



**SESHADRIPURAM FIRST GRADE COLLEGE, YELAHANKA
POST GRADUATE DEPARTMENT OF COMMERCE AND MANAGEMENT**

Permanently affiliated to Bengaluru City University
&

Recognized by UGC under 2(f) & 12(B)
NAAC accredited 'A' Grade

C.A. Site No: 26, Yelahanka New Town, Bengaluru - 560 064, Karnataka

IQAC & Conference Committee Organizes

Two Day National Level Virtual Conference on

**"TRANSFORMING IN THE ARENA OF BUSINESS AND FINANCIAL
INTELLIGENCE FOR SUSTAINABLE DEVELOPMENT "**

SPONSORED BY

**Indian Council of Social Science Research (ICSSR)
Southern Regional Centre (MHRD), Hyderabad**

**Venue: Virtual Zoom Platform
On 25th - 26th October, 2021**



SESHADRIPURAM EDUCATIONAL TRUST

SET made a humble beginning in 1930 in its journey of education to empower every individual with knowledge and self-confidence. It represents a cluster of 31 vibrant educational establishments providing quality education at affordable cost to students from all strata of society. SET has campuses in Bengaluru, Mysuru, Mandya and Tumkuru

SESHADRIPURAM FIRST GRADE COLLEGE, YELAHANKA

SFGC, Accredited NAAC 'A' a premier Educational Institution founded in 1992, is an academic fraternity of individuals dedicated to the motto "Commitment to Excellence". We strive to reach perfection through our earnest academic pursuit of excellence. The college offers undergraduate courses in Science, Computer Science, Commerce and Management as well as Postgraduate courses in Commerce (M.COM & MFA), Management (MBA), and Global MBA (USA) & MSCS.

POST GRADUATE DEPARTMENT OF COMMERCE AND MANAGEMENT

We the PG Department of SFGC is affiliated to Bengaluru City University, recognized by Government of Karnataka and NAAC accredited 'A' Grade in 2nd Cycle. We are rearing to grow as an institution fostering holistic higher education and research in Commerce, an institution which pursues and promotes Global Excellence in the disciplines of Commerce. The Curriculum and pedagogy has brought laurels to the institution to create the world class academics in the field of Commerce and business, which gets vouched as alumni of the department are well placed in business, academics and administration all across the globe

ABOUT THE CONFERENCE

"TRANSFORMING IN THE ARENA OF BUSINESS AND FINANCIAL INTELLIGENCE FOR SUSTAINABLE DEVELOPMENT "

Business Intelligence is tactical, Financial Intelligence is strategic: your insights, your way anytime anywhere Digital Transformation continues to provoke significant changes in individual lives and Business

Business transformation is the key in the current VUCA (volatile, uncertain, complex and ambiguous) world. Business transformation can be better understood as a change accommodated in the management strategy to bring fundamental change in the system. The business transformational strategies are developed to better align the strategies to the business vision. Business transformation basically brings in a radical change. It can be path breaking into a new industry or a geographical region. Financial intelligence as an art of understanding basics of finance and analysis of finance for a better utilization of financial resources. With financial intelligence and business transformation a sustainable business goal can be achieved. The SDGs has created a corridor for more sustainable world. The business transformation, financial intelligence and SDGs index can create a better world with a strong socio-economic eco-system.

CALL FOR PAPERS

Research Papers, Articles, Posters and Case Studies are invited on the theme of the conference. Within this overall theme, the main topics of the conference include, but are not limited to:

TRACK I: BUSINESS AND FINANCIAL INTELLIGENCE

- Sustainable consumption in digital society
- Artificial intelligence in financial decisions
- Financial intelligence in business enterprises
- Digital entrepreneurship ecosystem
- Circular economy through business and financial intelligence
- Current issues in Business and financial intelligence
- Digital transformation in industry and financial sector
- Business intelligence in enterprises
- Business Intelligence Trends in 2021
- Sustainable Micro-Finance & Rural Development
- Sustainable/Green Investing
- Innovative Economic Strategies for Financial Inclusion
- Sustainable Financial Performance & Accounting Practices
- Financial Innovation, Engineering & Analytics
- Global Taxation Practices
- Crypto Currency & Block Chain
- Digital Banking Practices, Paytm & E-wallet
- Sustainable insurance Education and Economic Growth

