



# SRI BHAGAWAN MAHAVEER JAIN EVENING COLLEGE

Affiliated to Bengaluru City University

## *2<sup>nd</sup> International Conference on “Shaping Tomorrow: In Commerce, Management & Humanities Learning” (STCMH-2024)*

*On December 5th and 6th, 2024.*

### **Report on International Conference** **DETAILS OF EVENTS (2024 -2025)**

<b>Title of the Event</b>	<b>International Conference STCMH-2024</b>
<b>Date/s of Event</b>	<b>International Conference “STCMH-2024” 5<sup>th</sup> &amp; 6<sup>th</sup> December 2024</b>
<b>Venue</b>	<b>SBM JAIN Evening College, V.V.Puram, Bengaluru 560004</b>
<b>Name of Conference Convener</b>	<b>Dr. Lakshman K</b> , Associate Professor & Head, Dept of Management SBMJEC
<b>Name of Conference Co- Convener</b>	<b>Dr. Dinesh N</b> , Associate Professor, SBMJEC <b>Mr. Janardhan C</b> , Assistant Professor, SBMJEC
<b>Conference Organising Committee Members</b>	Dr.Prasad HK Mr.Nagendra Prasad Mrs.Bavani Mr.Sagar Mr.Manjunath C Ms.Darshini S Mrs.Niharika Shivu
<b>Conference Patrons</b>	<b>DR. CHENRAJ ROYCHAND</b> CHAIRMAN JAIN GROUP OF INSTITUTES <b>Mr.RAVINDRA BANDARI</b> VICE PRESIDENT JAIN GROUP OF INSTITUTIONS <b>DR. MAHESH K. M</b> PRINCIPAL, SBMJEC, BENGALURU
<b>Supported &amp; Guided by</b>	<b>DR. MAHESH K. M</b> PRINCIPAL, SBMJEC, BENGALURU
<b>Publishing Partner</b>	<b>International Journal of Multidisciplinary Research and Technology e-ISSN 2582-7359</b>
<b>Program / Semester</b>	<b>Bachelor of Commerce</b>
<b>Conference Journal Link with DOI</b>	Will be shared Shortly

<b>No of participants Involved:</b>	<b>150 Participants</b> 85 Papers with 50 Papers Published with 8 International Papers from 4 countries
<p>The 2<sup>nd</sup> <b>International Conference on Shaping Tomorrow: In Commerce, Management, and Humanities Learning (STCMH-2024)</b>, organised by Sri Bhagawan Mahaveer JAIN Evening College (SBMJEC), was held on the <b>5th and 6th December 2024</b>. This conference aimed to provide a vibrant platform for academicians, researchers, industry experts, and students to engage in meaningful discussions and exchange ideas on emerging trends and challenges in commerce, management, and humanities.</p> <p>With a focus on interdisciplinary learning and innovation, STCMH-2024 aspires to foster collaboration and inspire solutions that will shape the future. The event includes keynote speeches, paper presentations, and interactive sessions, offering valuable insights for both academia and industry.</p> <p>The theme of <b>STCMH-2024</b>, <i>Shaping Tomorrow in Commerce, Management, and Humanities Learning</i>, reflects the urgent need to address the evolving challenges and opportunities in these interconnected disciplines. In an era of technological advancements, globalisation, and societal transformation, the conference aims to explore innovative ideas, strategies, and practices that can shape a sustainable and inclusive future.</p> <p>This theme emphasises the importance of interdisciplinary approaches to problem-solving, bridging the gap between traditional knowledge systems and contemporary methodologies. It calls for leveraging innovation, critical thinking, and collaboration to address pressing issues such as economic resilience, organisational adaptability, and the humanistic dimensions of global development.</p> <p>By bringing together thought leaders, researchers, and practitioners, the conference aspires to create actionable insights and foster meaningful dialogue, contributing to a brighter tomorrow for education, business, and society at large.</p>	
<p><b>Details of Keynote Speakers for the International Conference</b></p> <p><b>CHIEF GUEST</b> <b>Prof. K. R. Jalaja</b> Dean &amp; Chairperson, School of research and commerce, BCU</p> <p><b>GUEST OF HONOR &amp; KEYNOTE SPEAKER( INTERNATIONAL)</b> <b>DAY 1 5<sup>TH</sup> DECEMBER 2024</b> <b>Prof. Dr. Dileep Kumar M,</b> Vice Chancellor &amp; Professor, Hensard University, Nigeria</p> <p><b>KEY NOTE SPEAKER (NATIONAL)</b> <b>Rohit Naidu S,</b> Chief Executive Officer, IFORTIS WORLDWIDE. Mumbai.</p> <p><b>KEYNOTE SPEAKERS (INTERNATIONAL &amp; NATIONAL)</b></p>	

