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Kristu Jayanti College

AUTONOMOUS Bengaluru

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



Department of Commerce (UG)

Organises

8th International Conference

on

**Embracing Digital Transformation in
Business for Sustainable Growth
(EDTBSG)**

29th and 30th January, 2024

Kristu Jayanti College, Autonomous, Bengaluru, Karnataka, India

CONTACT DETAILS FOR FURTHER COMMUNICATION

The Conference Convener
Department of Commerce (UG),
Kristu Jayanti College (Autonomous)
K Narayanapura, Kothanur Post
Bengaluru - 560077
Karnataka, India.
Visit us www.kristujayanti.edu.in

HOW TO REACH KRISTU JAYANTI COLLEGE, AUTONOMOUS, BENGALURU

- From Majestic BMTC 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)

About the Institution:

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 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 2023 colleges rankings, the college was placed among the top 100-150 colleges in the country and ranked as one of the five colleges from Karnataka. The programmes of School of Management are internationally accredited by the Accreditation Council for Business Schools and Programs [ACBSP, USA]. 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 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 Commerce (UG):

The Department of Commerce was started in the year 2000. 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 nurture an environment for proper growth of intellectual insights on commerce & business aspects. During the formation of the syllabus, focus was given on the current trends of the industries and the required skills and competencies to be acquired by the students. The plethora of avenues that the department provides gives a platform to the students to enhance their aptitude and attitude. The department emphasizes on the moral, social, and patriotic growth of students. The department's influence and impact can be seen in the higher levels of success that its alumni have attained both nationally and globally.

About the Conference:

The Conference on "Embracing Digital Transformation in Business for Sustainable Growth" was chosen due to its strategic importance in enabling businesses to stay competitive while driving sustainable development. With a focus on industry relevance, thought leadership, practical implementation, and networking opportunities, the event provided attendees with actionable insights, tools, and connections to navigate the digital era while prioritizing sustainability. By showcasing cutting-edge technologies, addressing challenges, and issuing a call to action, the conference aimed to empower organizations to embrace digital transformation as a means to create long-term value, address societal challenges, and contribute to a more sustainable future.

The aim of the conference is to help businesses navigate the digital landscape while promoting sustainable growth. The ultimate goal was to equip participants with the necessary tools, strategies, and insights to embrace digital transformation effectively, optimize operations, create value, and contribute to a more sustainable and inclusive future for businesses and society as a whole.

Participants' Profile:

- Academicians
- Research Scholars
- Corporate Professionals
- Entrepreneurs
- Policy Makers
- PG Students in Commerce and Management

Conference Themes:

This conference seeks to provide a platform to the participants for insightful and original discussion and to present their research work on building and sustaining business capabilities for the future.

Papers are also invited on the following sub-themes and other related topics:

1. Leveraging emerging technologies
2. Data-driven decision-making
3. Customer-centric strategies
4. Agile innovation and adaptability
5. Cyber security and risk management
6. Sustainable supply chain management
7. Workforce transformation and skills development
8. Digital marketing and customer engagement
9. Ethical considerations in digital transformation
10. Digital leadership and organizational change
11. Measuring and optimizing digital transformation outcomes
12. Industry-specific digital transformation
13. Digital inclusion and accessibility
14. Sustainable finance and investment
15. Global perspectives on digital transformation
16. Learning and Development in the digital age
17. Sustainable supply chains and green logistics
18. Digital transformation in logistics and supply chain management
19. Tourism and Technology: Leveraging innovation for growth
20. Agile HR: Adapting to change and uncertainty

Publication:

The papers will be peer-reviewed and evaluated based on their originality and relevance to the theme of the conference. On-demand of the authors, quality research papers will be published in Scopus Indexed journals depending upon the norms of the journal, based on applicable publication fees. The remaining papers will be published in the Conference Proceedings with ISBN, the publication fee will be intimated later. The conference registration fee is exclusive of publication charges.

Guidelines for Paper Submission:

- The papers should be based on original research work not published yet and not exceeding 2500 words or 7 pages. If the paper has been sent for publication elsewhere, the fact must be declared.
- It should include the title, author's name, mailing address, telephone number, and e-mail address.
- The full paper should be mailed to edtbsg@kristujayanti.com on or before 20th January 2024. Research papers submitted after 20th January 2024 will not be considered for publication.
- Soft copy should be submitted in A4 size, MS Word format with Times New Roman font with heading in font size 14 and remaining text size 12 with spacing 1.5 as a single line.
- Presentation of paper should be confirmed on or before 24th January 2024 sending the completed Registration Form, along with the Registration fee.
- All joint participants must register and be present in person for the paper to be considered as part of the Conference.
- Certificates will be issued only on the second day of the Conference after Valedictory Ceremony.

Schedule of the Programme:

Day I		Day II	
Time	Event	Time	Event
8.45 AM - 9.45 AM	Registration	09.00 AM - 11.15 AM	Plenary Session II
10.00 AM - 11.15 AM	Inauguration	11.30 AM - 12.45 PM	Key Note Session III
11.30 AM - 12.45 PM	Keynote Session I	02.00 PM - 03.30 PM	Key Note Session IV
02.00 PM - 03.30 PM	Keynote Session II	03.30 PM - 04.30 PM	Valedictory
03.45 PM - 05.00 PM	Plenary Session I		

Schedule of the Programme:

- Full Paper Submission 20th January, 2024
- Intimation of Acceptance 23rd January, 2024
- Payment of Registration Fee 24th January, 2024
- Conference Dates 29th and 30th January, 2024

Registration Fee & Certificate

The registration fee is payable by each author and co-authors of the paper individually and separately as detailed below:

Participation only			Participation and Presentation		
Faculty Members	Research Scholars and PG Students (Full Time)	International Delegates	Faculty Members	Research Scholars and PG Students (Full Time)	International Delegates
Rs.700 (inclusive of GST)	Rs.600 (inclusive of GST)	\$50 (inclusive of GST)	Rs.900 (inclusive of GST)	Rs.750 (inclusive of GST)	\$100 (inclusive of GST)

Registration and payment can be done through the registration portal:

<https://portal.kristujayanti.edu.in/register-8th-international-conference-on-embracing-digital-transformation-in-business-for-sustainable-growth>



- The registration fees include Lunch, Conference Kit, and Refreshments. No DA/TA shall be provided to the participants.
- Certificate of Participation will be awarded to only those participants who attend the conference on both the days and in all the keynote sessions.
- Accommodation for outstation participants can be arranged based on the request.