



ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University | Electronics City, Bengaluru - 100

Accredited with NAAC "A" Grade || Recognised under 2(f) & 12(b) of the UGC Act
A FRANSALIAN INSTITUTE OF HIGHER LEARNING

A REPORT ON

INTERNATIONAL CONFERENCE ON

CREATIVITY, INNOVATION AND TECHNOLOGY AS A STRATEGY FOR GLOBAL BUSINESS: AN INTERDISCIPLINARY APPROACH

Date: 23 and 24 January 2019

Venue: Closed Auditorium

Conducted By: Department of Commerce and Research and IP cell

Organized by: St. Francis de Sales College, Electronic City, Bengaluru

Cynosure 2019 - International Conference on "Creativity, Innovation and Technology as a Strategy for Global Business: An Interdisciplinary Approach" was conducted by the Department of Commerce on 23 and 24 January 2019.

The term global in business not only refers to the collaborative marketplace encompassing many countries but also suggest uniformity in the way the market works. The key challenges for global business are the rapid changes in the technological, social and economic environment, the physical distance and unfamiliar culture, mastering the marketing, organisational communication, tariff and export human resources, choosing the right target area and many more.

The main objective of the seminar was to know and understand the challenges of global competitiveness and also to give significant platform for academicians and experts to deliberate and to suggest measures that are needed to enhance and commode global competitiveness with the help of other interdisciplinary approaches.



Electronics City P.O., Bengaluru - 560 100

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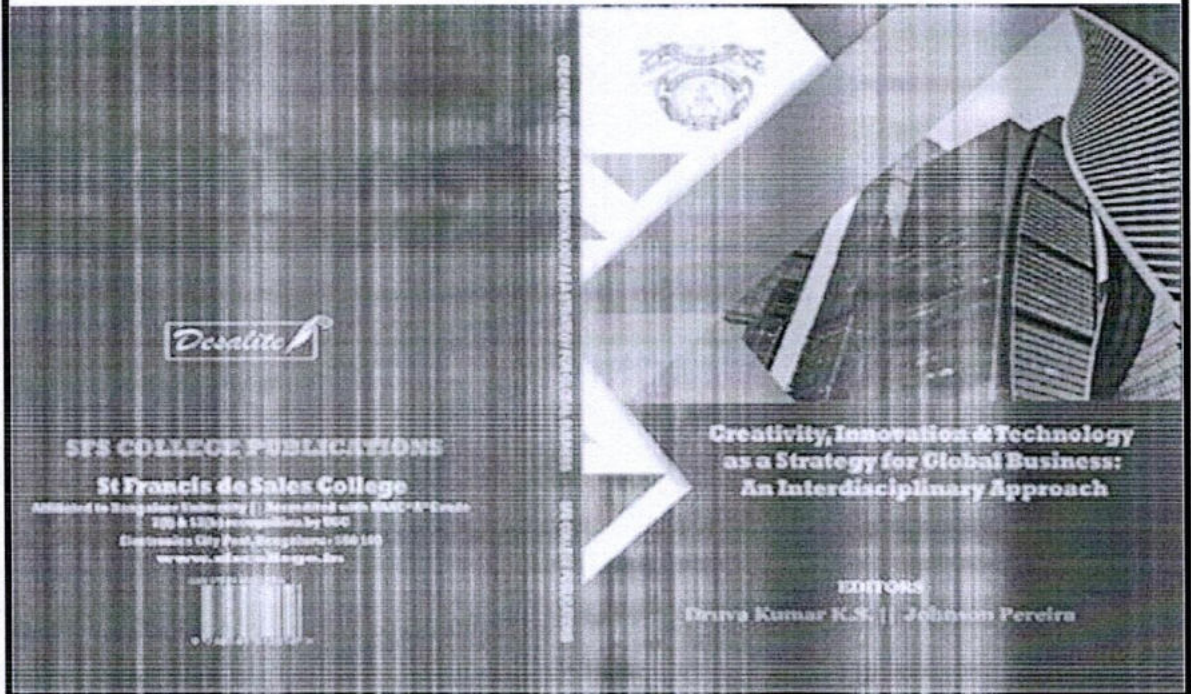