## DAY-2 6<sup>TH</sup> DECEMBER 2024

### KEYNOTE SPEAKER (INTERNATIONAL)

**Dr. Arokiaraj David**

Associate Professor, ATMS,  
SBS Swiss Business School,  
Switzerland RAKEZ Academic  
Zone, UAE

### KEY NOTE SPEAKER (NATIONAL)

**Dr. Roshan Zameer Ahmed,**

Academic Operations Manager & amp;  
Professor MCA  
Bangalore Integrated  
Management Academy

## 2<sup>nd</sup> INTERNATIONAL CONFERENCE INVITATION AND SCHEDULE OF 5<sup>th</sup> AND 6<sup>th</sup> DECEMBER 2024

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**SRI BHAGAWAN MAHAVEER JAIN EVENING COLLEGE**  
(Affiliated to Bengaluru City University)  
In Association with Taran Publication

**2<sup>nd</sup> INTERNATIONAL CONFERENCE on Shaping Tomorrow in Commerce, Management & Humanities Learning**  
5 & 6<sup>th</sup> December 2024  
Venue: 201, G. H. S. Sri Roshan Road, Kalyan Nagar, Bangalore - 560 066

**THURSDAY, 05 DEC, 2024**

- 08:00-08:30 Registration
- 08:30-08:50 Inauguration and Welcome Address by the Chief Guest
- 08:50-09:30 Welcome address and introductory / confidence session. **Dr. Arokiaraj David**
- 09:30-09:50 Opening Remarks by **Dr. Roshan Zameer Ahmed** as a co-convenor
- 09:50-10:30 Address by Chief Guest. **Prof. S. S. Sridha**, Vice-Chancellor & Head of School of Management Studies, JSS
- 10:30-10:50 Address by Convener of the Day. **Prof. Dr. Shyama Kumar M.**, Vice-Chancellor & Director, Sri Jayacharya Institute of Technology
- 10:50-11:30 Day 1 Keynote Address. **Sanku Sanku**, Director of Research & Innovation, IIT Madras
- 11:30-01:00 Lunch
- 01:00-01:30 Presentations (Strategy Tracks)
- 01:30-02:00 Session

**FRIDAY, 06 DEC, 2024**

- 08:00-08:30 Registration & Breakfast at the Convention Center
- 08:30-09:30 Inauguration Address. **Dr. S. Sankaranarayanan**, Director, IIT Madras
- 09:30-09:50 Address by Convener of the Day. **Dr. Yash Chavhan**, Director, Strategy and Management, IIT Madras
- 09:50-10:30 Address by Convener of the Day
- 10:30-10:50 The Road
- 10:50-11:30 Address by Chief Guest. **Prof. Anandha Bharathi**, Vice-Chancellor & Head of School of Management Studies, JSS
- 11:30-12:00 Address by Convener of the Day. **Dr. Roshan Zameer Ahmed**, Vice-Chancellor & Director, Sri Jayacharya Institute of Technology
- 12:00-12:30 Lunch
- 12:30-13:00 Address by Convener of the Day. **Dr. Sankaranarayanan**
- 13:00-13:30 Session
- 13:30-14:00 Address by Convener of the Day. **Dr. Sankaranarayanan**
- 14:00-14:30 Session
- 14:30-15:00 Address by Convener of the Day. **Dr. Sankaranarayanan**
- 15:00-15:30 Session
- 15:30-16:00 Address by Convener of the Day. **Dr. Sankaranarayanan**
- 16:00-16:30 Session
- 16:30-17:00 Address by Convener of the Day. **Dr. Sankaranarayanan**
- 17:00-17:30 Session

