

[Registration Link](https://rb.gy/fxfast)

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#### Conference Chief Convener

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Visit us [www.kristujayanti.edu.in](http://www.kristujayanti.edu.in)



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



## Department of Commerce (PG)

In collaboration with

**EUROMID ACADEMY OF BUSINESS AND TECHNOLOGY**

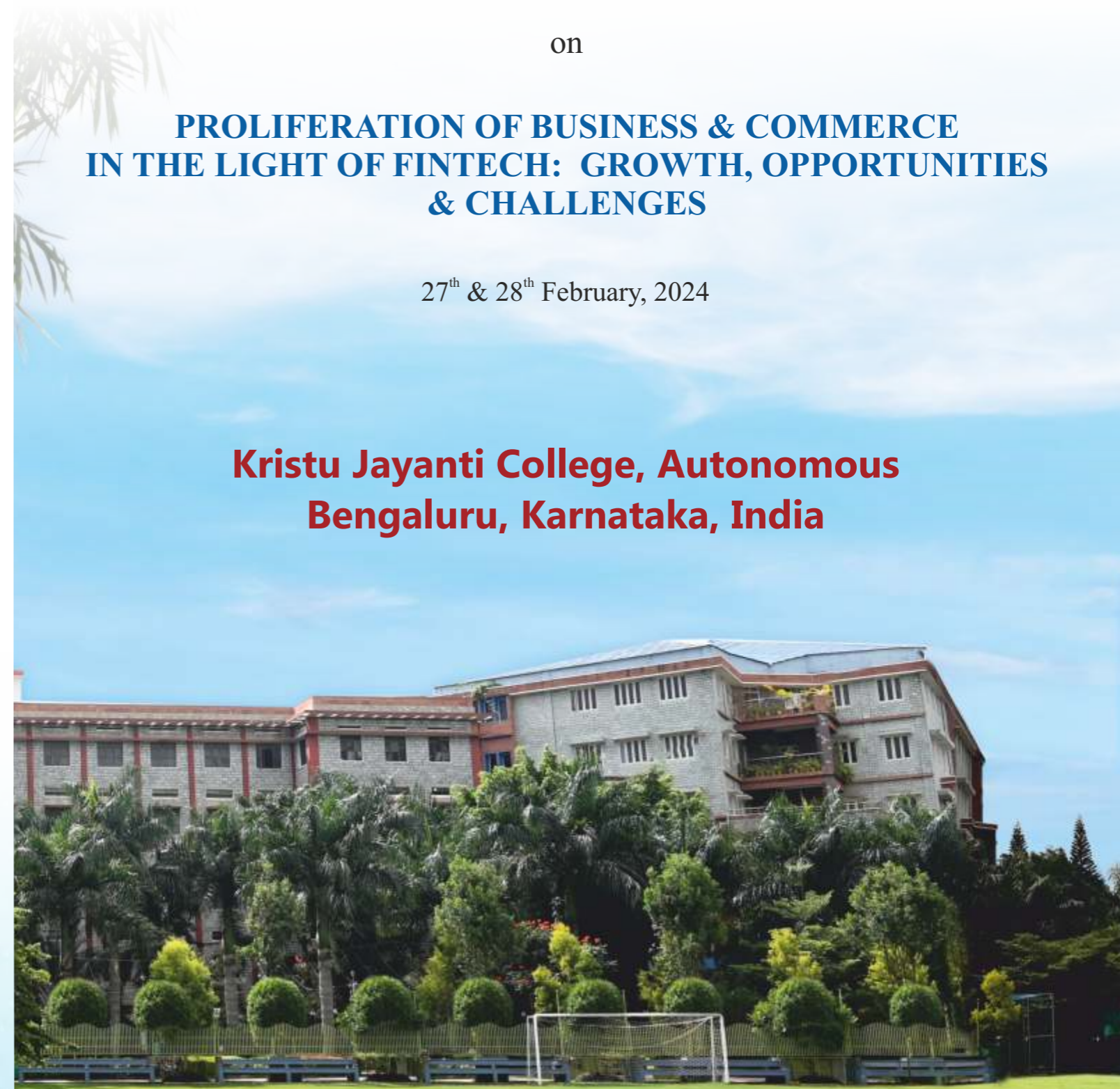
**SILVER JUBILEE INTERNATIONAL CONFERENCE**

on

**PROLIFERATION OF BUSINESS & COMMERCE  
IN THE LIGHT OF FINTECH: GROWTH, OPPORTUNITIES  
& CHALLENGES**

27<sup>th</sup> & 28<sup>th</sup> February, 2024

**Kristu Jayanti College, Autonomous  
Bengaluru, Karnataka, India**



## 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 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 2022 rankings, the college was placed among the top 150 colleges in the country and ranks as one of the five colleges from Karnataka. 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 2022, Kristu Jayanti College, Bengaluru is consecutively ranked as the Best Emerging College of the Century at National Level for Commerce, Science and Arts. The survey also ranked the college as 5<sup>th</sup> Best in BCA, 14<sup>th</sup> Best in MSW, 21<sup>st</sup> Best in BBA & Commerce, 23<sup>rd</sup> Best in Arts, 29<sup>th</sup> Best in Science and 33<sup>rd</sup> Best in Mass Communication among the Colleges in India. The College also ranked 2<sup>nd</sup> best in MSW, 3<sup>rd</sup> best in Commerce, Arts & BCA, 4<sup>th</sup> best in Science, 5<sup>th</sup> best in Mass Communication and 7<sup>th</sup> best in BBA among the colleges in Bengaluru. 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.

