



St. Joseph's College of Commerce (Autonomous)

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 65th in the NIRF 2023 by the Ministry of Education, Government of India

#163, Brigade Road, Bengaluru - 560025, Karnataka, India

THE DEPARTMENT OF BUSINESS ADMINISTRATION

PRESENTS

NATIONAL CONFERENCE

ON

**“Prospective Paradigms: Emerging Discourses in
Business, Ethics, and Ecology for a Sustainable Future.”**

CALL FOR PAPERS

Awaiting confirmation for sponsorship from ICSSR-SRC



ABOUT THE INSTITUTION

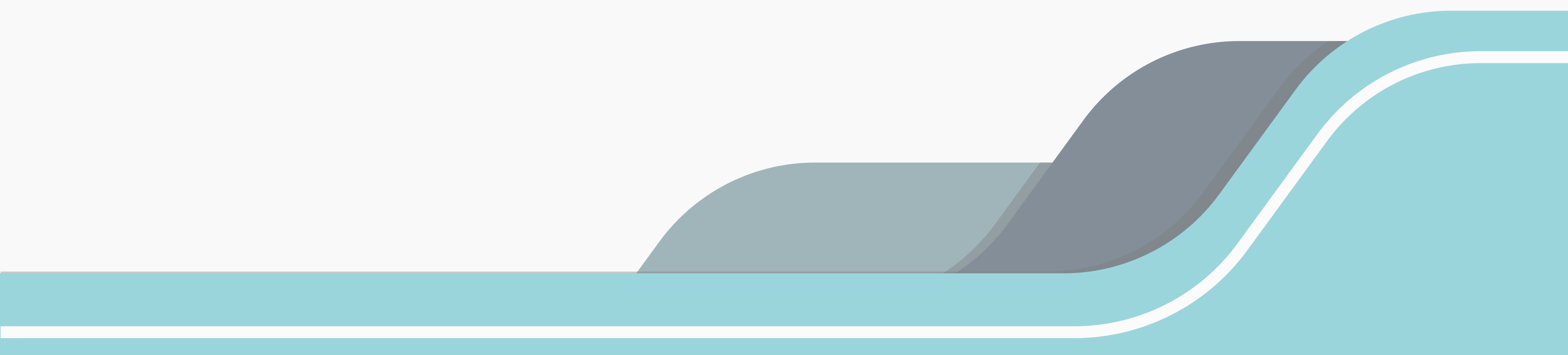
St. Joseph's College of Commerce was formerly a part of St. Joseph's College, Langford Road campus. The Department of Commerce was established in St. Joseph's College in 1949. In 1972, this department became an independent college under the name St. Joseph's College of Commerce in the new campus at Brigade 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 65th 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.





CONCEPT NOTE

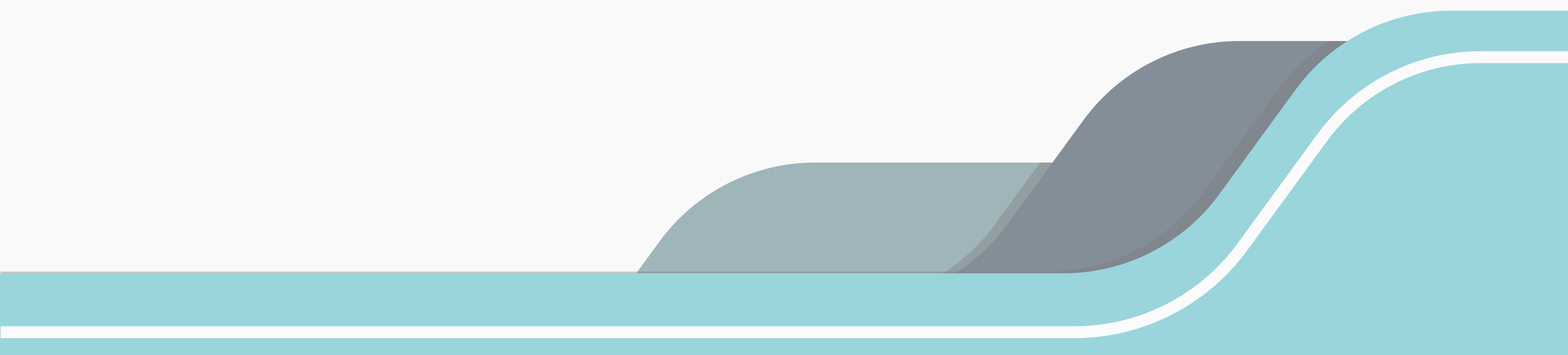
Sustainable development has become a common language among businesses and governments suggests that it has the potential to offer technological fixes sufficient to maintain business as usual. Sustainability is about care and concern; it speaks to the ethics of self-restraint. It exudes the warmth of locality, of Earth as home.

