

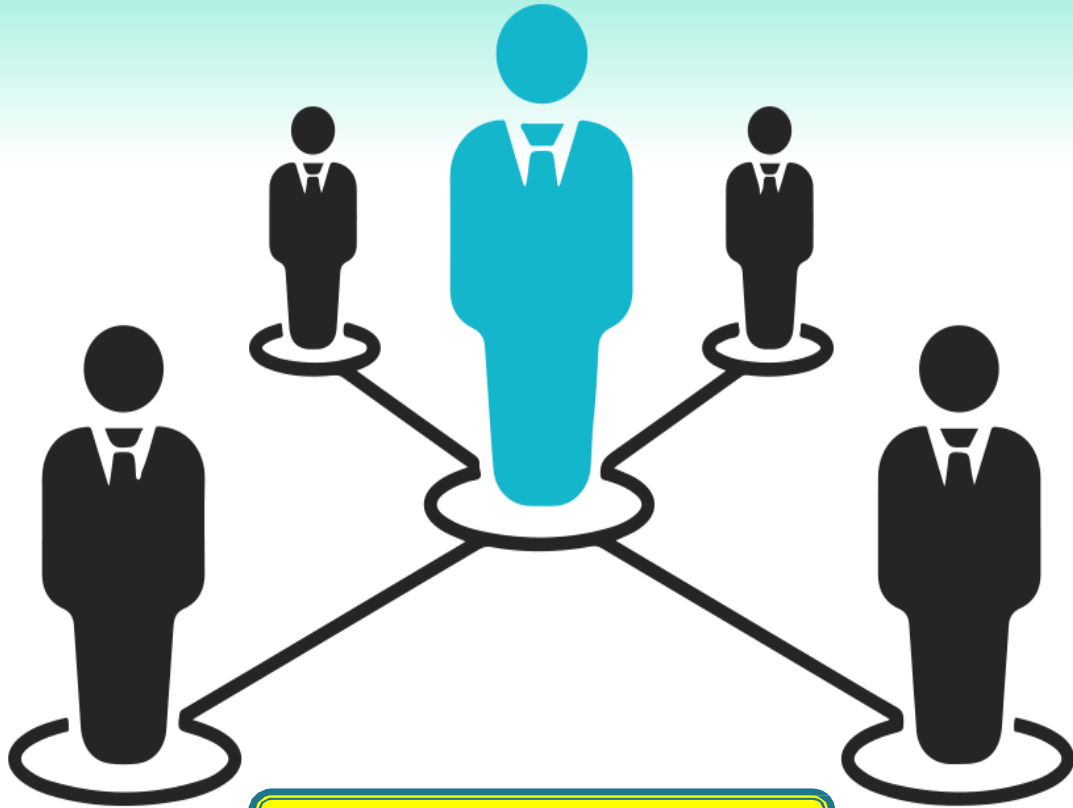


# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved | Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

## A FRANSALIAN INSTITUTE OF HIGHER LEARNING



**ZEAL - 2022**

## **STUDENT NATIONAL SEMINAR (ONLINE / OFFLINE) On MARKET ORIENTATION IN NEW POST COVID GLOBAL ERA**

**Seminar Date: 24<sup>TH</sup> & 25<sup>TH</sup> JUNE, 2022**

**Organised in Collaboration  
with Department of Commerce  
(UG & PG) &  
Research & IP Cell**

## About the College

St. Francis de Sales is managed by the missionaries of St. Francis de Sales (MSFS) of South West India province who firmly believe that 'the education of the heart is the heart of education' hailed by the founder Fr. Peter Marie Mermier. The MSFS Fathers have nearly two centuries of experience in imparting quality higher education in every continent of the world. With the aim of imparting higher collegiate education and, thereby, provide meritorious service to the Indian society, St. Francis De Sales College focuses on the academic excellence of the student community of the college. The College was graded "B++" grade by the NAAC team for its excellent educational track as well as infrastructure and quality in May 2021 and has received the permanent affiliation to the Bangalore University.

## About the Department

The Department of Commerce is the eminent 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 that it offers. These programs are highly industry integrated which equips students very well for their future. SAP, Diploma in Advanced Excel, Certified course Stock & Commodity Market, Investment Management, etc.

## About the Seminar

Entrepreneurship and marketing has created a phenomenal scope of growth and development of business and economy. Currently in the new global era we have been blessed with high end technology with the help of which, the new parameters of entrepreneurship and marketing have been created by different businessman. In this student national seminar, we are trying to fetch every aspect of entrepreneurship and marketing in the new global era. It is the need of an hour to have an eagle's eye view on the combined concept of entrepreneurship and marketing because both goes hand in hand.

## Publication Details

- Papers will be sent for Peer Review. Selected papers will be Published in UGC CARE list Journals.
- 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.

# Student Seminar Themes and Sub Themes

## MARKETING TRENDS

1. Green Marketing
2. Tourism Marketing
3. Emerging Trends Marketing and Operations

## FINANCE

1. Bitcoin, Crypto and Digital Currency
2. Microfinance and Rural Development
3. Start-Ups and its Funding

## HUMAN RESOURCE MANAGEMENT

1. Leadership in Turbulent Times
2. Trends in Talent Management

## GENERAL TOPICS

1. IPR, Patents and Acquisition
2. Global Warming and Health Implications
3. Digital Transformation
4. The Impact of Covid on Indian Economy

## Call for Papers

- Delegates are requested to submit 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 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.
- SFS College Students – Offline Presentation on 24<sup>th</sup> June, 2022.
- Other College students – Online Presentation on 25<sup>th</sup> June, 2022.

→ Send abstract & full paper to

[bcom.acme@sfscollege.in](mailto:bcom.acme@sfscollege.in)

## Important Dates

<b>Abstract Submission</b>	<b>25<sup>th</sup> May, 2022</b>
<b>Notification of Acceptance of Abstract</b>	<b>29<sup>th</sup> May, 2022</b>
<b>Full Paper Submission</b>	<b>12<sup>th</sup> June, 2022</b>
<b>Notification of Acceptance of Full Paper</b>	<b>15<sup>th</sup> June, 2022</b>
<b>Seminar Date - Offline</b>	<b>24<sup>th</sup> May, 2022</b>
<b>Online</b>	<b>25<sup>th</sup> May, 2022</b>

- ✓ **Registration Fees : Presenters - Rs. 150/- Participants - Free**
- ✓ **Registration Link: TO REGISTER → [CLICK HERE](#)**

## Organising Committee

### Chairman

Rev. Dr. Fr. Roy P K  
Principal, St. Francis de Sales College

### Vice - Chairman

Rev. Fr. Jijo Jose  
Vice Principal, St. Francis de Sales College

### Advisor

Dr. Kanchana Gouder, Academic Co-ordinator (PG)  
Mr. Sreenivasa Murthy Academic Co-ordinator (UG)

### Convener

Prof. Jeseentha Mathew, Head, Department of Commerce  
Dr. A. Thanapackiam, Commerce Department Incharge - PG  
Dr. Nebula Murukesh, Co-ordinator, Research Cell.

### Organizing Secretary

Dr. Chitra N K  
Coordinator, Department of Commerce

### Joint Secretaries || Student Incharges

Supriya. N ,  
Thanu Kumar Naik

### Contact Details

Dr. Chitra N K - 7829885274  
Prof. Mamatha K - 9481787179  
Email – [bcom.acme@sfscollege.in](mailto:bcom.acme@sfscollege.in)

