

ORGANIZING COMMITTEE

CHIEF PATRON

Fr. Dr. Augustine George, CMI

Principal, Kristu Jayanti College

ADVISORY PANEL

Rev. Fr. Lijo P Thomas CMI

Vice Principal & Chief Financial Officer

Rev. Fr. Jais V Thomas CMI

Financial Administrator

Director, Jayantian Extension Services

Rev. Fr. Deepu Parayil CMI

Director, Student Welfare Office

Faculty Member, Department of Life Sciences

Rev. Fr. Emmanuel P J CMI

Director, Kristu Jayanti College of Law, International and Domestic Relations

Rev. Fr. Joshy Mathew CMI

Director, HR Department, Director Library and Information Centre

Rev. Fr. Som Zacharia, CMI

Director Infrastructure Planning and Development

INTERNATIONAL ADVISORY PANEL

Mr. Charles Hadlock, Professor of Finance, Michigan State University, USA

Mr. Don Cyr, Professor of Finance, Goodman School of Business, Brock University, Canada

Ms. Shima Amini, Professor Entrepreneurial Finance, University of Leeds, UK

Dr. Lakshmi S Iyer, Interim Associate Dean for Graduate Programs & Research, Appalachian State University, North Carolina

CONFERENCE CHAIR

Dr. Aloysius Edward J

Dean, Faculty of Commerce and Management

CONFERENCE CO-CHAIR

Dr. CA Annie Stephen

HOD, Department of Professional Accounting & Finance

Mr. Jagadeesh K.K.

Coordinator, Department of Professional Accounting and Finance

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CONFERENCE ORGANISING COMMITTEE

Dr. K.Kiran Kumar | Dr. Saranya.S | Dr. Reenu Mohan | Ms. Aasha | Dr. Sivasankar N |

Dr. Nittymol Antony | Ms. Aneesa K Shaji | Dr. Poornima.J | Dr. Nidhi Raj Gupta

Dr. Devika Rani | Mr. Jinu Mathew | Ms. Indra S | Dr. Karthikeyan | Dr. Panduranganagouda |

Dr. Janani | Ms. Feba Simon | Dr. R Gowrishankar |



Kristu Jayanti College

AUTONOMOUS Bengaluru

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

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Department of Professional Accounting and Finance
in association with
EuroMid Academy of Business and Technology
organises

3rd International Conference on
HARNESSING STRATEGIES FOR
EXPONENTIAL AND SUSTAINABLE
ECONOMY
(ICHSESE)

Kristu Jayanti College (Autonomous)
Bengaluru, Karnataka, India

15th and 16th March, 2024

ABOUT THE COLLEGE

Kristu Jayanti College, Autonomous. Bengaluru embodies the educational vision of St. Kuriakose Elias Chavara (1805 - 1871), the founder of the religious congregation, Carmelites of Mary Immaculate (CMI). He envisioned the sunrise of a renewed humanity through the Integral development of mind, body and spirit. The motto of the College, 'Light and Prosperity' aims at this synthesis and harmony of the spiritual, physical, mind and the body. Kristu Jayanti College was reaccredited by NAAC with 'A++' Grade in 2021 and is an Autonomous College under the Bengaluru North University. In the India Today - MDRA Survey 2021, the College is ranked 2nd in BCA & MSW, 3rd in Commerce, 4th in Arts & Science, 6th in BBA and Mass Communication in Bengaluru City. At National Level, in the same survey, it stands at 4th in BCA, 12th in MSW, 19th in Arts, 17th in BBA, 19th in Commerce, 21st in Arts, 24th in Science and 34th in Mass Communication.

ABOUT THE DEPARTMENT

The Department of Professional Accounting and Finance is built on a foundation of application-based learning, academic excellence and futuristic vision. The mission of the department is to build a strong knowledge base in the real-time Finance and Accounting practices. The programmes offered by the department are designed in collaboration with the Association of Chartered Certified Accountants (ACCA), UK, Chartered Management Accountant, USA, (CMA), Institute of Chartered Accountant of India (ICAI), Institute of Company Secretaries of India (ICSI) and American Institute of Certified Public Accountant (AICPA) to provide students with the unique opportunity to pursue a professional course in tandem with their under graduation. The curriculum framework and content of this programme will enable students to accessibly pursue a career in International Finance and Accountancy.

ABOUT THE CONFERENCE

Economic achievement has been the leading objective of business organizations for a long time. However, providing answers to essential questions regarding the world's sustainable development has become a significant concern not only for society, but also for many corporate establishments. Sustainability, in terms of a "concurrent chase of economic, environmental, and social objectives", has accompanied and substituted the traditional profit-focus of many organizations. Organizations chasing sustainable strategies face additional and different challenges than traditional, profit-focused establishments, in particular with regards to the multiplicity and interdependence of their objectives and stakeholders and their challenging transformation journey towards sustainability. In this uncertain business environment, digitalization, technology, entrepreneurship and innovation are the core of business dynamics. It is undergoing transformation into business models, knowledge sourcing and creation across international network and geographic boundaries.