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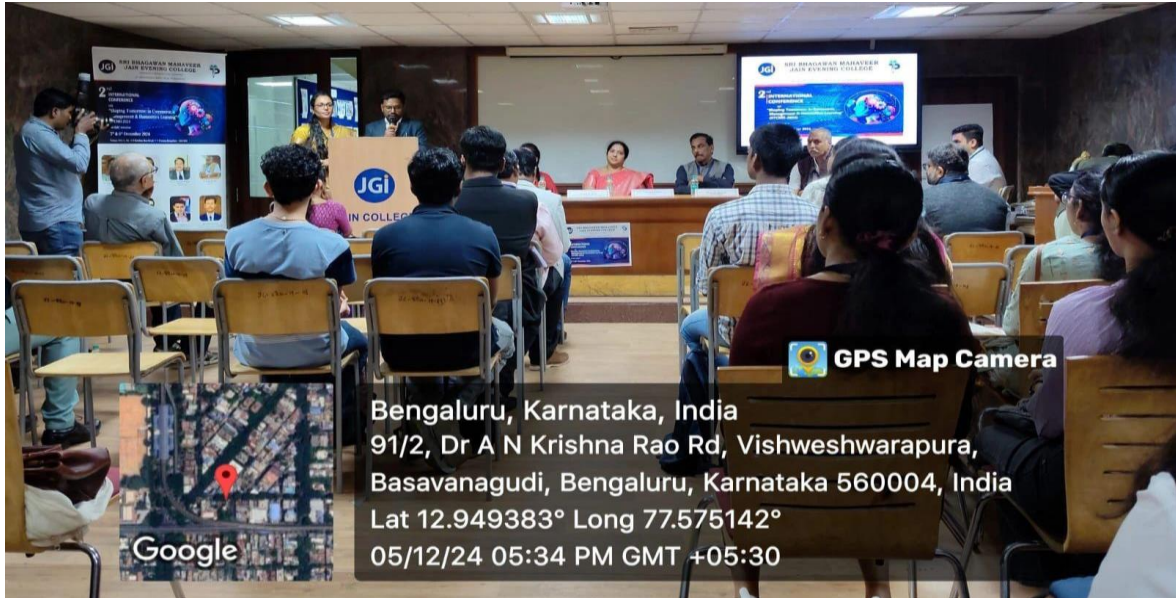
**Taking wishes and greetings with our Beloved Chairman Dr. Chenraj Roychand, Chairman, JAIN Group of Institutions.**



**Our International Conference Publication Special Edition released by Dr. Shrekantaswamy, Director of Research, JAIN (Deemed-to-be University), Bengaluru**



## Day 1 Innogration Photos with Guest and Keynote Speakers



**Photos with Participants and Presenters collecting their best paper awards and certificates**





### List of Papers Received with topics for our conference

STCMH-01	FinTech Innovations: The Future of Banking Will Lead to High Banking Expenses to Customers? – Customers Point-of-view.
STCMH-02	A study on The Implementation of AI in commercial banks in India
STCMH-03	EXPLORING TRENDS IN QR CODE PAYMENT IN MAURITIUS: A CONCEPTUAL PERSPECTIVE
STCMH-04	SHAPING THE FUTURE OF BANKING IN MAURITIUS: EXPLORING E-BANKING ADOPTION AND ITS EFFECTS ON TRADITIONAL BANKING MODELS
STCMH-05	POLITICAL RISK ,GOVERNANCE AND SUSTAINABLE DEVELOPMENT : AN EMPIRICAL ANALYSIS OF ITS IMPACT ON ESG PERFORMANCE
STCMH-06	IMPACT OF SOCIAL MEDIA ON B2B IN ENHANCING CUSTOMER ENGAGEMENT AND LOYALTY
STCMH-07	Exploring the impact of Artificial Intelligence in the field of accounting: A study on how Amazon is integrating AI "
STCMH-08	ASSESSING THE VALUE FACTORS AND LOCAL PREFERENCES OF PRE MIXED INSTANT HOT BEVERAGES IN BANGALORE
STCMH-09	A case study on enhancing communicative English skills at Swavalambana Angavikalara Seva Charitable Trust NGO

