

Participation				
Academicians & Part -Time Research Scholars	Full Time Research Scholar	UG & PG Students	Industry Delegates	Foreign Delegates
1000	700	500	1500	50\$

Scan the QR Code or Click the Link

<https://portal.kristujayanti.edu.in/event-2nd-international-conference-on-emergence-of-reskilling-and-upskilling-in-contemporary-global-management>



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



## DEPARTMENT OF PROFESSIONAL MANAGEMENT STUDIES

Organises

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

on

## “EMERGENCE OF RESKILLING AND UPSKILLING IN CONTEMPORARY GLOBAL MANAGEMENT”

in association with

**UNIVERSITY AMERICAN COLLEGE, SKOPJE (UACS), NORTH MACEDONIA**

**5<sup>th</sup> and 6<sup>th</sup> March 2025**

## 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 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. The College is affiliated to Bengaluru North University and is reaccredited 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 2023 colleges rankings, the college was placed among the top 100-150 colleges in the country and ranks as one of the five colleges from Karnataka. The college was accorded 'DBT Star College status under the strengthening component' by the Department of Biotechnology, the Ministry of Science & Technology and the Government of India. 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 2023, Kristu Jayanti College, Bengaluru is consecutively ranked as the Best Emerging College of the Century at National Level for Commerce, Science, Arts and Social Work. At the National level, the survey ranked the college as, Department of Management ranked 2<sup>nd</sup> in Bangalore by Times of India. 4<sup>th</sup> Best in BCA, 12<sup>th</sup> Best in MSW, 20<sup>th</sup> Best in Arts, 21<sup>th</sup> Best in BBA, 22<sup>nd</sup> Best in Commerce, 28<sup>th</sup> Best in Science and Mass Communication Programmes. The College is ranked as 2<sup>nd</sup> best in MSW, 3<sup>rd</sup> best in Commerce, Arts & BCA, 4<sup>th</sup> best in Science, 6<sup>th</sup> best in Mass Communication and 7<sup>th</sup> best in BBA programmes among the colleges in Bengaluru.

## Department of Professional Management Studies

The Department of Professional Management Studies (DPMS) is an academic department dedicated to providing high-quality education and training in the field of management. It offers various programmes and courses catering to aspiring managers and professionals seeking to enhance their managerial skills. The primary objective of the Department of Professional Management Studies is to equip individuals with the knowledge, skills, and competencies required to succeed in various managerial roles across industries. The department offers various undergraduate programmes, allowing students to specialize in areas such as Business Analytics, Aviation Management, Tourism and Hospitality Management, Retail Management (Automobile Retail), Branding and Advertising, International Business. The curriculum of the department is designed to provide a comprehensive understanding of management principles, theories, and practices. It combines theoretical knowledge with practical applications through case studies, group projects, internships, and industry collaborations. Students are exposed to real-world business scenarios and are encouraged to develop critical thinking, problem-solving, and decision-making skills.

## About the Conference

In the dynamic landscape of contemporary global management, the emergence of reskilling and upskilling has become a pivotal strategy for organizations striving to maintain competitive advantage and operational resilience. This trend is driven by rapid technological advancements, evolving market demands, and the increasing need for agile and adaptable workforces. Companies are investing heavily in continuous learning programs to equip employees with new skills (reskilling) and enhance existing competencies (upskilling), ensuring they can navigate complex challenges and leverage emerging opportunities. These efforts not only foster innovation and productivity but also contribute to employee retention and job satisfaction, as workers feel more valued and capable in their roles. As a result, reskilling and upskilling are now essential components of strategic human resource management, integral to fostering sustainable growth and organizational success in the global economy. The conference focuses on exploring the landscapes of the reskilling and upskilling management strategies for sustainable growth of the economy.