The proposed National Conference on Business, Ethics, and Ecology for a Sustainable Future aims to foster a comprehensive discourse on emerging trends in the intersection of business, ethics, and ecology. The conference seeks to transcend conventional discussions and actively solicit innovative ideas and thoughtful actions that can shape the future of business in a sustainable manner, ensuring value generation that aligns with ecological well-being and societal coexistence.

The primary objective of this conference is to invite stakeholders from diverse sectors to deliberate on sustainable practices and explore ways to integrate them into every facet of business operations. By promoting dialogue and collaboration, the seminar endeavours to instill best sustainable practices into routine activities, contributing significantly to the long-term goal of preserving our planet.

The conference will emphasize on critical areas such as Sustainable Business Models, Climate Finance, Sustainable Human Resource Practices, AI & Sustainability in Industry 4.0, Corporate Behavior, Sustainable Production & Manufacturing, Green Supply Chain & Logistics, Environmental Accounting, Business Performance & Disclosure Standards, and Sustainable Policy Making .

This conference invites industry experts, policymakers, academicians, research scholars, and students to engage in reflective discussions on the emerging discourses surrounding Business, Ethics, and Ecology for a Sustainable Future. The deliberations will span diverse dimensions, encompassing the cultivation of responsible leadership, the pursuit of sustainable development, the ethical implications of emerging technologies, and the pressing need for conscious capitalism. This academic intervention would lead us towards a future where ethical business conduct is not just an option but a fundamental driver for sustainable development and collective well-being.



SUB-THEMES

The broad areas of the conference may include, but are not limited to the following:

Sustainable Business Models & Entrepreneurship

The core of sustainability is emerging business models that uphold the principles of responsibility and consciousness. The synergy between entrepreneurship and environmentalism propels the creation of sustainable business models. The increasingly complex sustainability challenges of this era have compelled organisations to reevaluate their business models and relationships with the environment, emphasising their role and responsibilities in addressing such challenges, and utilising opportunities that may exist.

Sustainable Marketing & Consumer Behaviour

The theme explores the analysis of conceptual frameworks in Green Marketing, diving into effective marketing communication and changes in consumer behaviour that reflect sustainable marketing practices. The present era is characterised by customers prioritising sustainability and embracing a responsible lifestyle. These eco-conscious customers and concerned stakeholders drive businesses to orient their efforts on creating value for customers by refining their market offerings.

Climate Finance & Green Investment

Investors and further stakeholders have increasingly turned to businesses that upheld the core principles of triple-bottom: People, Planet, and Profits which envisions pathways for successful organisations. With increasing global concern for environmental degradation, there is an extensive call for effective use of scarce financial resources to hasten the pace of sustainability transformations. Green investments, climate finance, carbon finance, green bonds, green securities, climate risk insurance instruments are terms that are widely synonymous that have been used in this context. The corresponding financial instruments aim to promote and facilitate the funding of policies and business models that adapt sustainable business practices or mitigate challenging environmental issues.

Sustainable Human Resource

As an integral part of organisations, employees help shape corporate culture and can influence the direction of a company by carrying out the company's goals and initiatives. In recent years, the role of employees has changed as they have become a driving force for environmental sustainability and the adoption of frameworks such as CSR. The theme thoroughly examines the complete spectrum of human resources within an organisation, encompassing the aspects of recruitment, motivation, training, and employee retention. It explores how these functions contribute effectively to the achievement of corporate sustainability goals.