STCHM-10	Policy Development and Implementation in NGOs: A Case study of Aruna Chetana;s Governance Framework
STCHM-11	SWOT ANALYSIS OF ARTIFICIAL INTELLIGENCE IN FINTECH SERVICES
STCHM-12	AI AND THE FUTURE OF HR: EXPLORING THE REPLACEMENT OF TRADITIONAL HR ROLES BY ARTIFICIAL INTELLIGENCE
STCHM-13	Evaluating the Impact of Influencer Marketing on Consumer Electronics Promotion via Social Media Platforms
STCHM-14	A Study on Evolution of Corporate Social Responsibility (CSR) and its Environmental Impact
STCHM-15	“Trends and Insights in Digital Marketing and Consumer behaviour in the Digital Age”
STCHM-16	An Empirical Study on Impact of Fintech on Banking Industry
STCHM-17	A Comparative Study on “Brand loyalty and Engagement of Nike and Adidas in Digital Era”
STCHM-18	The Role of Institutional Investors in Financing Green Energy in India
STCHM-19	“Exploring the impact of Artificial Intelligence in the field of accounting: A study on how Amazon is integrating AI”
STCHM-20	Leveraging HR Analytics for Transformative Training and Development
STCHM-21	Internet of Things (IoT) in the Education Sector: A Technological Shift
STCHM-22	Psychosocial Well-being in ITES Workforce: Impact of Work Environment and Social Support Systems with special redistrictference to Chennai District
STCHM-23	Investigating the relationship between emotional wellbeing and eating habit
STCHM-24	THE MIRAGE OF DIGITAL ABUNDANCE AND PERFECTION: UNDERSTANDING AND GUIDING CONSUMER BEHAVIOUR IN THE AGE OF DIGITAL MARKETING
STCHM-25	THE CREDIBILITY OF APPLAUSE REFERENCES IN ONLINE HOTEL REVIEWS: A MIXED-METHODS ANALYSIS OF AUTHENTICITY MARKERS



STCHM-26	A STUDY ON CYBER SECURITY CHALLENGES IN AI DRIVEN FINANCE
STCHM-27	THE ECONOMICS OF WAR: HOW MODERN CONFLICT AND TRUMP 2.0 SHAPE GLOBAL TRADE DYNAMICS
STCHM-28	A STUDY ON LEADERSHIP INFLUENCE ON INNOVATION AND SUSTAINABILITY
STCHM -29	A REVIEW ON COMPONENTS OF BRAND CREDIBILITY THAT DRIVE LOYALTY IN GENZ CONSUMERS
STCHM-30	Uncovering the Truth: The Role of Forensic Accounting in Mitigating Fraud Risks
STCHM-31	Employee well- being and engagement in the Indian IT Industry
STCHM-32	Sustainable Business Practice, ESG Challenges and Opportunities
STCHM-33	Pastoral Women Empowerment through Self-help Group at Hosur
STCHM-34	Role of Foreign Direct Investment on Economic Development of India
STCHM-35	Data Privacy in the Age of AI: Ethical Considerations and Challenges
STCHM-36	Factors Influencing Consumer Buying Behavior
STCHM-37	Role of women entrepreneurs opportunities and threats in today& business with reference to Bangalore city.
STCHM-38	The Impact of Digital Transformation on Banking Services and Customer Experience
STCHM-39	Influence of Emerging Marketing Trends among Senior Citizens with Reference to Fintech Company in India
STCHM-40	A theoretical investigation into social entrepreneurship in India
STCHM-41	A Study on Plastic Use and Its Effects on the Environment

STCHM-42	A Conceptual Framework for Cloud Computing-Based E-Commerce Applications
STCHM-43	Strategies adopted by MSMEs in Karnataka to overcome the challenges Post Pandemic
STCHM-44	Significance of Digital Financial Literacy on Financial Inclusion in India
STCHM-45	THE IMPACT OF AI ON ORGANIC SOCIAL MEDIA MARKETING
STCHM-46	Holistic Interventions for Socio-Economic Development: A Case Study of Pranav Foundation
STCHM-47	TRANSGENDER VENTURES: THE FUEL FOR ENTREPRENEURIAL INNOVATION
STCHM-48	AN ANALYSIS OF THE VARIABLES INFLUENCING THE ADOPTION OF E-COMMERCE IN EMERGING NATIONS
STCHM-49	EVOLUTION OF NEWS CONSUMPTION IN THE DIGITAL AGE: AN ANALYSIS OF DIGITAL NEWS PLATFORMS IN INDIA
STCHM-50	A Study of Startups: Catalysts for Innovation and Economic Prosperity
STCHM-51	"An Empirical Investigation into Technological Innovations Driving the Growth and Transformation of Fintech Companies in India"
STCHM-52	Digital Learning and the Future of Higher Education: Opportunities, Challenges, and Innovations
STCHM-53	A Study on the Perception of E-Commerce with reference to Bangalore South area.
STCHM-54	Blockchain Empowerment: Redefining Transparency and Immutability in Financial Records.
STCHM-55	BLOCKCHAIN FOR SECURING INDIA'S PHARMACEUTICAL SUPPLY CHAIN AGAINST COUNTERFEIT DRUGS
STCHM-56	ESG Investing and Reporting: Trends, Challenges, and Impact Analysis
STCHM-57	Political Marketing in Karnataka: A Thematic Analysis

