

## ORGANIZING COMMITTEE

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Bengaluru

### Patrons

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**Rev. Fr. Deepu Parayil CMI**  
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Faculty Member,  
Department of Life Sciences

### Conference Chair

**Dr. Aloysius Edward J**  
Dean, Faculty of Commerce and Management

### Conference Chief Convener

**Prof. Madhu Druva Kumar**  
Coordinator, Department of Commerce (PG)  
Mob: +91- 9945131930 / E-Mail: [mcomvnc@kristujayanti.com](mailto:mcomvnc@kristujayanti.com)

### Conference Convener

**Dr.T.K.Murugesan**  
Associate Professor, Department of Commerce (PG)  
Mob: +91- 8088962989 / E-Mail: [mcomvnc@kristujayanti.com](mailto:mcomvnc@kristujayanti.com)

### Conference Co-Conveners

Dr.Pushpa A, Assistant Professor, Department of Commerce (PG) | Mob: 91- 9986288229  
Prof.Bharti Ranade, Assistant Professor, Department of Commerce (PG) | Mob: 91- 8197976640  
Dr.Cherian Thomas, Assistant Professor, Department of Commerce (PG) | Mob: 91- 8867364087

### Further Communication

Department of Commerce (PG)  
Kristu Jayanti College (Autonomous)  
K. Narayanapura, Kothannur Post, Bengaluru – 560077,  
Karnataka.  
Ph. +91- 80- 68737777  
Visit us [www.kristujayanti.edu.in](http://www.kristujayanti.edu.in)



# Kristu Jayanti College

**AUTONOMOUS** Bengaluru

Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University

## Department of Commerce (PG)

## Organises

## International Conference

On

## Digital Transformation in Business & Commerce: Trends, Challenges & Opportunities

1<sup>st</sup> & 2<sup>nd</sup> March, 2023

## About the College

Kristu Jayanti College, founded in 1999, is managed by "BODHI NIKETAN TRUST", formed by the members of St. Joseph Province of the Carmelites of Mary Immaculate (CMI). The College is affiliated to Bengaluru North University and is reaccredited with grade 'A++' in 2021 by NAAC in the Third Cycle of Accreditation. The college is recognized by UGC under the category 2(f) & 12(B). The College has been accorded Autonomous Status since 2013 by the University Grants Commission, the Government of Karnataka & Bangalore University. In the NIRF 2022 rankings, the college was placed among the top 150 colleges in the country and ranks as one of the five colleges from Karnataka. The institution received first prize at the National Level for 'Clean and Smart Campus Award' from Shri. Dharmendra Pradhan, Minister of Education, Govt. of India.

In the India Today - MDRA survey 2022, Kristu Jayanti College, Bengaluru is consecutively ranked as the Best Emerging College of the Century at National Level for Commerce, Science and Arts. The survey also ranked the college as 5th Best in BCA, 14th Best in MSW, 21st Best in BBA & Commerce, 23rd Best in Arts, 29th Best in Science and 33rd Best in Mass Communication among the Colleges in India. The College also ranked 2nd best in MSW, 3rd best in Commerce, Arts & BCA, 4th best in Science, 5th best in Mass Communication and 7th best in BBA among the colleges in Bengaluru. The institution strives to fulfill its mission to provide educational opportunities for all aspiring young people to excel in life by developing academic excellence, fostering values, creating civic responsibility, inculcating environmental concern and building global competencies in a dynamic environment.

## Department of Commerce (PG)

The Department of Commerce (PG) of the college has striven tirelessly in pursuit of excellence in commerce education and inculcates research culture among the students. The M.Com and M.Com (FA) Programme of the department was started in the year 2008 and 2015 respectively. The main objective of the department is to prepare the students in teaching, undertake quality researches and meet the emerging challenges in industry. M.Com (Financial Analysis) enables the students to obtain global professional qualification in management accounting. The department not only concentrates on the academic excellence of its students but also nurtures their co-curricular activities. The faculty members are committed to nurturing an environment for proper growth of intellectual insights on business aspects. The need of the current business for acquiring skills and competence is thoroughly stressed upon in the formation of the curriculum. The department also lays emphasis on the moral, social and patriotic growth of students as a whole.

## About the Conference

India has emerged as the fastest-growing ecosystem for digital transformation. Digitalization also modified the way information is scattered across different sectors of the globe by giving grounds for businesses to move forward from the national markets to global markets and thereby enhancing the digital connectivity of the world. India's digital revolution is being appreciated globally. The Digital India campaign was launched by our Prime Minister of India Shri. Narendra Modi on 1st July, 2015 with a sole aim of connecting rural areas with high-speed internet networks and improving digital literacy. This campaign has made the country digitally empowered in the area of technology and innovation. According to global survey in 2022, the digital transformation market in India is on its own way to hitting US\$1 trillion as early as 2025.