SUB-THEMES

AI & Sustainability

In the dynamic landscape of the Conference, the sub-theme, "AI & Business for a Sustainable Tomorrow," envisions a harmonious fusion of innovation and responsibility. It Embraces the transformative power of Artificial Intelligence, and delves into its multifaceted impact on businesses, propelling them towards sustainable practices. The concept of sustainability in the context of industry 4.0 can be proposed as a model that can reconcile development with the respect of planetary boundaries. This model pursues socio-economic opportunities by leveraging advanced technologies like artificial intelligence, robotics, IOT, big data etc., and while limiting environmental and social impacts, with the implementation of well-planned, effective and efficient resources and advanced practices across the value chain.

Ethical Corporate Behaviour

Towards this end, a growing number of companies are including concepts such as corporate social responsibility or corporate sustainability and focusing on environmental, social, and governance aspects as critical components in their business strategies. The theme explores the significance of strategy formulation and implementation in accordance with environmental sustainability, and the role of top management in advocating such practices for their organisations. Successful implementation of CSR requires resilient and visionary leaders sharing their vision, who can nurture sustainability thinking within their business organisations and the wider society.

Sustainability in Production & Manufacturing

Sustainable Manufacturing and Production epitomise a transformative approach that harmonises economic growth with environmental responsibility. This paradigm emphasises resource efficiency, reduced waste, and ethical practices, aiming for a net positive impact on both ecology and society. It encompasses green technologies, circular economy principles, and ethical supply chain management, fostering a resilient and environmentally conscious industrial landscape. However, the literature lacks comprehensive models and frameworks for seamless adoption. To fortify a sustainable tomorrow, research is imperative to identify priorities, relationships, and critical success factors across sustainable manufacturing, circular economy, and business resilience, ensuring a harmonious integration for a resilient, ethical, and ecologically sound futur

Green Supply Chain & Logistics

Corporate sustainability calls for transformation of every aspect and operations of business to incorporate sustainability. Businesses do not function in isolation; their activities are embedded into a large network called the supply chain. Any decision taken by a business will impact all the parties in the supply chain: similarly, the actions and decisions of these stakeholders influence a business directly. A Green supply chain envisions the integration of economic viability with environmental responsibility, acknowledging the interconnectedness of business operations with the health of the planet.

SUB-THEMES

Environmental Accounting & Auditing

The theme seeks to examine how, through environmental accounting, the broader context of corporate sustainability could be incorporated. An argument is developed that through engagement of the profession environmental accounting could be enhanced and could piggy-back at little extra cost on large actual and potential investments being made in future projects. This special Issue explores the integral role accountants play in the intersection of sustainability, accounting and business strategies. It focuses on the environmental, social, and governance (ESG) impact of business strategies, it explores innovative approaches to sustainability reporting, assurance, and disclosure.

Environmental Disclosure and Business Performance

This Special track aims to explore and advance our understanding of how corporate environmental performance and disclosure practices contribute to sustainability. We invite scholars and practitioners to submit their original research and insightful contributions to this important and timely topic. In the present context, for many businesses it is no longer a choice to report environmental and social aspects of their activities, it is now a statutory requirement in many jurisdictions, thus imposing external pressure on them to act sustainability.

Sustainable Agriculture & Food Practices

The theme is inculcated to shed light on the potential environmental benefits of the circular economy in the context of agriculture, and food production and to explore ways to maximise these benefits while ensuring sustainable practices. In the context of agriculture, the circular economy can help reduce waste, conserve resources, and minimize the environmental impact of production, processing, and consumption. Overall, the theme provides a comprehensive overview of the environmental impact of circular economy practices in primary productions, and to identify pathways for enhancing sustainable food production and consumption through circular economy principles.

Sustainable Policy Making

Environmental sustainability is one of the most discussed goals, with over 200 countries pledging their support. During and after the pandemic, environmental sustainability has become more important. World leaders, civil society organisations, and governments from developing and developed countries recently reiterated their commitment to attaining carbon neutrality through energy efficiency, renewable energy, green financing, and a sustainable transportation system at the COP28 conference. This Topic welcomes empirical papers that enhance econometric approaches for climate change research, as well as studies that contribute to a better understanding of the financial and economic aspects of such policies.