## 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 objective of the department is to prepare the students in teaching, undertake quality researches and meet the emerging challenges in industry. M.Com (Financial Analysis) enables the students to obtain global professional qualification in Financial Analysis. 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 insights on business aspects. The need of the current business for acquiring skills and competence is thoroughly stressed upon in the formation of the curriculum. The department also lays emphasis on the moral, social and patriotic growth of students as a whole.

## About The Conference

The 2008 global financial meltdown is considered as the primary reason behind the revolution of FinTech. Financial technology revenues are projected to grow sixfold from \$245 billion to \$1.5 trillion by 2030, according to a new report released by Boston Consulting Group (BCG). The FinTech sector, which currently holds a 2% share of the \$12.5 trillion in global financial services revenue, is estimated to grow up to 7%, of which banking FinTechs are expected to constitute almost 25% of all banking valuations worldwide by 2030. More than half the world's population remains unbanked or under banked, and technology continues to unlock unbanked and under banked people to access the financial and banking services in leaps and bounds.

At this juncture, the Department of Commerce (PG) has taken an endeavor to organize an International Conference on "Proliferation of Business & Commerce in the Light of FinTech: Growth, Opportunities & Challenges". This International Conference aims to provide a comprehensive overview of FinTech's future landscape globally and explore the latest trends and opportunities in the global FinTech market. It also proposes to throw a light on the proliferation of business and commerce in general and finance, accounting, taxation and investment contexts in particular and provides a thought-provoking platform for academicians and practitioners to deliberate major issues, opportunities, trends, and challenges of business and commerce in the context of FinTech.

## Participants' Profile

This conference aims to provide a thought-provoking platform for leading academicians, research scholars, corporate professionals, entrepreneurs, investors, PG students in Commerce and Management for exchanging and sharing their ideas, views, expertise, knowledge and research findings in the sub themes of the conference.

## Scope and Tracks

In order to throw an emphasis on the conference theme in the light of FinTech under the aegis of digital India, quality research papers on the main theme and the following sub themes are solicited from academicians / researchers / research scholars from various educational institutions and the corporate professionals.

- FinTech in Finance, Accounting, Investment and Taxation Services
- FinTech in Business and Financial Sectors
- Financial Inclusion, Financial Literacy
- CSR & Business Sustainability
- Business Insights
- GST
- Direct Tax Code
- FDI and FII
- Micro Finance
- Green Capital
- Financial Analytics

- Business Insights
- Financial Modeling
- Indian Economic Crisis
- Global Economic Crisis
- Behavioural Finance
- Stock, Forex, Derivatives Market
- Commodity Market
- Ind AS and IFRS
- Mutual Funds & ETFs
- International Taxation
- Social Accounting
- Responsibility Accounting
- Forensic Accounting
- Digital Marketing & Green Banking
- Crypto Currency
- Business Data Analytics
- FinTech, RegTech
- Sustainability Reporting
- Green FinTech
- Blockchain Technology

## Guidelines For Paper Submission

- The papers should be based on original research work, which have not been published anywhere earlier, 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 mcomconf2024@kristujayanti.com on or before **12<sup>th</sup> February, 2024**.
- Research papers submitted after **12<sup>th</sup> February, 2024** 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 **19<sup>th</sup> February, 2024** by sending the completed Registration Form (Google Form), along with the Registration Fee.

## Publication Guidelines – Conference Proceedings

The papers accepted will be double-blind peer-reviewed and evaluated based on originality and relevance to the conference. The selected papers which are presented during the international conference will be published in Conference Proceedings 2024, which is indexed by SCOPUS, Google Scholar, and Springer link with additional publication charges.

## Important Dates

Submission of Full Paper	12 <sup>th</sup> February, 2024
Intimation of Acceptance	15 <sup>th</sup> February, 2024
Submission of Full Paper with Payment	19 <sup>th</sup> February, 2024
Date of Conference	27 <sup>th</sup> & 28 <sup>th</sup> February, 2024

**Note:** Intimation of acceptance of the papers will be intimated via Conference Mail ID to the respective author within six working days if the full paper is received before the due date.

## Registration Fee

Participant Profile	Participation & Presentation (Inclusive of GST)	Participation (Inclusive of GST)	Foreign Delegates
Professionals, Academicians & Part-time Research Scholars	INR 1500	INR 700	\$ 75
Full-time Research Scholars & Students	INR 1000	INR 500	\$ 50

## Certificate of Participation

- Certificate of Participation will be awarded only to those participants who attended all the sessions of the conference.