

## Important Dates

- Full Paper Submission 31<sup>st</sup> August, 2025
- Intimation of Acceptance for presentation 05<sup>th</sup> September, 2025
- Payment of Registration Fee 10<sup>th</sup> September, 2025
- Conference Dates 25<sup>th</sup> and 26<sup>th</sup> September, 2025

## Registration

The registration fee is payable by each author and co-authors of the paper individually and separately as detailed below:

Participation only			Participation and Presentation		
Faculty Members	Research Scholars and PG Students (Full Time)	International Delegates	Faculty Members	Research Scholars and PG Students (Full Time)	International Delegates
Rs. 900 (inclusive of GST)	Rs. 800 (inclusive of GST)	Rs.3300 (inclusive of GST)	Rs. 1100 (inclusive of GST)	Rs. 950 (inclusive of GST)	Rs. 4100 (inclusive of GST)

Registration and payment can be done through the registration portal:

- The registration fees include Lunch, Conference Kit, and Refreshments. No DA/TA shall be provided to the participants.

### Certificate

- Certificate of Participation will be awarded to only those participants who attend the conference on both the days and in all the keynote sessions.

### Accommodation

- Accommodation for outstation participants can be arranged based on the request.

## Organising Committee

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

### Conference Co-chair

Dr. Vijayakumar R, Head, Department of Commerce (UG)  
Mr. Raghavendra Babu, Programme Coordinator, Department of Commerce (UG)

### Convener

Dr. Arti Singh

### Co-Conveners

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Dr. Rajakamal Ch  
Dr. C. Nagadeepa  
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### Conference Organising Committee

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Dr. Sateesh Kumar T.K  
Ms. Thanuja  
Ms. Gladys Agnes

### For Further Communication

The Conference Convener  
Department of Commerce (UG),  
Kristu Jayanti College Autonomous  
K. Narayanapura, Kothanur Post Bengaluru – 560077  
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### How to reach Kristu Jayanti College, Autonomous, Bengaluru

- From Majestic BMTD Bus Stand: Platform 19: Bus Route – 292 B, 292 C
- From K.R. Market: Bus Route: 292, 292 B, 293 c, 292 D, 292 F, 293 C
- Nearest Railway Station: Bangalore East (8 km) / Cantonment (10 km)
- By Air, Bengaluru International Airport (22 Km)



<https://shorturl.at/4ILtJ>



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



## Department of Commerce (UG)

in collaboration with

## University of Michigan-Flint

Organises

## 10<sup>th</sup> International Conference

ON

## "Sustainable Economic Growth through Digital Revolution"

25<sup>th</sup> and 26<sup>th</sup> September 2025



Kristu Jayanti College, Autonomous  
Bengaluru, Karnataka, India  
[www.kristujayanti.com](http://www.kristujayanti.com)

## 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 2024, Our College has been ranked 60th place in the top 100 colleges in the country. The programmes of School of Management are internationally accredited by the Accreditation Council for Business Schools and Programs [ACBSP, USA]. 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 2024, 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 4<sup>th</sup> Best in BCA, 12<sup>th</sup> Best in MSW, 20<sup>th</sup> Best in BBA, 21<sup>st</sup> Best in Commerce and Arts, 26<sup>th</sup> Best in Mass Communication, 28<sup>th</sup> Best in Science Programmes. The College is ranked as 2<sup>nd</sup> Best in MSW, 3<sup>rd</sup> Best in BCA and Commerce, 4<sup>th</sup> Best in Arts and Science, 5<sup>th</sup> Best in Mass Communication and 6<sup>th</sup> Best in BBA programmes among the colleges in Bengaluru.

## Department of Commerce (UG)

The Department of Commerce was started in the year 2000. 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 nurture an environment for proper growth of intellectual insights on commerce & business aspects. During the formation of the syllabus, focus was given on the current trends of the industries and the required skills and competencies to be acquired by the students. The plethora of avenues that the department provides gives a platform to the students to enhance their aptitude and attitude. The department emphasizes on the moral, social, and patriotic growth of the students. The department's influence and impact can be seen in the higher levels of success that its alumni have attained both nationally and globally.

