



## REPORT ON ZEAL 2024 – STUDENTS NATIONAL SEMINAR

Title	<b>STRIKING THE BALANCE: FOSTERING WELL-BEING AND SUSTAINING ENVIRONMNTS THROUGH ETHICAL BUSINESS PRACTICES</b>
Date of Event(s)	19 <sup>th</sup> April 2024
Department / Association	School of Commerce in association with Research and IP Cell
Venue	Offline (New Auditorium) Online Platform (Google Meet)
Number of Participants	350 Students
Target Audience	UG and PG students (Bcom/Mcom)

### Objective:

- To promote innovative and effective learning for students.
- To share research outcome on the topics covered by students under their research work.
- To bring total quality management amongst students.
- To explore use of technology in effective way for better Learning process and its research outcomes.
- To hand hold the student community in facilitating research for subject specific growth.

### Introduction:

Theme of Student National Seminar – **“STRIKING THE BALANCE: FOSTERING WELL-BEING AND SUSTAINING ENVIRONMNTS THROUGH ETHICAL BUSINESS PRACTICES”**.

### Sub themes

FINANCE

- 1 Financial Innovation for Social Impact
2. Measuring and Reporting Social Impact Metrics

- 3 Ethical Accounting and Banking Practices
- 4 Microfinance and Social Impact
- 5 Non-Financial Performance Measurement
- 6 Environmental, Social, and Governance (ESG) Accounting

#### MARKETING

- 1 Greenwashing in Business
- 2 CSR and Consumer Behaviour.
- 3 Ethics of Product Pricing
- 4 Sustainable Marketing
- 5 Consumer Well-being
- 6 Cross-Cultural Marketing Ethics

#### HUMAN RESOURCE

- 1 Diversity and Inclusion in the Workplace
- 2 Technology, skills and workforce Dynamics
- 3 The challenges of sexual discrimination at workplace
4. Corporate Social Responsibility (CSR) and HRM
5. Labour Practices and Fair Employment
6. Global HRM and Cultural Impacts

#### EDUCATION AND TECHNOLOGY

- 1 Teaching ethics and sustainability in business schools
- 2 Technological disruptions (like Chat-GPT) in education.
3. Ethical challenges of using emerging technologies (AI, Blockchain, Analytics etc)
- 4 New age technologies and responsible organisations
- 5 Learning Outcomes: Challenges of online education

**Inaugural Address:** The session begins at 9:30 am with the welcome address and an inaugural address was given by Rev. Fr. Binu Principal SFS College who welcomed the gathering with his encouraging and motivating words and declared the event as open.

**Target Groups:** Students from SFS and College and University Level Students from various other institutions.

**Seminar Proceeding-** Selected papers will be published in UGC Care-list journals.

**Registration** - Registration may be done Online by submitting registration form by students and presenters of the paper. The Research paper were received through the email of ACME Association, Assistant Professor Nagarathna Dept. of commerce was the controller of the research papers sent by various presenters from different institutions and students from SFS.

**Organising Committee:** ZEAL 2024 was Organised and conducted successfully by Assistant Professor Nagarathna , a coordinator, Dept. of commerce and her team with the guidance and support of Dr. Chitra N K, Head of the Department of Commerce.

**Chief Guest:** Dr. KOMALA B Assistant Professor, at ISBR College, Electronic City, Bengaluru

**Presenters and Participants:**

- ✓ Total Paper Presented (Offline -20)  
Total Paper Presented (online -03)
- ✓ Total Participants – 130
- ✓ No. of Presenter from Outside College – 3
- ✓ Total outside college participants – 20

**Result and Winners Announcement:** Overall the seminar went on a successful note and the chief guest for day enhanced and enriched the students with the knowledge on how to choose research title and how to work on research paper. She analyzed each and every student's presentation based on the criteria such as:

- ✓ Content – 10 marks
- ✓ Relevance of the topic – 10 marks
- ✓ Communication skills – 10 marks
- ✓ Overall presentation – 10 marks
- ✓ Overall score - 40 marks.

Based on the presentation and taking the criteria into consideration the winner was announced for the “Best presenter” and “Best Paper Award”.

**Winners:**

- **Best Paper Award (on 19<sup>th</sup> April 2024):** Mahalakshmi and Swaroop on the topic of “Comparative analysis of cement industry”
- **Best Presenter:** Vivitha and Yashas on the topic of “Solidifying tomorrow with investment awareness and wealth”

**Outcome of the activity**

The student national seminar was successfully conducted with the support of management and the all the participants and presenter took active participation which has helped them to know more about Research, Research methodology and data interpretation. Learning has showed their active interest throughout the session.



## ABOUT COLLEGE



St. Francis de Sales College (Autonomous\*), located on the Bangalore-Hosur Highway, near Electronics City, is one of the leading Institutions of Higher Education in Bangalore. Founded in 2004 with the vision of Excellence, Efficiency, and Transformation, the College is the result of the deep commitment and dedication of the Missionaries of St. Francis de Sales of the South West India Province. The MSFS Fathers, also known as Fransalians, have nearly two centuries of experience and expertise in imparting high quality education across the world. St. Francis de Sales College is NAAC accredited, AICTE Approved, ISO 9001:2015 Certified, and permanently affiliated to Bangalore University. The College is recognized under Section 2(f) & 12(b) of the UGC Act, becoming eligible to receive grants for all UGC schemes related to teachers and students as well as research projects from non UGC sources. The College was conferred the Autonomous status by UGC in January 2024. \*Pending approval from Govt of Karnataka.



