



SRI BHAGAWAN MAHAVEER JAIN EVENING COLLEGE

Affiliated to Bengaluru City University

V V Puram Bengaluru 560004

*In Association with IQAC, NAAC Organizes
International Conference
On*



**Recent Advancement and Innovation in
Business & Management & Its
Contemporary Issues in Sustainable
Economy
"ICRAIBM 2023"**

Date: 02 & 03 August 2023

Venue: SBM Jain Evening College, V V Puram Bangalore -04

Registration link <https://forms.gle/aASKtSTpb7s628Cz9>

ABOUT COLLEGE

SBM Jain Evening College, affiliated to Bengaluru City University was established in the year 2000. Our organization has grown to become one of the premiere evening colleges in Bangalore. It offers the students tailored programme that prepares them to ace in corporate and commerce industry. The program was designed to prepare students to face the challenges in the global market and to provide them with thorough and updated managerial skills. At micro level, we assist our students on a daily basis in building competence in every specific area that molds them to face the real world. This initiative of establishing this unique program, which offers choice based credit system (CBCS) is fully student centric. We focus on improving the education system one child at a time.

ABOUT THE CONFERENCE

The conference aims to provide a platform for knowledge sharing between academic researchers and business practitioners in order to support transformative changes for addressing contemporary organizational challenges. Disruptive technologies and innovations are challenging businesses to rethink who they are, what they stand for, how they operate and how they could organize for the future. For successfully pivoting the business, organizations must nurture a culture that promotes constant transformation and understand that convergence in all spheres is absolutely critical when making transformations. Facing a complex future, leaders/managers increasingly need research-based information and evidence more than ever.

The academic research scenario in India is changing in light of the recent developments in educational reforms, especially with the implementation of NEP 2020, which seeks to transform higher education by focusing on skill-based education to meet the rapidly changing needs of the industry and the economy.

Towards this, the UGC has taken a new initiative to bring the industry and other professional expertise into the academic institutions by creating a new category of positions called Professor of Practice, through which industry experts will be brought in to play the role of faculty members in the Higher Education Institutions (Hei's). All these necessitate broader and deeper engagements between Hei's and industry partners, wherein academia needs to build a consultative and collaborative approach to working with businesses and building programs that meet business needs.

In this context, the central theme of the conference is focused on making academic research more relevant to business organizations and bringing together suggestions to enhance the relevance of academic research to practice on a real-time basis.

TRACKS AND SUB-THEMES

Topics of interest for submission include, but are not limited to:

Track 1: Strategy and Innovation

- Design thinking and innovation
- Disruptive innovations and management Total cost management
- Strategic management accounting Strategic business reporting
- Mindful leadership
- Strategic alliances for competitive advantage
- Profitability and cost excellence Total cost management
- Performance measurement and management in the digital era Mergers, acquisitions and divestitures
- Green and social innovation Private Public Partnership

Track 2: Accounting and Finance

- Forensic accounting and investigation
- Sustainable finance and weather derivatives
- Inflation accounting -Accounting disclosure practices in micro-finance institutions
- Intellectual property financing -Digital finance and virtual assets
- Accounting education and research
- Innovative data sources in management accounting Research data management in accounting and finance
- Cloud-based client accounting
- Foresight audit strategy
- Risk rationalization of derivatives in SOFR transition
- SAP financials
- Accounting, auditing and reporting from blockchain and triple-entry accounting
- Social audit
- Crowd funding Internationalization of MSMEs

Track 3: Human Resource

- Equity, diversity and inclusion Ring fencing of talent
- Human capital for gig economy and moonlighting
- Application of digital technologies for academic administration and credentials
- management of students Big data and HR analytics
- Change management Employee engagement Flexible work models
- Performance measurement and management EVA drivers for business performance management

Track 4 Operations and Supply Chain Transformation

- Supply chain strategy and analytics Procurement transformation
- Innovations in logistic management
- Digital transformation of value chain management
- Tracking and tracing of materials and finished products
- Ethical sourcing

Track 5 Marketing: 2022 and Beyond

- Marketing technology intervention
- Agile marketing
- Integrated marketing communication
- The next-gen marketers -Marketing in the metaverse
- Digital transformation of marketing
- Social media marketing Big data and marketing
- Analytics Internet of things and enterprise information
- Systems Branding and destination image
- Customer behaviour and customer relationship management
- Content marketing
- Digital dust for digital marketing
- Physical-digital-physical (PDP) loop for marketing management
- Stability for innovation in marketing management

GUIDELINES FOR SUBMISSION

Call for Papers

SBMJEC provides a forum for the presentation of new advances and research in the field of Commerce and Management, in tune with the conference theme. Authors are invited to contribute to and shape the conference through submissions of their research abstracts, research papers and studies describing original and unpublished work in all areas of convergence and transformation as ways of business.

We look forward to seeing you at SBMJEC.

Key Highlights

1 The selected papers shall be considered for publication in journals (ABDC/ Scopus, Web of Science/ UGC Care), subject to adherence of the journals review process.

2 The selected papers submitted and presented in SBMJEC will be published as conference proceedings.

Best Paper Awards in each track.

Paper Submission Guidelines:

- The manuscript should be in English and checked for grammar and language errors.
- All manuscripts should be submitted in MS Word format only.
- All submitted papers would be checked for plagiarism.
- Participants should ensure that the submitted abstracts are their original work and have not been published in any form (hard copy or soft copy)
- Falling to adhere to the guidelines may make your submission liable for rejection.
- Submit your abstract, full paper and case study to Internationalconferencesbmjec1@gmail.com
- Mention the track number in the correspondence.
- The receipt of full-length papers will be subject o a blind review process by the Scientific Review-Journal Committee.
- Participants should present their papers through offline /online mode.
- Online mode is only for outstation participants only.
- Submission of Abstract – 25th June 2023
- Submission of Full Length Paper – 20th July 2023

FEE DETAILS

Student	500/-
Research scholar	750/-
Academician	1000/-
Corporate	1500/-
Payment: Phone pay :9880070398 Prof. Nagendra Prasad	

KEYNOTE SPEAKERS: DAY 1



DR. RAMALAKSHMI
PROFESSOR OF MBA AT KRUPA NIDHI GROUP OF INSTITUTIONS
BANGALORE



DR. GHOUSIA KHATOON
PROFESSOR, TISHK INTERNATIONAL UNIVERSITY
IRAQ

KEYNOTE SPEAKERS: DAY 2



DR. HEMANTH CHITTO
PROFESSOR & HEAD
DEPARTMENT OF MANAGEMENT, UNIVERSITY OF TECHNOLOGY
MAURITIUS



VINAY BN
PROJECT PROGRAM MANAGEMENT SPECIALIST
NTT DATA



CHIEF PATRONS



DR. CHENRAJ ROYCHAND
FOUNDER CHAIRMAN
JAIN GROUP



DR. EASWARAN IYER
PRO VICE CHANCELLOR
JAIN (DEEMED-TO-BE UNIVERSITY)



DR. MAHESH K.M
PRINCIPAL, SBMJEC
BANGALORE

CONFERENCE CONVENERS

Dr LAKSHMAN K, Associate Prof, HoD Department of Management
MRS SHRUTHI M S, HOD, Department of Commerce

ORGANIZING COMMITTEE

Dr DINESH N, Associate Professor , Department of Commerce
DR PRASAD H K, Assistant Prof, Department of Commerce
MR NAGENDRA PRASAD N, Assistant Prof, Department of Commerce
MRS BINDHUSHREE C K, Asst Prof, Department of Commerce
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Principal, Jain College, Vasavi Campus, Bengaluru

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