## About the Conference

This conference will serve as a vital forum for leaders to address pressing issues at the crossroads of technology, society, and the economy. Attendees will engage in rich discussions and gain insights into emerging technologies such as AI and block chain, enabling them to navigate challenges responsibly. The conference, "Sustainable Economic Growth through Digital Revolution," will emphasize the critical role of ethical digital practices, particularly in data privacy and cybersecurity, as a foundation for sustainable progress. It will highlight the successful integration of digital transformation with sustainability, offering actionable strategies to drive economic growth while minimizing environmental impact. Attendees will benefit from unique networking opportunities designed to foster collaboration towards a more resilient and sustainable future. By convening industry leaders, policymakers, academics, and practitioners, the event aims to explore the intersection of digital innovation and sustainability in business. Through practical insights and strategic frameworks, the conference will empower organizations to responsibly navigate the digital age and contribute to a more sustainable global economy.

## Participants' Profile

- Academicians
- Research Scholars
- Corporate Professionals
- Entrepreneurs
- Policy Makers
- PG Students in Commerce and Management

## Participants' Profile

This conference seeks to provide a platform to the participants for insightful and original discussion and to present their research work on building and sustaining business capabilities for the future.

Papers are also invited on the following sub-themes and other related topics:

## “Digital-First Strategies: Leveraging AI and Big Data for Sustainable Marketing Growth”

- “AI-Driven Insights for Building Sustainable Marketing Strategies”
- “Big Data Analytics as a Tool for Smarter Marketing Growth”
- “Ethical AI Practices for Responsible and Transparent Marketing”
- “Green Marketing Powered by AI and Big Data Innovation”

## “Fintech Innovations: Shaping Sustainable Financial Ecosystems”

- “Green Financing Solutions for a Sustainable Future”
- “Digital Payments Driving Financial Inclusion and Growth”
- “AI in Fintech for Smarter and Sustainable Investments”
- “Role of Fintech in Promoting Circular Economies”

## “The Digital Workplace: Transforming HR Practices for a Sustainable Workforce”

- “Corporate Social Responsibility (CSR) in the Digital Age”
- “Leadership and Change Management in the Digital Revolution”
- “Workforce Transformation in the Age of Digital Revolution”
- “The Impact of Automation on Workforce Sustainability in Commerce”

## “Driving Sustainable Growth with IoT: Innovations for a Digital Economy”

- “IoT for Sustainable Resource Management”
- “Industrial IoT for Efficient and Green Manufacturing”
- “IoT in Agriculture for Resource Optimization and Food Security”
- “IoT-Enabled Supply Chains for Sustainable Operations”

## “Digital Entrepreneurship: Navigating Startups in a Sustainable Future”

- “Eco-Innovation through Digital Entrepreneurship”
- “E-Commerce Platforms Driving Sustainable Consumer Practices”
- “AI-Driven Strategies for Startup Success and Sustainability”
- “Digital Funding Solutions for Green Startups”

## Publication

The papers will be peer-reviewed and evaluated based on their originality and relevance to the theme of the conference. On-demand of the authors, quality research papers will be published in Scopus Indexed journals/Springer book series indexed by scopus depending upon the norms of the journal, based on applicable publication fees. The remaining papers will be published in the Conference Proceedings with ISBN, Kristu Jayanti Journal of Management Sciences (KJMS)

## Guidelines for Paper Submission

- The papers should be based on original research work, not published yet and not exceeding 2500 words or 7 pages. If the paper has been sent for publication elsewhere, the fact must be declared.
- It should include the title, author's name, mailing address, telephone number, and e-mail address.
- The full paper should be mailed to segdr@kristujayanti.com on or before 31<sup>st</sup> August, 2025. Research papers submitted after 31<sup>st</sup> August, 2025 will not be considered for publication.
- Soft copy should be submitted in A4 size, MS Word format with Times New Roman font with heading in font size 14 and remaining text size 12 with spacing 1.5 as a single line.
- Presentation of paper should be confirmed on or before 15<sup>th</sup> September, 2025.
- All joint participants must register and be present in person for the paper to be considered as part of the Conference.
- Certificates will be issued only on the second day of the Conference after Valedictory Ceremony.

## Schedule of the Programme

Day I		Day II	
Time	Event	Time	Event
8.45 AM - 9.45 AM	Registration	09.00 AM - 11.15 AM	Plenary Session II
10.00 AM - 11.15 AM	Inauguration	11.30 AM - 12.45 PM	Key Note Session III
11.30 AM - 12.45 PM	Keynote Session I	02.00 PM - 03.30 PM	Key Note Session IV
02.00 PM - 03.30 PM	Keynote Session II	03.30 PM - 04.30 PM	Valedictory
03.45 PM - 05.00 PM	Plenary Session I		