IMPORTANT DATES

Particulars	Timeline
Registration Opening	26th January, 2024
Abstract Submission (Extended Deadline)	20th February, 2024
Full Paper Submission	27th February, 2024
Conference	5th March, 2024

GENERAL GUIDELINES

1. Conference Date: March 5th, 2024.
2. Platform: Online/Offline (Blended Mode)
3. Venue: St. Joseph's College of Commerce (Autonomous), Bengaluru
4. It is mandatory for In-station participants to attend the conference at the designated venue.
5. To register for the conference, please fill out the Google Form linked below, ensure that all required fields are completed accurately.
6. Click the link **"Register Now"** to fill the form.
7. After Registration, kindly send the acknowledgement of your remittance to bbanationalconference@sjcc.edu.in & accounts@sjcc.edu.in
8. Kindly ensure to join the WhatsApp to receive any further updates regarding the conference.
9. Submit the abstract and full research article to bbanationalconference@sjcc.edu.in before the designated deadline.

AUTHOR'S GUIDELINES

1. Research Paper should be in the given order: Title - Author(s) name and Affiliation - Abstract - Keywords - Main Text (Introduction, Review of Literature, Research Methodology, Analysis and Findings, Conclusion, Limitations and Future Research Directions, Appendices/ Annexures, References) Acknowledgement (if any).
2. Paper title, Author(s) name and 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.
3. Keep the abstract within a maximum of 250 words and provide 3-5 keywords for indexing purposes.
4. Full paper length should not be more than 7,000 - 8,000 words.
5. All photographs, charts and diagrams are to be referred as 'Figures' and should be numbered consecutively in the order to which they are referred to in the text.
6. Reference/Bibliography should be in APA format.
7. Line spacing: 1.5 and Margin: 1 inch on all sides, Font size 12, Times New Roman, Research Paper should be submitted in PDF and Microsoft Word document.
8. Each individual author or co-author must register for the conference, even in the case of multiple authors. It is imperative that at least one author is physically present at the conference venue for their paper to be considered for presentation or publication.
9. All full papers submitted will be subject to a blind review process. Comments of the reviews will be sent to the author(s).

PUBLICATION OPPORTUNITIES

- All abstracts will be published in the conference proceedings with ISBN number.
- The selected papers will be published in the IUP Journal of Business Strategy (A peer-reviewed Journal running with Vol. No. 21) of IUP Publications (A division of the ICFAI Society), Hyderabad.
- The selected papers will be published in the SJCC Management Research Review, Volume 14 (1) June 2024.
- The papers shall be selected for publication strictly on merit basis. Submission and processing norms are as per the publishing journal

For further information/query on publication please email us at bbanationalconference@sjcc.edu.in.

