



Kristu Jayanti College

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

8. Research paper sent after 15/03/2022 will not be considered for publication.
9. Presentation of the paper should be confirmed on or before by sending the completed Registration form along with registration fee.
10. All Joint participants must Register and present in person for the paper to be considered as a part of the conference and for publication.
11. All the payments should be made through DD/Cheque in favor of Principal, Kristu Jayanti College, payable at Bangalore.
12. Authors cannot delegate the presentation of the paper to anybody else.

REGISTRATION FEE

- Author and Co-author of the paper has to register separately
- Participation, Presentation and Publication with ISBN (inclusive of taxes) Rs. 800
- Only Participation (inclusive of taxes) Rs. 200
- Certificate of participation will be awarded to only those participants who attend the conference on both the days and in all the keynote sessions

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Registration link

<https://portal.kristujayanti.edu.in/register-virtual-international-conference-on-embracing-change-and-transformation>

Department of Management
organizes

Virtual International Conference
on

EMBRACING CHANGE AND TRANSFORMATION

28th and 29th April 2022



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, Government of Karnataka & the Bangalore University. For its contribution in the field of Education, Kristu Jayanti College has been recently given the Clean and Smart Campus award. In the India Today - MDRA survey 2021, Kristu Jayanti College, Bengaluru is awarded as the Best Emerging College of the Century at National Level and the college is ranked 4th Best BCA, 12th Best MSW, 17th Best BBA, 19th Best Commerce, 21st Best Arts, 24th Best Science and 34th Best Mass Communication College in India. The College is also ranked 2nd Best in BCA & MSW, 3rd best in Commerce, 4th Best in Science & Arts and 6th best in BBA and Mass Communication among the colleges in Bengaluru.

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, inculcating environmental concern and building global competencies in a dynamic environment.

DEPARTMENT OF MANAGEMENT

The Department of Management (BBA), established in the year 2001, aspires to impart education to the students and equip them with the knowledge, skill and attitude required in the business world. Provide solid foundation in wide range of business aspects such as Accounting, Finance, Human Resource, Marketing, Business Research and Management. The department has been constantly upgrading the program to match the changes in the external environment. We always set high standards to perform the activities for the benefit of student community in various areas of management. The department takes pride in churning out best entrepreneurs; our students are also well placed in Multinational Companies such as Deloitte, Deutsche Bank, HSBC, IBM, KPMG and many others. The career opportunities for the students of management are enormous. The Department always sets high standards to perform the activities for the benefit of student community in various domains of management. The department constantly upgrades its processes to adopt changes in the dynamic environment and to move along with global practices.

ABOUT THE CONFERENCE

Workplace modernization has been one of the biggest buzzwords in recent years, but every business has a different concept of what it actually signifies. While the impact of workplace modernization can be great, it's crucial to understand that it's an ongoing process and needs to be guarded at all times. In 2020, businesses worldwide had to adapt to remote work, implement operations and strategies in tandem with the new norm. The 'new normal' put the emphasis on the need for more technical tools to ensure seamless collaboration, personal productivity, and communication in the business environment. There are 6 key trends that we are seeing happening in the market because of the global pandemic. It's around health and safety of the

employees, creating flexible work environment as we move into the future, handling security and compliance with so many people working remotely, how do we embrace zero-trust network access, creating better resiliency across the network and the infrastructure. The two most thing are how do we get organizations to continue to collaborate and all the while drive costs savings. Meetings and in-person events which were a norm, with virtual events being the rarity until the pandemic has now turned on its head. Social distancing has resulted in businesses looking for virtual alternatives. This signals a big shift and rise in tech-driven, cloud-based tools, solutions, and applications that can help businesses. This conference will aim in bestowing contributions Embracing change and transformation

PARTICIPANTS' PROFILE

Academicians, Research scholar, Students, Industrialist and Professionals from public and private sector.

CONFERENCE THEMES

This conference seeks to provide a platform to the participants for insightful and original discussion and present their research work on management of change and complexities research Papers are also invited from the following sub themes and other related topics

- Finance and Accounting
- Marketing
- Economics
- Information Technology
- Business Strategy
- Digital Adoption Solution
- Green Finance
- Neuro marketing
- Banking and Insurance
- General Management
- Decision Science
- Operations
- Entrepreneurship Development
- Artificial Intelligence and Business Application
- Fintech
- Sustainability Marketing

PUBLICATION

The Selected 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 proceedings with ISBN.

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.
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 be numbered consecutively throughout the text with superscript Arabic numerals.
7. Full paper should be sent to on or before 15/03/2022