India remains the fastest-growing major economy, expanding digital transformation market at a rate almost three times the world average and on a track to become a US\$5 trillion economy by 2025 and the third largest economy in the world by 2027. The digital transformation aims to increase value through innovation, invention, customer experience or efficiency. At this juncture, the Department of Commerce (PG) has taken an endeavor to organize an international conference on digital transformation in business & commerce. The nitty-gritty of this international conference throws a light on the digital proliferation of international business in general and finance, accounting, taxation and investment contexts in particular and provides a thought-provoking platform for academicians and practitioners to deliberate major issues, opportunities, trends, and challenges of digital transformation in the context of business, finance, accounting, taxation and investment for sustainable growth and development of world economy.

## Participant's Profile

This conference aims to provide a thought-provoking platform for leading academicians, research scholars, corporate professionals, entrepreneurs, investors, PG students in Commerce and Management for exchanging and sharing their ideas, views, expertise, knowledge and research findings in the sub themes of the conference.

## Scope and Tracks

In order to throw an emphasis on the conference theme in the light of digital India, quality research papers on the main theme and the following sub themes are solicited from academicians / researchers / research scholars from various educational institutions and the corporate professionals.

- Digital Financial, Accounting, Investment and Taxation Services
- Social and Sustainability Accounting
- Financial Inclusion
- CSR
- Business Insights
- Financial Modeling
- Indian Economic Crisis
- Global Economic Crisis
- Behavioural Finance
- Stock, Forex, Derivatives Market
- Commodity Market
- Ind AS and IFRS
- Financial Literacy
- Mutual Funds & ETFs
- International Taxation
- GST
- Direct Tax Code
- FDI and FII
- Micro Finance
- Green Capital
- Financial Analytics
- Social Accounting
- Responsibility Accounting
- Economic Value Addition
- Forensic Accounting
- Digital Marketing & Green Banking
- Crypto Currency
- Business Data Analytics
- FinTech, RegTech
- Sustainability Reporting

## Guidelines for Paper Submission

- The papers should be based on original research work, which have not been published anywhere earlier, not exceeding 5000 words or 12 pages. If the paper has been sent for publication elsewhere, the fact must be declared.
- The first page should include the title, name of the author(s), affiliation, mailing address, telephone number and e-mail address.
- The full paper should be mailed to [mcomvnc@kristujayanti.com](mailto:mcomvnc@kristujayanti.com) on or before **20th February, 2023**.
- Research papers submitted after **23rd February, 2023** will not be considered for publication.
- Soft copy should be submitted in A4 Size, MS-Word format only with Times New Roman Font with heading in font size 14 and remaining text of size 12 with spacing 1.5 as a single line.
- Participation/Presentation of paper should be confirmed on or before **27th February, 2023** by sending the completed Registration Form (Google Form), along with the Registration Fee.
- All joint participants must register via Google Form and actively participate for the paper to be considered as a part of the Conference.

## Publication Guidelines – Springer Nature

The papers accepted will be double-blind peer-reviewed and evaluated based on originality and relevance to the conference. The selected papers which are presented during the international conference will be published in Conference Proceedings with a title "**Contributions to Environmental Sciences & Innovative Business Technology**" by Springer Nature.

### Further Publication Opportunity

The selected papers which are presented during the international conference will be published in Scopus Indexed Conference Proceedings/ABDC C Category with additional charges applicable.

### Important Dates

<b>Submission of Full Paper</b>	<b>20th February, 2023</b>
<b>Intimation of Acceptance</b>	<b>23rd February, 2023</b>
<b>Submission of Full Paper with Payment</b>	<b>27th February, 2023</b>
<b>Date of Conference</b>	<b>1st &amp; 2nd March, 2023</b>

**Note:** Intimation of acceptance of the papers will be intimated via Conference Mail ID to the respective author within six working days if the full paper is received before the due date.

### Registration Fee

Author and co-author of the paper have to register for the conference separately.

<b>Participant Profile</b>	<b>Participation &amp; Publication in Springer Nature Conference Proceedings (inclusive of GST)</b>	<b>Participation / Presentation Only (inclusive of GST)</b>
<b>Professionals, Academicians &amp; Part-Time Research Scholars</b>	<b>INR 1500</b>	<b>INR 700</b>
<b>Full-Time Research Scholars &amp; Students</b>	<b>INR 1000</b>	<b>INR 500</b>
<b>Foreign Delegate</b>	<b>\$ 75</b>	<b>\$ 50</b>

### Payment Details & Certificate

All payment should be made through Online Mode by **RTGS, NEFT, IMPS or UPI (Google Pay, PhonePe, Paytm)** to the following college account

**Name:** Kristu Jayanti College

**Bank:** The South Indian Bank Ltd, Kothanur Branch

**A/c Number:** 0486 0530 0002 1786

**IFSC:** SIBL0000486

Certificate of Participation will be awarded only to those participants who attended all the sessions of the conference.

### REGISTRATION LINK:

<https://portal.kristujayanti.edu.in/register-international-conference-on-digital-transformation-in-business-and-commerce-trends-challenges-and-opportunities>

