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HOW TO REACH KRISTU JAYANTI COLLEGE (Autonomous), BENGALURU

From Majestic BMTB Bus Stand: Platform 19: Bus Route - 292 B, 292 C
From K.R. Market: Bus Route: 292, 292 B, 293 c, 292 D, 292 F, 293 C
Nearest Railway station: Bangalore East (8 km) / Cantonment (10 km)
By Air, Bengaluru International Airport (28 Km)



Kristu Jayanti College
AUTONOMOUS Bengaluru
Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University



DEPARTMENT OF PROFESSIONAL MANAGEMENT STUDIES

organises

SILVER JUBILEE INTERNATIONAL CONFERENCE

in association with

UNIVERSITY AMERICAN COLLEGE, SKOPJE (UACS), NORTH MACEDONIA



Technology, Innovation and Sustainability in Business Management (TISBM)

5th and 6th March, 2024



Kristu Jayanti 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 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. The College is affiliated to Bengaluru North University and is reaccruited 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 2023 colleges rankings, the college was placed among the top 100-150 colleges in the country and ranks as one of the five colleges from Karnataka. The college was accorded 'DBT Star College status under the strengthening component' by the Department of Biotechnology, the Ministry of Science & Technology and the Government of India. 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 2023, Kristu Jayanti College, Bengaluru is consecutively ranked as the Best Emerging College of the Century at National Level for Commerce, Science, Arts and Social Work. At the National level, the survey ranked the college as, Department of Management ranked 2nd in Bangalore by Times of India. 4th Best in BCA, 12th Best in MSW, 20th Best in Arts, 21st Best in BBA, 22nd Best in Commerce, 28th Best in Science and Mass Communication Programmes. The College is ranked as 2nd best in MSW, 3rd best in Commerce, Arts & BCA, 4th best in Science, 6th best in Mass Communication and 7th best in BBA programmes among the colleges in Bengaluru, .

Department of Professional Management Studies

The Department of Professional Management Studies (DPMS) is an academic department dedicated to providing high-quality education and training in the field of management. It offers various programmes and courses catering to aspiring managers and professionals seeking to enhance their managerial skills.

The primary objective of the Department of Professional Management Studies is to equip individuals with the knowledge, skills, and competencies required to succeed in various managerial roles across industries. The department offers various undergraduate programmes, allowing students to specialize in areas such as Business Analytics, Aviation Management, Tourism and Hospitality Management, Retail Management (Automobile Retail), Branding and Advertising.

The curriculum of the department is designed to provide a comprehensive understanding of management principles, theories, and practices. It combines theoretical knowledge with practical applications through case studies, group projects, internships, and industry collaborations. Students are exposed to real-world business scenarios and are encouraged to develop critical thinking, problem-solving, and decision-making skills.

About the Conference

The whole world is working together to achieve the objectives of Sustainable Development Goals. The SDGs represent a major opportunity for businesses to shape, steer, communicate and report their strategies, goals and activities, allowing them to capitalize on a range of benefits. Organizations must rethink strategies and business behaviour and assess their impact to align with sustainability goals that promote industrial innovation, maintain well-being, protect the planet, and create business value. To achieve this ambitious agenda, a strong commitment and the means to implement it are required. Technological Innovations for Sustainability and Business Growth is a crucial reference source delivering dynamic research on accelerating growth in business through knowledge creation and technological innovations. Themes focussing on consumer analytics, international business, innovation, technology and risk assessment. TISBM explores a wide range of techniques for adopting and achieving a sustainable competitive advantage in business. This conference is ideally organized for multinational investors, marketing researchers, managers, executives, board members, IT consultants, economists, policymakers, financial analysts, professionals, academicians, researchers, and students and all other stake holder to exhibit and explore the opportunities lined in.

Participants Profile

Academicians, Research scholars, Students, Industrialists and Professionals from the public and private sectors.

