sides.
6. At least one author needs to be registered for the conference to get their paper considered for presentation/publication.
7. Authors need to send the full papers as word document only.
8. A copyright declaration should be given by corresponding author along with the paper stating that the work is an original and does not violate the rule of copyright.

### Publication Opportunities

All full length 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 will be released on the day of Conference.

### Important Dates

|  |                                 |
|--|---------------------------------|
| Abstract submission                            | 24 <sup>th</sup> January, 2021  |
| Intimation of acceptance                       | 30 <sup>th</sup> January, 2021  |
| Full length paper submission with modification | 26 <sup>th</sup> February, 2021 |
| Conference Date                                | 4 <sup>th</sup> March, 2021     |

### Registration Fees

| Details  | Participants |
|--|--------------|
| Academicians/Part Time/Full Time PhD Research Scholars | 500 INR      |
| Corporate Delegates                                    | 500 INR      |

- **This conference is not for UG & PG students.**
- **E-Certificates will be provided to only registered participants.**
- **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,<br>Brigade Road Branch,<br>Brigade Road<br>Bangalore - 560025 |

**Principal**

Rev. Dr. Daniel Fernandes, SJ

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Dr. Ruqsana Anjum

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