## 2<sup>nd</sup> International Conference on

Shaping Tomorrow: In Commerce, Management & Humanities Learning

### CONGRATULATIONS TO ALL WINNERS OF STCMH 2024

#### Winners of Track General Management

SL. No.	Paper ID	Name of the Participant & College/University	Title of the Paper	Category of Award
1	STCMH-46	<b>Ms. Anitha BM D'Silva, Ms. Sarvashri</b> RV Institute of Management, Bengaluru	Holistic Interventions For Socio-Economic Development: A Case Study Of Pranav Foundation	1 <sup>st</sup> Place
2	STCMH-55	<b>Ms. Vidya A, Mr. Akhil M Jain, Mr. Vishwa Moorthy S</b> Surana College, Autonomous	Blockchain For Securing India's Pharmaceutical Supply Chain Against Counterfeit Drugs	2 <sup>nd</sup> Place
3	STCMH-27	<b>Ms. Maansi N.A</b> National Academy of Defence Production, Nagpur	The Economics Of War: How Modern Conflict And Trump 2.0 Shape Global Trade Dynamics	3 <sup>rd</sup> Place

#### Winners of Track Accounting & Finance

SL. No.	Paper ID	Name of the Participant & College/University	Title of the Paper	Category of Award
1	STCMH-01	<b>Mr. Munnu Prasad, Dr. Nethravathi. K</b> Assistant Professor, School Of Allied Healthcare Sciences, Jain (Deemed-To-Be-University), Whitefield Campus, Bengaluru, JAIN (Deemed-to-be) UNIVERSITY, Jayanagar Campus,	Fintech Innovations: The Future Of Banking Will Lead To High Banking Expenses To Customers? – Customers Point-Of- View	1 <sup>st</sup> Place
2	STCMH-04	<b>Ms. Leenshya Gunnoo, Mr. Eric Bindah</b>	Shaping The Future Of Banking In Mauritius: Exploring E- Banking	2 <sup>nd</sup> Place

		University Of Technology, Mauritius University of Mauritius	Adoption And Its Effects On Traditional Banking Models	
3	STCMH-16	<b>Ms. Shilpa.B, Ms. Madhuri.S</b> Bangalore Integrated Management Academy	An Empirical Study On Impact Of Fintech On Banking Industry	3 <sup>rd</sup> Place

### Winners of Track Marketing

SL. No.	Paper ID	Name of the Participant & College/University	Title of the Paper	Category of Award
1	STCMH-53	<b>Ms. Rohini.S.S., Dr. Mahalakshmi A L, Aparna Mathapathi</b> Surana College Autonomous	A Study On The Perception Of E-Commerce With Reference To Bangalore South Area	1 <sup>st</sup> Place
2	STCMH-24	<b>Mr. Paniraj. M.A, Mr. Chethan Kumar.S</b> Jyothy Institute of Commerce and Management, Thataguni, Bengaluru	The Mirage Of Digital Abundance And Perfection: Understanding And Guiding Consumer Behaviour In The Age Of Digital Marketing	2 <sup>nd</sup> Place
3	STCMH-56	<b>Dr. Periasamy P, Dr. Dinesh N, Ms. Shruthi MS, Ms. Abirami Saravanan</b>	Esg Investing & Reporting: Trends, Challenges & Impact Analysis	3 <sup>rd</sup> Place

### Winners of Track Human Resource

SL. No.	Paper ID	Name of the Participant & College/University	Title of the Paper	Category of Award
1	STCMH-20	<b>Dr. Lakshman K, Mr. Janardhana C, Mr. Aryan Lodha</b> SBMJEC	Leveraging HR Analytics For Transformative Training And Development	1 <sup>st</sup> Place
2	STCMH-47	<b>Dr. Lubna Suraiya</b> Faculty of Science and Humanities, SRM Institute of Science and Technology, Vadapalani Campus, Chennai	Transgender Ventures: The Fuel For Entrepreneurial Innovation	2 <sup>nd</sup> Place
3	STCMH-22	<b>Ms. A.H.Vidhyalakshmi, Dr. D.Arivazhagan</b>	Psychosocial Well-Being In ITES Workforce:	3 <sup>rd</sup> Place

		AMET Business School	Impact Of Work Environment And Social Support Systems With Special Redistrictference To Chennai District	
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**Feedback From Participants and Presenters about our 2<sup>nd</sup> International Conference  
“STCMH-2024”**

