

Registration Link

SCAN QR CODE



<https://shorturl.at/CiGAL>

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Dr. Aloysius Edward J
Dean, Faculty of Commerce and Management

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Conference Co-Conveners

Dr. Vidhya S, Faculty, Department of Commerce (PG)
Dr. Mohan Kumar R, Faculty, Department of Commerce (PG)
Dr. R Sakthivel, Faculty, Department of Commerce (PG)

Address for Further Communication

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



Department of Commerce (PG)

In collaboration with

**BIRMINGHAM CITY UNIVERSITY, UNITED KINGDOM
AND
EUROMID ACADEMY OF BUSINESS AND
TECHNOLOGY, ISTANBUL, TURKEY**

Organises

**INTERNATIONAL CONFERENCE ON METAVERSE
IN BUSINESS AND COMMERCE: TRENDS,
CHALLENGES AND OPPORTUNITIES**

Date: 25th & 26th March 2025



About the College:

It was founded in 1999, is run by "BODHI NIKETAN TRUST", and 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 reaccredited with 'A++' grade by NAAC in the Third Cycle of Accreditation in 2021. The college is recognized by UGC under the category 2(f) & 12(B). The college functions as an autonomous institution since 2013, sanctioned by the University Grants Commission, Government of Karnataka & the Bangalore University.

The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment.

The college had a humble beginning with 1 course, 9 students and 3 faculty members has exponentially grown with 13,500+ students and offers 33 UG Programmes, 17 PG Programmes, 4 Research Programmes (Biotechnology, Commerce, Management & Psychology) and 3 PG Diploma Programmes.

The college has been rated as 1st best Commerce, Science and Arts emerging college of the century as per the India Today - MDRA Survey 2024. It is also rated as 2nd best emerging college of the century, 21st best Commerce College in India. 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.

About the 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 objectives of the department are to prepare the students in teaching, undertake quality researches and to meet the challenges in industry. 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 insight on business aspects. The need of the current business for acquiring skills and competence is thoroughly stressed upon in the formation of the syllabus. The department also lays emphasis on the moral, social and patriotic growth of students. The impact that the Department creates is felt in the greater altitudes that the alumni have achieved both nationally and internationally.

About the Conference

In recent years, the concept of the Metaverse has evolved from a niche digital phenomenon into a significant area of interest for businesses, technology leaders, and consumers alike. As an expansive and immersive virtual world, the Metaverse encompasses a range of interconnected digital environments where individuals and businesses can interact, transact, and create in ways that were previously unimaginable. The International Conference on Metaverse in Business and Commerce: Trends, Challenges, and Opportunities is a premier event that brings together thought leaders, industry experts, and researchers to explore the transformative impact of the Metaverse on modern business and commerce. This conference will probe into the latest trends shaping the Metaverse, identify key challenges facing businesses as they navigate this evolving digital landscape, and uncover emerging opportunities for innovation and growth. Participants will gain insights into how the Metaverse is redefining customer engagement, commerce strategies, and technological advancements, while also addressing the implications for privacy, regulation, and digital ethics. Join us for an in-depth examination of how the Metaverse is reshaping the future of business and commerce.

Sub-Themes for the Conference

Metaverse Innovations and Market Trends

- Advancements in Augmented Reality (AR) and Virtual Reality (VR)
- Role of Blockchain and Decentralized Finance (DeFi)
- Artificial Intelligence (AI) and its applications in virtual environments
- Trends in virtual property development and investment
- The impact of NFTs (Non-Fungible Tokens) on digital assets

E-commerce Innovations in the Metaverse

- Consumer engagement and behavior in virtual shopping environments
- Delivering personalized shopping experiences in virtual environments.
- AR/VR technology on consumer purchasing decisions.
- legal issues related to digital transactions and virtual goods.
- Managing virtual inventory and logistics for physical product fulfillment

Branding and Marketing in the Metaverse

- Innovations in immersive marketing techniques
- Fostering brand loyalty and long-term customer engagement within the metaverse
- Role of digital avatars, virtual spaces, and branding elements in establishing brand presence
- Role of social interactions and influencers in driving e-commerce in virtual worlds
- Virtual Brand Activations and Pop-Up Experiences

Challenges and Risk Management

- Navigating the legal and regulatory landscape of the metaverse
- Data privacy, protection laws, and virtual environments
- Balancing privacy concerns with business needs
- Ethical dilemmas in virtual interactions and digital representation
- Social and psychological effects of metaverse engagement

Taxation and Virtual Transactions

- Sales Tax on Digital Goods and Services
- Taxation of Digital Currencies and Tokens
- Income Taxation of Virtual Earnings
- Depreciation and Amortization of Virtual Assets
- Tax implications of cross-border transactions and operations in the metaverse

Financial Reporting in the Metaverse

- Integration of Metaverse Transactions into Financial Statements.
- Disclosure standards for transactions and investments in the metaverse
- Impact of Metaverse on Corporate Financial Reporting
- Auditing Virtual Transactions and Assets
- Assurance Services for Metaverse-Based Businesses

Guidelines for Paper Submission

- The papers should be based on original research work, which have not been published anywhere earlier, not exceeding 4,500 words or 10 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 and email address.
- The full paper should be submitted on or before 24th March, 2025 to mcomconf2025@kristujayanti.com
- Research papers submitted after 24th March, 2025 will not be considered for publication.
- Paper should be submitted in Springer Format and the template is available for download using this link: <https://confmanage.com/conference/downloads?id=54>
- Authors and co-authors must register individually and participate virtually/ in person for the paper presentation.
- Certificate of Participation will be awarded only to those participants who attend all the sessions of the conference.
- Registration charges and publication charges are not the same.

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 Scopus indexed book series, with additional publication charges.

Important Dates

Submission of Full Paper	24 th March, 2025
Intimation of Acceptance	24 th March, 2025
Submission of Full Paper with Payment	24 th March, 2025
Last date of Registration	24 th March, 2025
Date of Conference	25 th to 26 th March 2025

Registration Fee

Participant Profile	Participation & Presentation (Inclusive of GST)	Participation (Inclusive of GST)	Foreign Delegates
Professionals, Academicians & Part-time Research Scholars	INR 1,500	INR 1,000	\$ 50
Full-time Research Scholars & Students	INR 1,000	INR 500	\$ 25

E-Certificate will be provided for all the participants who have attended all the sessions and have responded to the feedback form