## ABOUT SCHOOL OF COMMERCE



The Department of Commerce is the biggest department in St. Francis de Sales College. Filled with enthusiasm and spirit, the department grows both in number as well as in talent every year. The commerce department is highly acclaimed as the best commerce course in the city of Bangalore because of the various add on programs offered by it . These programs are highly industry integrated which equips students very well for their future. SAP, Diploma in Advanced Excel, Certified course Stock & Commodity Market, Business Analytics etc.

## SCHOOL OF COMMERCE

IN ASSOCIATION WITH  
**RESEARCH AND IP**

PRESENTS

**ZEAL**

STUDENT NATIONAL SEMINAR  
 2024



**STRIKING THE BALANCE: FOSTERING  
 WELL-BEING AND SUSTAINING  
 ENVIRONMENTS THROUGH ETHICAL  
 BUSINESS PRACTICES**

APRIL-19-2024

9:00 AM

VENUE: NEW AUDITORIUM



## ABOUT ZEAL



Presenting ZEAL the "Students National Seminar", flagship event by the School of Commerce in collaboration with the Research & IP Cell, at St Francis de Sales College. Geared towards both undergraduate and postgraduate students, It's an annual seminar that offers a unique platform for research exploration, publication discussions, and knowledge sharing for students across the country.

The Theme for Zeal 2024 is Striking the Balance: Fostering Well-Being and Sustaining Environments Through Ethical Business Practices .

This approach emphasizes the importance of fostering employee and community well-being while simultaneously protecting and nurturing the environment. By prioritizing ethical considerations in business operations, organizations can create positive impacts on both human flourishing and environmental stewardship, ultimately contributing to a more sustainable and equitable future.

## SUB THEME

### TRACK-1: FINANCE



- Financial Innovation for Social Impact
- Measuring and Reporting Social Impact Metrics
- Ethical Accounting and Banking Practices
- Microfinance and Social Impact
- Non-Financial Performance Measurement
- Environmental, Social, and Governance (ESG) Accounting

### TRACK-2: EDUCATION AND TECHNOLOGY



- Teaching ethics and sustainability in business schools
- Technological disruptions (like Chat-GPT) in education.
- Ethical challenges of using emerging technologies (AI, Blockchain, Analytics etc)
- New age technologies and responsible organisations
- Learning Outcomes: Challenges of online education

### TRACK-3 : HRM



- Diversity and Inclusion in the Workplace
- Technology, skills and workforce Dynamics
- The challenges of sexual discrimination at workplace
- Corporate Social Responsibility (CSR) and HRM
- Labour Practices and Fair Employment
- Global HRM and Cultural Impacts

### TRACK-4: MARKETING



- Greenwashing in Business
- CSR and Consumer Behaviour.
- Ethics of Product Pricing
- Sustainable Marketing
- Consumer Well-being
- Cross-Cultural Marketing Ethics

### TRACK-5: TOURISM & HOSPITALITY



- COVID-19 and Digital Tourism
- Tourism and Hospitality
- Business Ethics for Tourism Industry
- Online Privacy, Bullying and Mob Mentality
- MSME and Hospitality and Tourism

## CALL FOR PAPERS

## IMPORTANT DATES

- Delegates are requested to submit an Abstract not exceeding 250 words using Times New Roman, Font size 12, Line Spacing 1.5, 1 inch margin on all sides and Key Words. Abstract should have title of the paper, details of the Author/s (Name, Designation, Affiliation, Mobile No. and Email ID).
- Delegates are requested to submit a Full Paper not exceeding 5000 words with references using Times New Roman, Font Size 12, Line Spacing 1.5, 1 inch margin on all sides.
- The abstract and full paper should be mailed to [bcom.acme@sfscollege.in](mailto:bcom.acme@sfscollege.in)
- Student Presenters should submit PowerPoint Presentations on or before date 16th April 2024
- Presentation is allowed on Hybrid mode (online/offline)

Abstract Submission	28th March 2024
Notification of Acceptance of Abstract	30th March 2024
Full Paper Submission	10th April 2024
Notification of Acceptance of Full Paper	15th April, 2024
Last day for Registration	12th April 2024

## PUBLICATION DETAILS

- Papers will be sent for Peer Review.
- All other papers would be published in Proceedings volume released by the College
- Publication fee will be intimated to the author if selected for publication



**BEST PAPER AND BEST PRESENTER WILL BE AWARDED WITH CASH PRIZE**

## REGISTRATION DETAILS

Participants : Rs. 200/- (Per Student)

Presentation: Rs. 250/- (Per Student)

**Scan /Click here for Registration**

<https://forms.gle/iVdCeFM1A6a6Se3J9>



# ST. FRANCIS DE SALES COLLEGE

(Autonomous\*)

## ORGANISING COMMITTEE

### CHIEF PATRON

Rev. Dr. Binu Edathumparambil, MSFS  
Principal

Rev. Fr. Jijo Jose, MSFS  
Vice Principal

Rev. Fr. Robin, MSFS  
Administrator

### ADVISORY COMMITTEE

Dr. KOMALA B  
Assistant Professor  
ISBR College, Electronic City, Bengalur

Dr. S. Anil Kumar  
Former Principal In  
SSMRV College

### CONVENER

Dr. Geetha P S  
Assistant Dean - School of Commerce

### ORGANIZING SECRETARY

Mr. Druva Kumar S  
Program In Charge - MCOM

Dr. N K Chithra  
Program In Charge - BCOM

### FACULTY COORDINATORS

Mrs. Jeseentha Mathew  
Program Co-ordinator - MCOM

Mrs. Nagarathna M  
Program Co-ordinator - BCOM

### STUDENT COORDINATORS

Herald Dias , BCOM

Sandra , BCOM

Keerthana , MCOM



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