<b>Name of Participants</b>	<b>Feedback about Conference Theme</b>	<b>Feed back about Resource Person and Key note speakers</b>	<b>Feed back on time management for Tracks and Sessions</b>	<b>Feedback on Hospitality</b>	<b>Overall Feedback</b>
Munnu prasad .V	Excellent	Excellent	Excellent	Excellent	Excellent
Nagendra prasad N	Good	Excellent	Good	Good	Good
Eric BINDAH	Excellent	Good	Excellent	Excellent	Excellent
Leenshya Gunnoo	Excellent	Excellent	Excellent	Excellent	Excellent
Dr Rajesh Khanna	Good	Excellent	Excellent	Good	Good
Swathi M	Good	Good	Good	Excellent	
Rakshita N	Excellent	Good	Excellent	Excellent	Excellent
Fardeen Fayaz Dalla	Good	Excellent	Excellent	Excellent	Good
Ms.Raksha R	Excellent	Good	Excellent	Good	Excellent
Mr. Shrinidhi.V	Excellent	Excellent	Good	Excellent	Excellent
Dr. SavithaV ,	Excellent	Excellent	Excellent	Excellent	Excellent
Mr. VADDI SIVA SAI KUMAR	Good	Excellent	Excellent	Excellent	Good
Dr.Lakshman K	Excellent	Good	Excellent	Good	Excellent
Prof.Valliammai.K	Excellent	Excellent	Good	Excellent	Excellent
SUDHARANI. L	Good	Excellent	Excellent	Excellent	Excellent
Shilpa.B	Good	Good	Excellent	Good	Good
Shashikala. K	Excellent	Good	Excellent	Excellent	Excellent
Dr.Lakshman K,	Good	Excellent	Good	Good	Excellent

Rakshitha N	Excellent	Good	Excellent	Excellent	Excellent
Dr.Lakshman K,	Excellent	Excellent	Excellent	Excellent	Good
Mrs SHILPA MARY T	Excellent	Excellent	Good	Excellent	Excellent
A.H.Vidhyalakshmi,	Good	Excellent	Excellent	Good	Excellent
Mrs Vyshnavi A	Excellent	Good	Excellent	Excellent	Excellent
Paniraj. M.A	Excellent	Excellent	Good	Excellent	Good
Smitha Nadiga	Good	Excellent	Good	Excellent	Excellent
Mrs. Sohini Gupta	Good	Good	Excellent	Good	Excellent
Maansi N.A	Excellent	Good	Good	Excellent	Excellent
Anjana. M	Good	Excellent	Excellent	Excellent	Good
Twisha. A,	Excellent	Good	Excellent	Excellent	Excellent
Dr. Ghousia Khatoon	Excellent	Excellent	Excellent	Good	Excellent
Nagendra Prasad N	Excellent	Excellent	Good	Excellent	Good
Dr Shashikala N	Good	Excellent	Excellent	Excellent	Excellent
Dr Charles K Godwin	Excellent	Good	Excellent	Excellent	Excellent
Dr.Sharma K.R.	Excellent	Excellent	Excellent	Good	Good
Mr. Sunil R Hegde	Good	Excellent	Good	Good	Excellent
Dr.Vennila.A	Good	Good	Excellent	Excellent	Good
Dr.Vennila.A	Excellent	Excellent	Excellent	Good	Excellent
Adyanth Punith	Good	Excellent	Excellent	Excellent	Excellent
Dr.Lakshman K,	Excellent	Excellent	Excellent	Excellent	Good
Dr.Soumya.R	Excellent	Good	Good	Good	Excellent
Naveen Kumar	Excellent	Excellent	Excellent	Excellent	Good
Yashaswini.G.M	Good	Excellent	Excellent	Excellent	Excellent
Miriam Princy,	Excellent	Excellent	Excellent	Good	Excellent
Dr.Dinesh N	Excellent	Excellent	Excellent	Excellent	Good
Dr.Lakshman K,	Good	Good	Good	Excellent	Good

Prof. Anitha BM D'Silva	Good	Good	Good	Good	Excellent
Dr. LUBNA SURAIYA	Excellent	Excellent	Excellent	Good	Good
Dr.Mini K Abraham	Good	Good	Good	Excellent	Excellent
Subiksha R,	Excellent	Excellent	Excellent	Good	Excellent
Ashwini P	Excellent	Good	Good	Excellent	Good
SHILPA K.P	Excellent	Excellent	Excellent	Excellent	Excellent
Dr. Periasamy P,	Excellent	Excellent	Excellent	Excellent	Excellent