



St. Joseph's College of Commerce (Autonomous)

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

IN COLLABORATION WITH



MAHSA
UNIVERSITY
MALAYSIA

&



**COLLEGE OF
MOUNT SAINT VINCENT**
NEW YORK

PRESENTS

A TWO-DAY INTERNATIONAL VIRTUAL CONFERENCE ON

WORLD ECONOMIC RESILIENCE: GEARING FOR A BETTER FUTURE

9th & 10th
April, 2021
15:00 HRS. (IST)

Organized By
DEPARTMENT OF COMMERCE

E-mail: intvirconapril2021@sjcc.edu.in | www.sjcc.edu.in/conference.php

ST. JOSEPH'S COLLEGE OF COMMERCE (AUTONOMOUS) was formerly a part of St. Joseph's College which was established in the year 1882. In 1937, the management of the college was handed over to the Jesuits, a worldwide catholic religious order with a special focus on education. The Department of Commerce was established in the parent college in 1949. In 1972 this department became an independent college under the name of St. Joseph's College of Commerce. It became an autonomous institution in October 2005. St. Joseph's College of Commerce was recognized as "College with Potential for Excellence" in February 2010 by UGC.

The institution has continuously been ranked as one of the top most colleges for commerce education in the country. The college has been ranked 72nd under the college category by the National Institutional Ranking Framework (NIRF) in 2020 and 9th best in the country under the commerce college category by the MDRA Survey for India Today magazine. The institution is accredited with an 'A++' grade by the National Assessment and Accreditation Council (NAAC).

THE B.COM DEPARTMENT OF ST. JOSEPH'S COLLEGE OF COMMERCE

has efficiently streamlined all its courses to reflect an interdisciplinary approach to understanding the contemporary business environment. Its aim is to construct a strong foundational grounding in core subjects such as Accounting, Taxation, Economics, Statistics, Auditing, along with a choice of Cost accounting, Finance, Marketing and Human Resources, studied in the fifth and sixth semester. The courses are challenging, yet, rewarding for students with high aspirations. Our students have been sought after by employers for their excellent knowledge, skills and attitude, giving them an edge over their peers from other institutions. The B.Com Programme of the college is rated amongst the top 10 in the country. (India Today, AC Nielsen Survey 2016).

MAHSA - MALAYSIAN ALLIED HEALTH SCIENCES ACADEMY was founded in 2004 by Prof. Tan. Hj. Mohamed Haniffa who is the Pro-Chancellor, and Executive Chairman of MAHSA Group. MAHSA University is awarded Online University status by the Ministry of Education, Malaysia. The vision of the institution is set on creating academic excellence in the fields of Medicine, Biosciences, Dentistry, Pharmacy, Health Sciences, Nursing, Business, Finance, Hospitality Management, Information Technology, and Engineering in the South-East Asian region. Today MAHSA University has students from 75 different countries across the globe. Moving into the second decade of the 21st Century, MAHSA, in its new 48 acres campus in Bandar Saujana Putra envisions leading Research and Innovation in the areas of its expertise as per the demands and capabilities of IR4.0.

COLLEGE OF MOUNT SAINT VINCENT Founded in 1847 by the Sisters of Charity, the College of Mount Saint Vincent offers nationally recognized liberal arts education and a select array of professional fields of study on a landmark campus overlooking the Hudson River. Committed to the education of the whole person, and enriched by the unparalleled cultural, educational, and career opportunities of New York City, the College equips students with the knowledge, skills, and experiences necessary for lives of professional accomplishment, service, and leadership in the 21st century

CONFERENCE CONCEPT NOTE

The Global economy has undergone a period of turbulence in the past year with the pandemic. Not only did it result in the loss of millions of precious lives, but for the first time in history, it also resulted in a slump in all economies, may it be the superpowers or the developing economies. All were equally affected. GDP growth rates plunged and unemployment rates and poverty soared high. The governments struggled all over the world to maintain balance between health needs, lockdowns and the economy. Now, finally we can see a light at the end of the tunnel, with economies again moving along the path of development.

Keeping this in mind, St. Joseph's College of Commerce proudly presents an International Conference on '**WORLD ECONOMIC RESILIENCE: GEARING FOR A BETTER FUTURE**' which will help us to find the way forward to bring our economies again on the track of growth and development. Economic resilience can be understood as the ability of an economy to manage, mend and rebuild itself. This is further understood by its two components- instantaneous resilience (the ability of a country to limit the immediate losses) and dynamic resilience (the ability of an economy to recover and reconstruct itself). This can also be understood from the micro perspective where we talk about the individual losses or vulnerability. All economies put in automatic stabilizers so that the economy can recover on its own before government efforts can be undertaken.