A good number of foreign guests and delegates from various colleges participated in the event. The inaugural programme had the presence of Rev. Francis Johnston from Canada as the Chief Guest, Mr Mwiriki Charles from Kenya as the Keynote Speaker, Mr Jundie Sumagaysay from the Philippines and Mr Josaphat Jackson Bududu from Tanzania as the guest foreign participants. This was followed by the Technical Sessions with the following speakers: Prof Suresh – Mount Carmel College and Dr. Sajan, Alliance University. The panel discussion had the following members: Dr D Kumaresan, Principal, Laxmi Narayan College, Dharmapuri, CS Dr R V Thyagarajan and B Raghavendra Pai, Business Head, Wear Ceramics. Mr HR Jayaram, a social entrepreneur and Founder - Greenpath was the Chief Guest of the Valedictory Session. Around 240 participants with around 50 presenters from all over.

The Department of Commerce brought out a new book - Creativity, Innovation and Technology in Global Business: An Interdisciplinary Approach on 23 and 24 January 2019. The book was released on the occasion of Cynosure - 2019, the International Conference. The book was released by Rev Francis Johnston, Financial Administrator from Ontario, Canada, and the first copy was handed over to Mr Mwiriki Charles, Keynote Speaker from Kenya. The book has been edited by Prof Druva Kumar (HOD, Department of Commerce) and Prof Johnson Pereira (Coordinator, Department of Commerce). The book was published by SFS College Publications with the following ISBN Number: 978-81-85812-65-6.


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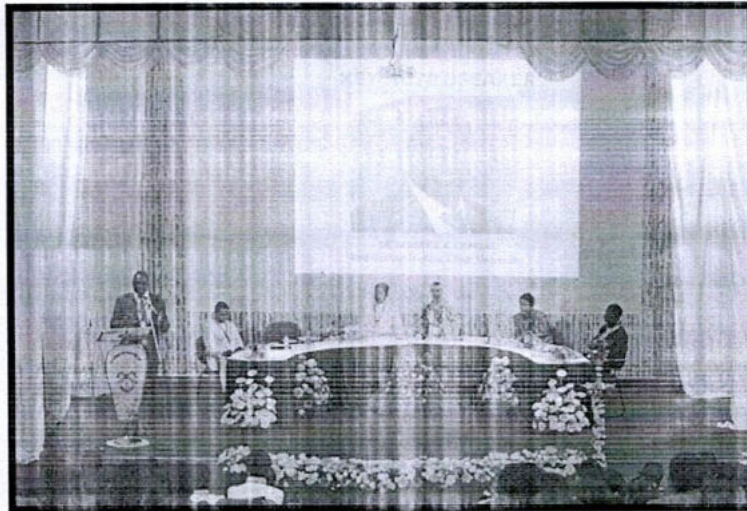


The organising Team & the cover page of the book "Creativity, Innovation and Technology in Global Business: an interdisciplinary approach"