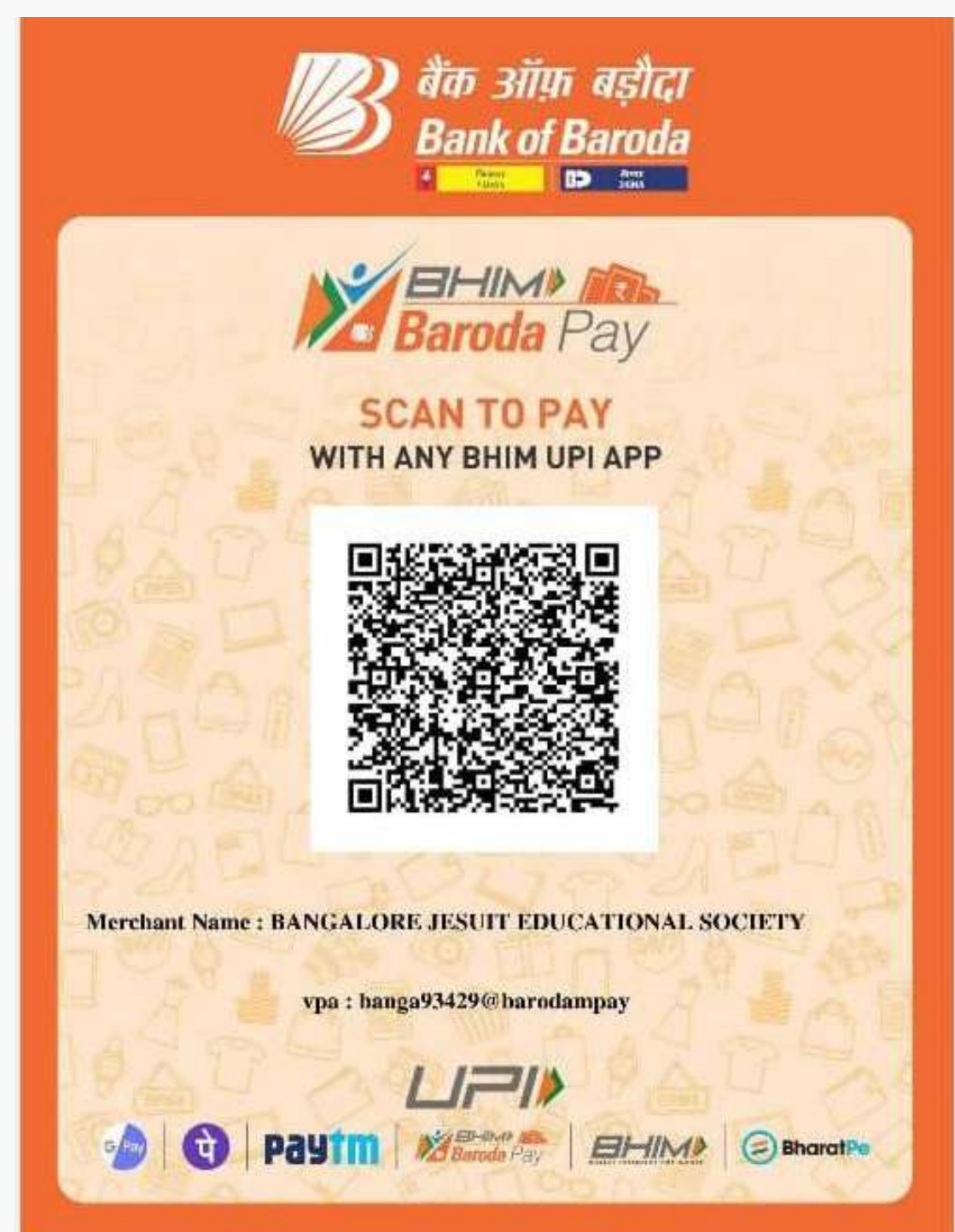
The Best papers selected by the committee will be facilitated with Cash Prizes

REGISTRATION DETAILS

Participants	Registration Fees (In INR)
Students/Scholars	Rs. 500
Academicians	Rs. 750
Corporate Delegates	Rs. 1000



[Click here to fill out the google form to complete your registration](#)



Electronic Transfer Details

The delegates can remit the registration fee by Bank Transfer to the below given Bank account

Account Type	Savings Bank Account
IFSC	BARB0BRIGAD
Account Name	Bangalore Jesuit Education Society
Account Number	06650100009876
Bank	Bank of Baroda, Brigade Road Branch, Brigade Road, Bangalore - 560 025

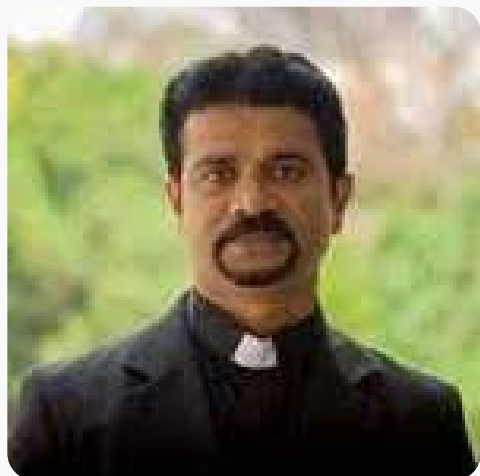
Registration fee can be remitted by way of Demand Draft drawn in the name or 'The Principal, St. Joseph's College of Commerce,' payable at Bangalore and the same be sent to:

*The Convenor,
St. Joseph's College of Commerce (Autonomous)
163, Brigade Road, Bangalore - 560,025*

After Remittance kindly email the following details to bbanationalconference@sjcc.edu.in & accounts@sjcc.edu.in

1. Name of the Remitter
2. Transaction Number
3. Amount
4. Date of Transfer

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Student Coordintor: Srivatsa Benedict R

Any queries related to the conference, please contact: bbanationalconference@sjcc.edu.in

Srivatsa Benedict R - +91 63646 59408
Ms. Sharon P V - +91 74110 86569