The need of the hour is to correctly evaluate the path forward so that the losses of the past can be recovered fast. It is time now to unlock the hidden potential of world economy to bring about higher productivity in all sectors of the economy, build new and diversified jobs, restructure the education structure, invest in health and health research and explore the potential of digital infrastructure. The aim of this conference is to find the path forward in all these areas and formulate a constructive policy which will help rebuild our nations for a better sustained robust future.

CONFERENCE OBJECTIVES

1. To understand the importance of economic resilience and its applicability in the face of the current economic scenario at micro and macro levels.
2. To explore and harness alternative solutions necessary to revitalize the world economy.
3. To strengthen current provisions in international trade treaties to ensure balanced world economic resilience.
4. To identify policy reforms that will help to develop automatic stabilizers for world economic resilience.

‘WORLD ECONOMIC RESILIENCE: GEARING FOR A BETTER FUTURE’

WELCOME ADDRESS



Dr. Daniel Fernandes, SJ
*Principal,
St. Joseph's College of Commerce,
Bengaluru, India*

KEYNOTE ADDRESS



Mr. Prasad Swaminathan
*Co- Chairperson, World Economic Forum's
Global Council of Equity and Social Justice
Global Head of Transformation
and Organisation Design,
Adecco Workforce Solutions, Zürich, Switzerland*

IN CONVERSATION WITH



Dr. Srikumar Chakravarthi
*Director of Research, Innovation
and Post Graduate Studies
MAHSA University,
Malaysia*



Mr. Frank Manzi
*President at Brockport Consultants
Allendale, New Jersey, United States &
Assistant Professor of Accounting
College of Saint Mount Vincent,
New York*

MODERATOR



Ms. Jhumur Samaddar Roy
*Assistant Professor
St. Joseph's College of Commerce,
Bengaluru, India*



Dr. Anupama S Kotur
*Academician, Researcher and Expert
Symbiosis Centre for Management Studies,
Pune, India*



Mr. Vincent Arokianathan
*Chief Wealth Officer & Cofounder,
Indcamb Solutions Pvt Ltd.
Bengaluru, India*

PROGRAMME SCHEDULE: 9TH APRIL

15:00 HRS. – 15:15 HRS. (IST)	INAUGURATION
15:15 HRS. – 16:15 HRS. (IST)	KEYNOTE ADDRESS
16:15 HRS. – 16:30 HRS. (IST)	BREAK
16:30 HRS. – 17:30 HRS. (IST)	CONVERSATION
17:30 HRS. – 17:50 HRS. (IST)	Q&A
17:50 HRS. – 18:00 HRS. (IST)	VALEDICTORY

10TH APRIL – PAPER PRESENTATIONS FROM 15:00 HRS. (IST) ONWARDS.

TRACKS AND SUB - THEMES

BANKING & FINANCE

- Fostering Economic Resilience through Financial Inclusion
- Transformation of Financial Institutions
- Financial Literacy for Re-bounce
- Battling World-wide Banking Challenges

HUMAN RESOURCE

- Restructured Workplaces
- Productivity while Working Remote
- Employee Wellness and Mental Health amidst Global Disturbances
- People and Culture in Remote & Digital Work Mode
- Global Mobility Transformation

HOSPITALITY & TOURISM

- Re-start of Social Media Marketing to Promote Tourism Products
- Virtual Tours: Re-design and Re-launch
- Tourism Recovery
- Being Vocal for Local Tourism
- Re-assessing safety measures in Hospitality
- Big Data creating value in Domestic Tourism Market

INNOVATIONS & STRATEGY

- Role of Entrepreneurs in Economy Revival
- Resurgence of the MSME Sector
- Survival & Potential Entrepreneurial Opportunities
- Driving Innovation through Design Thinking
- Disruptive Innovation: Impact on Product Development
- Social Media: Creating New Possibilities for Entrepreneurs
- Bio Mimicry

MARKETING & LOGISTICS

- Reimagining Marketing in Present Times
- Tsunami in Digital Marketing
- Changed Customer Behaviour
- Brand Re-assessment and Re-building
- Social Media Marketing and Advertising
- Role of PR during Downturn
- Re-inventing Distribution Strategies
- The Future of Supply Chain