The chief guest, Rev Francis Johnstone unveiling the book

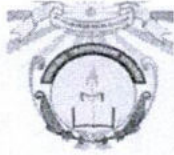


The keynote address by Mr Mwiriki Charles



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ATTENDANCE LIST

| EVENT NAME: INNOVATION AND TECHNOLOGY AS A STRATEGY FOR GLOBAL BUSINESS | | | |
|---|-----------------------|------------|---------------|
| CLASS: B COM | | | |
| DATE: 23/01/2019 to 24/01/2019 | | | |
| RESOURCE PERSON: Dr. Ambika N, Assistant Professor, SSMRV College | | | |
| SL.NO | NAME | ROLL NO | Signature |
| 1 | ABHISHEK J ANGELLO | 19NCSB7001 | Abhishek |
| 2 | ABHISHEK. N | 19NCSB7002 | Abhishek |
| 3 | AKSHAY KUMAR P | 19NCSB7003 | Akshay Kumar |
| 4 | ALTAF HUSSAIN | 19NCSB7004 | Altaf Hussain |
| 5 | ANDREWS WILLIAM K | 19NCSB7005 | Andrews |
| 6 | ANJALI. A | 19NCSB7006 | Anjali |
| 7 | ARPITH CHINNASWAMY. R | 19NCSB7007 | Anjali |
| 8 | ASHWINI. P | 19NCSB7008 | Ashwini |
| 9 | B S VANDANA | 19NCSB7009 | Vandana |
| 10 | BHAGHYA. B.M | 19NCSB7010 | Bhagy |
| 11 | BHAVANA. R | 19NCSB7011 | Bhavana |
| 12 | DAISY. D | 19NCSB7012 | Daisy.D |
| 13 | DEEPAK KUMAR. P | 19NCSB7013 | Deepak Kumar |
| 14 | DILEEP. R | 19NCSB7014 | Dileep |
| 15 | DIVYA BALARANI. D | 19NCSB7015 | Divya |
| 16 | DIVYA. M | 19NCSB7016 | Divya |
| 17 | FEBIN CHANDY THOMAS | 19NCSB7017 | Febin |
| 18 | GEO SAGAI MELVIN | 19NCSB7018 | Geo Sagai |
| 19 | GODLY BIJU THOMAS | 19NCSB7019 | Godly |
| 20 | HARSHITHA J | 19NCSB7020 | Harshitha J. |
| 21 | HEMANTH M | 19NCSB7021 | Hemant |
| 22 | HEMASHREE. G | 19NCSB7022 | Hemashree |
| 23 | HEPSIBAH JEBARANI. J | 19NCSB7023 | Hepsibah |
| 24 | HINDUSHREE. R | 19NCSB7024 | Hindushree |
| 25 | JULIE EMIMAL. T | 19NCSB7025 | Julie Emimal |
| 26 | MADHUSHREE. R | 19NCSB7026 | Madhushree |
| 27 | MAMATHA. V | 19NCSB7027 | Mamatha |
| 28 | MD INTAKHAB ALAM | 19NCSB7028 | Intakhab |
| 29 | MOHAMMADABRAR T | 19NCSB7029 | Mohammed |
| 30 | MUKESH KANNA S | 19NCSB7030 | Mukesh Kanna |
| 31 | NAYEEM BAIG J | 19NCSB7031 | Nayeen Baig |
| 32 | NIKHIL GEORGE.I.J | 19NCSB7032 | Nikhil |



| | | | |
|----|---------------------------------------|------------|---------------|
| 33 | P.N.VISHNU | 19NCSB7033 | Vishnu. |
| 34 | PRADEEP N C | 19NCSB7034 | Pradeep |
| 35 | PRAVEEN KUMAR M | 19NCSB7035 | Kumar. |
| 36 | PRAVEEN KUMAR V | 19NCSB7036 | Praveen. |
| 37 | PREETHA. E | 19NCSB7037 | Preetha |
| 38 | R SUBRAMANYAM REDDY RAMA BAL REDDY | 19NCSB7038 | Subsamyam |
| 39 | RAKSHITHA S | 19NCSB7039 | Rakshitha. |
| 40 | RASHMI K M | 19NCSB7040 | Rashmi K M |
| 41 | RAVI KUMAR. S | 19NCSB7041 | Ravi Kumar |
| 42 | RICKY PETER PEREIRA | 19NCSB7042 | Ricky. |
| 43 | ROHITH V | 19NCSB7043 | Rohith |
| 44 | SANGEETHA NAYAK | 19NCSB7044 | Sangeetha. |
| 45 | SHALINI. K | 19NCSB7045 | Shalini |
| 46 | SHALOM S BASILIEA | 19NCSB7046 | Shalom S. |
| 47 | SHILPA P | 19NCSB7047 | Shilpa P |
| 48 | SHOBITHA. S SUKUMAR | 19NCSB7048 | Shobitha. |
| 49 | SHOBITHA. S SHOBHA | 19NCSB7049 | Shobitha |
| 50 | SHWETHA. S | 19NCSB7050 | Shwetha S. |
| 51 | SINDHU D | 19NCSB7051 | Sindhu |
| 52 | SMITA KUMARI | 19NCSB7052 | Smita Kumari. |
| 53 | SOWMIYA. R | 19NCSB7053 | Somya |
| 54 | STELLA MARY R | 19NCSB7054 | Stella. |
| 55 | SURESHKUMAR. G | 19NCSB7055 | Suresh |
| 56 | ABHIJITH P SURESH | 19NCS85001 | Abhijith |
| 57 | ABHINASH SHAILESH M | 19NCS85002 | Abhinash. |
| 58 | ABIRAMI V | 19NCS85003 | Abirami |
| 59 | ALEX ROBINSON A | 19NCS85004 | Alex |
| 60 | ARAVINTHA JINESH B S | 19NCS85005 | Aravintha |
| 61 | BOOMIKA M G | 19NCS85006 | boomika. |
| 62 | CHAITHRA K | 19NCS85007 | Chaitra K |
| 63 | D BHUVANESHREE | 19NCS85008 | bhuvaneshree. |
| 64 | DHARUN VIJAY R | 19NCS85009 | Dharun Vijay |
| 65 | FLORINA JOSEPH | 19NCS85010 | Florina. |
| 66 | GURUKIRAN R | 19NCS85011 | Gurukiran |
| 67 | HARSHITHA B S | 19NCS85012 | harshitha |
| 68 | JAGADISHWAR REDDY S | 19NCS85013 | Jagadishwar |
| 69 | JANHAVI M | 19NCS85014 | Janhavi M |
| 70 | JASHWANTH L | 19NCS85015 | Jashwanth. |
| 71 | JAYASHREE R | 19NCS85016 | Jayashree |
| 72 | JENSON JOSHY | 19NCS85017 | Jenson. |
| 73 | JOEFERNANDES N | 19NCS85018 | Joefernandes. |
| 74 | JOEL SHIJU | 19NCS85019 | Joel Shiju |
| 75 | JOYAL V ALEX | 19NCS85020 | Joyal V Alex |
| 76 | KARTHIK S | 19NCS85021 | Karthik S |