Conference Themes

This conference seeks to provide a platform for the participants for insightful and original discussion and present their research work. Papers are also invited on the following sub-themes and other related topics but are not limited to:

Technology

- ✦ Digital Transformation and Innovation in Business Management
- ✦ Digital marketing strategies and consumer behaviour in e-commerce
- ✦ Digital Communication and 5G technologies
- ✦ Government initiatives for tech-driven sustainable practices
- ✦ Cyber security threats and Risk assessment
- ✦ Cloud Computing technologies for business
- ✦ Technology-driven Sustainability Strategies in Business Management
- ✦ Emerging Technologies and their Impact on Business Sustainability
- ✦ Technology-enabled Sustainability in Operations Management
- ✦ Technology and Sustainable Customer Relationship Management
- ✦ Data Analytics and Artificial Intelligence for Sustainable Decision Making
- ✦ Fin-tech and its persistence in financial markets

Innovation

- ✦ Innovation in Sustainable Supply Chain Management
- ✦ Innovations in Sustainable Human Resource Management
- ✦ Innovation in Sustainable Marketing and Branding Strategies
- ✦ New learning landscape in Higher Education
- ✦ Innovative Business and Strategic Management
- ✦ Unleashing Human Potential in the Future of Work
- ✦ Innovation for Sustainable Energy Management
- ✦ Innovation for Sustainable Risk Management
- ✦ Age of Metaverse in Business
- ✦ Innovation for Sustainable Entrepreneurship

Sustainability

- ✦ Sustainable Technology Solutions for Business Management
- ✦ Sustainable Business Models in the Era of Technological Advancement
- ✦ Sustainable E-commerce and Digital Marketing Strategies
- ✦ Sustainable Innovation in Financial Management and Investment
- ✦ Sustainable Innovation in the Service Industry
- ✦ Sustainable Innovation in Product Development and Design
- ✦ Sustainable Innovation in Corporate Social Responsibility (CSR)
- ✦ Sustainability reporting- Environmental accounting
- ✦ Sustainability issues and long-term solutions

Guidelines For Paper Submission

Contributors should note the following:

1. All the submissions must be made in word format.
2. The manuscript should not exceed 5,000 words (About 12 A-4 size pages typed in double space).
3. Soft copy of the paper should be submitted in A4 size, MS - word format only with Times New Roman with heading in font size 14 and remaining text size 12 with double spacing.
4. The cover page should state only the title of the page, name, official address, e-mail ID, phone/fax numbers of the author(s), a brief biographical note of the author(s) and acknowledgements (if any).
5. The first page of the manuscript (after the cover page) should also contain the title and the abstract only.
6. Footnotes should be kept to a minimum and numbered consecutively throughout the text with superscript Arabic numerals.
7. The participant should send the full manuscript to ictisbm@kristujayanti.com on or before 19/02/2024.
8. Research papers sent after 9/02/2024 will not be considered for publication. Registration for publication and presentation should be completed by 28/02/2024.
9. Registration for only participation and presentation should be completed by 28/02/2024.
10. All joint participants must register separately by paying the full registration fee.
11. Authors cannot delegate the presentation of the paper to anybody else.
12. The selected papers will be peer reviewed and evaluated based on originality and relevance to the conference.
13. The selected papers which are presented during the conference will be published in conference proceeding with ISBN (Publication charges are additional).

Publication Opportunities

1. All the papers will be reviewed by the review committee.
2. Selected papers will be published in following Journals
 - International Journal of Electronic Banking (IJE BANK)
 - Journal of Business and Socio- Economic Development
 - Springer Conference Proceedings.
3. Authors should pay the publication charge as per the Journal guidelines.

Registration Fee

| Participation & Presentation | | | | |
|--|----------------------------|----------|--------------------|-------------------|
| Academicians & Part-Time Research Scholars | Full Time Research Scholar | Students | Industry Delegates | Foreign Delegates |
| Rs. 1000 | Rs. 800 | Rs. 600 | Rs. 2,500 | 75 \$ |

Inclusive of all Taxes

| Participation | | | | |
|--|----------------------------|----------|--------------------|-------------------|
| Academicians & Part - Time Research Scholars | Full Time Research Scholar | Students | Industry Delegates | Foreign Delegates |
| Rs.700 | Rs. 600 | Rs. 500 | Rs. 2,500 | 50 \$ |

Inclusive of all Taxes