TRACK II: TRANSFORMATION IN THE ARENA

- Arena of Digitalization
- Digital Transformation Connect
- Technology Evolution, Business Transformation
- Data Analytics, Big data, Growth Hacking
- Role of Media in Entrepreneurship Development
- Digital Innovation, Podcasting & Vlogging
- Digital Communication, Modernization
- Automation through Transformation Technologies
- Digital Strategy, Geotargeting, Web Analytics
- Social Media Marketing, Mobile Marketing

TRACK III: SUSTAINABLE DEVELOPMENT AND INNOVATION IN MARKETING, HR & OB

- Customer Experience, Engagement & Relationship Management
- Marketing Analytics, Business Intelligence & Automation
- Brands Development in Digital Marketing Age
- Retail Marketing and Shoppers' Experience
- Green Marketing & Consumerism, Tourism & Sports Marketing
- E-Commerce Marketing & Digital Platforms
- Emojis & Non-Verbal Marketing Communication
- Rural Consumers & Marketing Strategies
- Crowd Funding, Financial modelling, Campaign finance
- Artificial Intelligence, Investment banking, Bad bank
- Employee Retention In Dynamic Environment
- Sustainable Retention strategies in Dynamic Environment
- Sustainable Green HRM practices, Artificial Intelligence in HR.
- Role of foreign assignments in social innovation
- Sustainable Talent management and acquisition
- Organizational Culture & Employee Engagement
- Diversity & Inclusion (Gender diversity, Transgender, LGBT etc.)
- Work-life Balance and Stress Management
- HR-Analytics for Sustainable Business
- Spirituality and Religious practices in sustainable work culture

FEATURES:

- Selected Best Papers will be published in Seshadripuram Journal of Social Sciences (SJSS) ISSN: 2581-6748 Double Blind Peer reviewed Open Access
- National Journal

GUIDELINES FOR SUBMISSION OF PAPERS THROUGH E-MAIL

Guidelines for Abstract:

1. Only original and unpublished research work are sought.
2. Abstract (not exceeding 300 words) with 4-5 key words shall be emailed to icssrandpgsfgconference@gmail.com latest by October 12, 2021 in editable format (.doc) and in PDF format containing the title of the paper, name of the author's organizational affiliation, complete mailing address, mobile number, and active e-mail address.
3. Use Times New Roman 12-point font, 1.5 spacing, 1- inch (2.5 cm) margin all around, and with the font size of 12 for title.
4. All the abstracts should be submitted as per the guidelines provided in the brochure and should be sent through mail at:
icssrandpgsfgconference@gmail.com

GUIDELINES FOR FULL PAPER SUBMISSION:

1. Manuscript should be of minimum 3000 words and maximum of 6000 words, including tables, graphs, charts & references.
2. All text should be in 1.5-line spacing with 1-inch margins on all the sides on A4 size paper using the font Times New Roman of size 12 and headings should be bold, in upper case, in a font size-12.
3. All tables, charts, and graphs should be placed wherever required along with the respective text and numbered continuously as Table 1/Figure 1/Graph 1 & so on, at the top of the table/figure/graph (centre aligned). The sources wherever necessary, should be mentioned at the bottom
4. References should be in line with the APA (American Psychological Association) Guidelines
5. All the submitted papers will be blind reviewed.

WHO CAN ATTEND THIS CONFERENCE:

The conference is meant for the full time / part time researchers, academics, management consultants, corporate professionals, corporate trainers, government officials, entrepreneurs & students.

REGISTRATION PROCESS:

- All the participants attending the conference are required to register for the conference.
- At least one of the author must pre-register for the conference
- Registration Fee Structure for the event is given below

CATEGORIES

REGISTRATION FEE

1. Delegates from Industries	150
2. Delegates from Academic, Research and Development Organizations	100
3. Research Scholars	100
4. Students	FREE

IMPORTANT DATES

Submission of Abstract	12th October 2021
Submission of Full paper	19th October 2021
Last date for registration	21st October 2021

ONLINE DETAILS

Account Number	15780100005900
Account Name	Seshadripuram First Grade College, PG Department
Bank Name & Branch	Indian Overseas Bank, Yelahanka
IFSC	IOBA0001578

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