| | | | |
|-----|----------------------------|-------------|-----------------|
| 77 | KOMALA M | 19NCS85022 | Komala |
| 78 | MADHUSHREE M | 19NCS85023 | madhushree |
| 79 | MADHUSUDAN P K | 19NCS85024 | madhusudan.p.k. |
| 80 | MATHEW ALAN X | 19NCS85025 | Mathew Alan |
| 81 | MOHAMED TUFAIL M | 19NCS85026 | Mohamed tufail |
| 82 | MOHAMMED ADIL K | 19NCS85027 | Mohammed Adil |
| 83 | NANDEM MOHAN CHAITHANYA | 19NCS85028 | nandem Mohan |
| 84 | NANDINI Y | 19NCS85029 | Nandini. y. |
| 85 | NAVYA R | 19NCS85030 | Navya |
| 86 | PHILJOE JOSEPH | 19NCS85031 | Philjo |
| 87 | POOJA R T | 19NCS85032 | Pooja |
| 88 | RENCY MATHEW | 19NCSB85033 | Rency |
| 89 | ROHIT V | 19NCS85034 | Rohit |
| 90 | SAHIL GEORGE KUNJUR | 19NCS85035 | Sahil |
| 91 | SAIKISHORE L | 19NCS85036 | Saikishore |
| 92 | SAI RAM V | 19NCS85037 | Sairam |
| 93 | SANJAY K | 19NCS85038 | Sanjay |
| 94 | SANTHOSH KUMAR V | 19NCS85039 | Santhosh |
| 95 | SHASHIDHAR D E | 19NCS85040 | Shashidhar |
| 96 | SHRI NISARGA | 19NCS85041 | Shri Nisarga |
| 97 | SHYAM KUMAR | 19NCS85042 | Shyam Kumar |
| 98 | SWETHA B A | 19NCS85043 | Swetha |
| 99 | T TEJAVATHI | 19NCS85044 | Tejavathi |
| 100 | TEJA K | 19NCS85045 | Teja K |
| 101 | TEJASWINI S | 19NCS85046 | Tejaswini |
| 102 | VIDHYASHREE A | 19NCS85047 | Vidhya Shree |
| 103 | VIKAS E | 19NCS85048 | Vikas E |
| 104 | YOGESWARY. M | 19NCS85049 | Yogeshwary |
| 105 | AMRUTHA K | 19NCS85050 | Amrutha |