The Department of Professional Accounting & Finance is happy to announce a two-day International Conference on "Harnessing Strategies For Exponential And Sustainable Economy" on March 15th & 16th, 2024. The objective of the conference is to provide a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends and concerns as well as practical challenges encountered and solutions adopted in the fields of Business Models for sustainable development. The conference is devoted in the view of bringing together both theoretical and practical insights from the fields of sustainable entrepreneurship, innovation and transformation, on the one hand and business models for sustainability, on the other hand.

PARTICIPANT'S PROFILE AND SCHEDULE

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

Day I		Day II	
Time	Event	Time	Event
08.45 AM-09.45 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	Valedictory
02.00 PM-03.30 PM	Keynote session II		
03.45 PM-05.00 PM	Plenary Session I		

CONFERENCE SUB-THEMES

Aligning the above Tracks/Themes to business Models the following sub-themes may be looked at by the authors contributing a paper for presentation and possible publication.

Sustainable Business and Marketing | Block-chain in Accounting, Auditing, Banking and Insurance | Marketing Analytics for Sustaining Business | Tapping Rural Market for Business Sustainability | Impact of Pandemic on Logistics & Supply Chain Management | Challenges for Human Resources Management | Workforce Diversity, Global HRM, Green HRM | Financial Analytics | Stress Management, Work and Family Balance | Virtual Communication in HR | Sustainable Business and Changes in Financial Sector | Cyber Security in Banking | Portfolio Optimization | Risk Assessment and Risk Management in New Normal | Need of Financial Literacy and Financial Inclusion in Next Normal | Sustainability accounting, Accountability and Reporting | Sustainable Business and Information Technology | Machine Learning and Big Data Analysis in Businesses | IT Innovations in businesses | New-age Technology for Building Sustainable Businesses | Innovation and Entrepreneurship | Entrepreneurship & Sustainable Development | Recent Trends in Entrepreneurship and Startups | Monetary and Fiscal Policy | Humanities, Logistics and Healthcare | Service Economy, Inclusive Growth | Environmental Sustainability | Environmental, Social and Governance (ESG) analysis | Climate Financing | Sustainable Green Finance and Marketing

PUBLICATION

Papers accepted for the conference after the double-blind peer-review process will be published in the Springer Conference proceedings, which is indexed by SCOPUS, Google Scholar, and Springerlink. Publication charges are to be borne by the authors. The papers not accepted for publication in the Springer Conference proceedings will be considered for publication in the Conference proceedings with ISBN number. Conference registration fee is exclusive of publication charges.

PAPER SUBMISSION AND GUIDELINES

- The papers should be based on original research work, not yet published and not exceeding 2500 words or 7 pages.
- If the paper has been sent for publication elsewhere, the fact must be disclosed.
- The paper should include the title, author's name, mailing address, telephone number and e-mail address.
- The full paper should be mailed to **ichsese@kristujayanti.com** on or before 1st March 2024. Research papers submitted after 1st March 2024 will not be accepted. Presentation of paper should be confirmed on or before 4th March 2024 by submitting the completed Registration Form (Google form), along with payment of registration fee
- Registration form, along with the registration fee should be submitted on or before 10th March 2024.
- Soft copy of the article should be submitted in A4 size MS-Word format only with Times New Roman font, heading in font size 14 and remaining text size 12 with the line spacing of 1.5.
- All the joint participants must register via Google form and be present for the conference.
- Conference is held through offline mode.
- Certificate of participation will be awarded only to those participants who attend the conference for both the days (offline) for all the keynote sessions.

IMPORTANT DATES AND REGISTRATION FEE

Full Paper Submission: 1st March, 2024 | **Intimation of acceptance:** 4th March, 2024 | **Payment of Registration Fee:** 1st Feb - 13th March, 2024 | **Conference Dates:** 15th & 16th March, 2024

PAYMENT DETAILS

Click the link below or scan QR code to register.
<https://portal.kristujayanti.edu.in/register-international-conference-on-harnessing-strategies-for-exponential-and-sustainable-economy-ichses>

*Registration fees is non-refundable at any circumstance

**Registration fees inclusive of GST



Mode	Offline				Online			
	International Delegates	Faculty Members	Research Scholars & Students	Industry Professionals	International Delegates	Faculty Members	Research Scholars & Students	Industry Professionals
Presentation	\$ 150	₹ 1500	₹ 1000	₹ 2500	\$ 100	₹ 1000	₹ 500	₹ 2000
Participation	\$ 100	₹ 1000	₹ 700	₹ 1500	\$ 50	₹ 400	₹ 200	₹ 1000