## Sub Themes of the Conference

Marketing	Finance
Brand Management	Block chain and Crypto currencies
Digital Marketing & Strategies	Fintech Innovations
Consumer Behaviour in Cross-Cultural Contexts	Financial Inclusion
Market Research and Analytics	Global Capital Markets
Product Innovation and Adaptation	Corporate Finance
E-Commerce Trends	Financial Regulation and Compliance
Integrated Marketing Communications	Risk Management in the Global Markets
Market Entry Strategies	Financial Literacy in the Digital Era
Social Media Marketing	Financial Regulation and Compliance
Search Engine Marketing Techniques	Taxation Challenges
Influencer Marketing	Behavioural Finance
	Green finance
	Mergers and Acquisitions
	Investment management strategies

<b>Human Resource</b> Digital HR   Building Resilience: Employee Championing Diversity   Leading in the Digital Era Talent Management in the Age of AI Employee Engagement   Virtual Collaboration Strategic Workforce Planning Performance Management   HR Analytics Learning and Development Legal and Ethical Considerations in HR   Agile HR	<b>Analytics</b> Unlocking Big Data   Predictive Analytics Visualizing Data: Communicating Insights Cybersecurity Analytics   Real-Time Analytics Data Governance   AI and Machine Learning Text Analytics   Cloud Analytics   Customer Analytics Geospatial Analytics   Ethical Data Use
<b>Logistics and Supply Chain</b> Sustainable Supply Chain Management Supplier Relationship Management Blockchain Technology in Supply Chain Circular Economy and Supply Chain Management Supply Chain Resilience   Global Sourcing Strategies Fair Trade and Ethical Sourcing Risk Management in Supply Chain Supply Chain Optimisation Digital Transformation in Supply Chains AI in Supply Chain   Smart Logistics   Procurement 4.0 Resilient Supply Chains	<b>Aviation &amp; Tourism</b> Digital Transformation in Aviation Enhancing Passenger Experience Sustainable Aviation   Airline Operations Optimization Safety and Security Management Navigating Regulatory Frameworks Airport Management   Fleet Management Customer Relationship   Revenue Management Crisis Management   Digital Transformation in Tourism Sustainable Tourism   Cultural Heritage Tourism Tourism Marketing   Destination Management Tourism and Hospitality   Ecotourism Crisis Management in Tourism   Tourism Analytics Health and Wellness Tourism

## Guidelines For Paper Submission

- All the submissions must be made in word format.
- The manuscript should not exceed 5,000 words (About 12 A-4 size pages typed in double space).
- Soft copy of the paper should be submitted in A4 size, MS - word format only with Times New Roman with heading in font size 14 and remaining text size 12 with double spacing,
- The cover page should state only the title of the page, name, official address, e-mail ID, phone/fax numbers of the author(s), a brief biographical note of the author(s) and acknowledgements (if any).
- The first page of the manuscript (after the cover page) should also contain the title and the abstract only.
- Footnotes should be kept to a minimum and numbered consecutively throughout the text with superscript Arabic numerals.
- Authors are requested to follow APA style of referencing
- The participant should send the full manuscript to [iceru@kristujayanti.com](mailto:iceru@kristujayanti.com) on or before 07/02/2025.
- Research papers sent after 07/02/2025 will not be considered for publication.
- Registration for publication and presentation should be completed by 01/03/2025.
- Registration for only participation and presentation should be completed by 01/03/2025
- All joint participants must register separately by paying the full registration fee.
- Authors cannot delegate the presentation of the paper to anybody else.
- The selected papers will be peer reviewed and evaluated based on originality and relevance to the conference.
- The selected papers which are presented during the conference will be published in conference proceeding with ISBN
- **Publication charges are additional.**

## Publication Opportunities

1. All the papers will be reviewed by the review committee.
2. Selected papers will be published in Scopus Indexed journal or Springer Nature conference proceedings
3. Authors should pay the publication charge as per the Journal guidelines.
4. Interested Participant can also publish papers in conference proceeding with ISBN.

## Registration Fee

Participation & Presentation				
Academicians & Part -Time Research Scholars	Full Time Research Scholar	UG & PG Students	Industry Delegates	Foreign Delegates
1500	1200	600	2500	50\$