GLOBAL MANAGEMENT

- Global Resilience Partnerships
- Global Governance
- Impact on Global Stock Markets
- Global Distribution System
- Global Risk Management
- Trade for Economic Recuperation
- Global Strategic Management
- Global Trade Management
- Structural Policies for Economic Stability

MANUSCRIPT PREPARATION & SUBMISSION PROCEDURE

The following information may kindly be noted while preparing the manuscript:

- The title of the paper should be followed by the name of the author(s), affiliation, contact no. and e-mail ID.
- Abstract should not be more than 250 words containing precise information about the objectives, methodology, results of the research with 3-5 keywords.
- Full papers should not be of more than 3000 - 3500 words and not more than 10 pages (A4 size).
- Authors are expected to cite all their references in APA format only.
- Manuscript should be in font size: 12, line Spacing: 1.5. Margin: 1' on all sides. At least one author needs to register for the conference to get considered for publication of the paper.
- Authors need to send the full papers as word document only and not as PDF.
- Up to three authors are allowed for each paper. Kindly note, registration and payment of fees has to be done individually.
- Kindly submit to E- mail: intvirconapril2021@sjcc.edu.in

COPYRIGHT DECLARATION

A declaration should be provided by the author along with the paper stating that the work is an original one and does not violate Copyright.

PAPER REVIEW

All full papers submitted will be subjected to a blind review process. Comments of the reviewers will be sent directly to the authors.

PUBLICATION OPPORTUNITIES

Full length paper will be blind peer reviewed. Shortlisted papers will be compiled in an ISBN Conference Proceeding. Selected quality papers rich in academic/practical content will be published in the Institute's 'SJCC Management Research Review' (ISSN 2249-4359) – Peer Reviewed Journal published by the Research Center, St. Joseph's College of Commerce (Autonomous) subject to modifications/improvements suggested by the Journal's Editorial Board and Reviewers.



THE BEST PAPER WILL BE AWARDED INR 5,000 AND THE SECOND BEST INR 2,500.

IMPORTANT DATES

Abstract & Full Paper Submission	25 th March, 2021
Intimation of Acceptance	27 th March, 2021
Full Paper Submission with Modifications along with Payment of Fee	29 th March, 2021
Conference Date	9 th & 10 th April, 2021

REGISTRATION FEES

Details	For Authors from India	International Authors
Research Scholars	INR 800	USD 75
Academicians	INR 1000	USD 100
Corporate Delegates	INR 1500	USD 150

KINDLY NOTE

Authors can remit the registration fee by Bank Transfer to the below given bank account:

Name of The Account Holder	Bangalore Jesuit Educational Society
Bank Details	Bank of Baroda Brigade Road Branch Brigade Road, Bangalore - 560025
Account Number	06650100009876
NEFT Code	BARB 0 BRIGAD
IFSC / RTGS Code	BARB 0 BRIGAD
MICR No.	560012003
SWIFT CODE No.	BARBIMBBGL

After remittance kindly email financeofficer@sjcc.edu.in, accounts@sjcc.edu.in and intvirconapril2021@sjcc.edu.in the following details:

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

CONFERENCE COMMITTEE

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Rector

PATRON
Dr. Daniel Fernandes, SJ
Principal

CONFERENCE CHAIR
Dr. Suganthi Pais
Head of the Department

CONFERENCE CONVENER
Dr. Theresa Rathi Rani
B.Com (Travel & Tourism) Coordinator

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Registrar

Dr. Deepika Joshi
Asst. Director Research

Dr V Padmanabhan
Associate Professor,
Head of Commerce-BPS School of Commerce
Sri Ramakrishna College of
Arts and Science (Autonomous), Coimbatore

INTERNATIONAL MEMBERS

Dr. Syriac Nellikunnel Devasia
Deputy Dean-Post Graduate,
MAHSA University, Malaysia.

Dr. Syed Shah Alam
Associate Professor,
MAHSA University, Malaysia.

Mr. Frank Manzi
Assistant Professor of Accounting
College of Saint Mount Vincent,
New York

ORGANISING COMMITTEE

Ms. Tasmiya Hussni
Ms. Nikhath Asrar
Ms. Sanjana S I
Mr. Vinay Pradeep
Ms. Sharon P V

Free Registration



All the registered participants will be sent the participation link and awarded E-certificates.

For Any Queries Contact

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