

IMPORTANT DATES

Submission of Abstract	20 th September, 2020
Intimation of Acceptance	23 rd September, 2020
Submission of Full Paper with payment	10 th October, 2020
Date of Conference	23 rd October, 2020

REGISTRATION FEE

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

Participant Profile	Participation & Publication with ISBN (Inclusive of GST)	Participation (Inclusive of GST)
Professionals, Academicians & Part time Research Scholars	Rs.700	Rs.100
Full time Research Scholars & Students	Rs.700	Rs.100

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://forms.gle/bC4HwNReCivtSKe27>

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Conference Chief Convener:

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Kristu Jayanti College

AUTONOMOUS Bengaluru
Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

Department of Commerce (PG)

Virtual National Conference
on

**THE COVID-19:
BUSINESS TRENDS, CHALLENGES
AND OPPORTUNITIES**

23rd October 2020



ABOUT THE COLLEGE

Kristu Jayanti College, founded in 1999, is run by "BODHI NIKETAN TRUST", formed by the members of St. Joseph Province of the Carmelites of Mary Immaculate (CMI). The college is affiliated to Bangalore University and is reaccredited with highest grade 'A' by NAAC in Second Cycle of Accreditation in March 2015. The college is recognized by UGC under the category 2(f) & 12(B). The college was accorded autonomous status from 2013 by the University Grants Commission, Government of Karnataka & the Bangalore University. The College is ranked as one of the best 200 colleges for the second consecutive year in NIRF. Certified as Green Campus with Gold rating by AICTE, In India Today - MHRD Rankings 2020, the college is ranked 1st in Commerce, Arts, Science and 2nd in MSW and 2nd,3rd,4th positions in BCA, MSW, Commerce, Arts, Science and BBA among Top 10 Colleges in Bangalore respectively. The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility 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 objectives of the department are to prepare the students in teaching, undertake quality researches and to meet the challenges in industry. M.Com (Financial Analyst) with CIMA 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 insight on business aspects. The need of the current business for acquiring skills and competence is thoroughly stressed upon in the formation of the syllabus. The department also lays emphasis on the moral, social and patriotic growth of students.

ABOUT THE CONFERENCE

With the epidemic of COVID-19, the fundamental changes in the business paradigm have led to an unprecedented disruption of commerce & business in most industry sectors. Retailers and brands face many short-term challenges, such as those related to health and safety, the supply chain, the workforce, cash flow, consumer demand, sales, and marketing. However, successfully navigating these challenges will not guarantee a promising future, or any future at all. Due to this pandemic, the business trends, challenges and opportunities will emerge in a very different world compared to the one before the outbreak. All organizational functions are intended to prioritize and optimize spending or postpone tasks that will not bring value in the current business environment. The current outbreak has had severe economic consequences across the globe, nation and society, which has also led to dramatic changes in how businesses act and consumers behave.

The crux of this Virtual National Conference throws a light on the some of the pandemic-related issues affecting commerce and business. In total, there are 30 topics addressing the business trends, challenges and opportunities in the light of pandemic outbreak of Covid 19. In the post-epidemic of Covid 19, most of the companies are struggling with profitable growth and building capabilities in emerging markets like India. This requires a better understanding of the value proposition, operating model, financial and human capital as well as the business environment to employ localized strategies. At this juncture, it is imperative to provide a thought-provoking platform for academicians and practitioners to deliberate major trends, challenges and opportunities of business and commerce in the light of Covid-19 and suggest suitable measures that are needed to enhance business competitiveness for sustainable growth of Indian economy.

PARTICIPANTS' PROFILE

Academicians, Research Scholars, Corporate Professionals, Entrepreneurs, Investors, PG Students in Commerce and Management.

PAPER PRESENTATION AND PUBLICATION

In order to throw an emphasis on the conference theme in the light of Covid-19, quality research papers on the following sub themes are solicited from academicians / researchers / research scholars from various educational institutions and the corporate professionals.

SUB THEMES:

- Business Insights
- Competitiveness & Comparative Advantages
- Financial Modeling
- Indian Economic Crisis
- Global Economic Crisis
- HR Accounting
- Behavioural Finance
- Stock Market
- Forex Market
- Derivatives Market
- International Commodities Market
- Ind AS and IFRS
- Financial Literacy
- Mutual Funds
- Double Taxation
- International Taxation
- GST
- Direct Tax Code
- FDI and FII
- Micro Finance
- Green Capital
- Financial Analytics
- Social Accounting
- Responsibility Accounting
- Economic Value Addition
- Forensic Accounting
- Financial Inclusion
- Digital Marketing & Green Banking
- Crypto currency
- Business Data Analytics

GUIDELINES FOR PAPER SUBMISSION

- The paper should be based on original research work not yet published, 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

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- 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 on or before 10th October 2020
- Research papers submitted after 10th October 2020 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 20th October 2020 by sending the completed Registration Form (Google Form), along with the Registration Fee.
- All joint participants must register via Google Form and virtually participate for the paper to be considered as a part of the Conference.

PUBLICATION

The papers will be peer-reviewed and evaluated based on originality and relevance to the conference. The selected papers which are presented during the Conference will be published in Conference Proceeding with ISBN.

SCHEDULE OF THE PROGRAMME

Time	Event
9.30 AM - 10.30 AM	Inauguration
11.00 AM - 12.00 AM	Keynote session I
12.15 PM - 1.15 PM	Keynote session II
2.00 PM - 4.30 PM	Plenary Session