



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



“CYNOSURE - 2022” INTERNATIONAL CONFERENCE

**“SELF RELIANT INDIA – OPPORTUNITIES
& CHALLENGES FOR SUSTAINABLE
DEVELOPMENT OF BUSINESS”**

**ORGANISED BY
DEPARTMENT OF COMMERCE**

24TH & 25TH AUGUST, 2022

About the College

St. Francis de Sales (SFS) College 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 its founder Fr. Peter Marie Mermier.

St Francis de Sales College came into existence in 2004 with the motto: *Excellence, Transformation and Efficiency*. It is a minority recognized institution, permanently affiliated to Bangalore University with UG, PG (including MBA) and PG Diploma Programs. In the year 2018, the College obtained 2(f) and 12(b) recognition under the UGC Act of 1965. AICTE approval for MBA was obtained in 2020. The College was granted "B++" grade by the NAAC in 2021. The College is also an ISO certified Institution.

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 *Department of Commerce* 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, Business Analytics etc.*

About the Conference

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 businessmen. In this International Conference, 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.

Themes & Sub Themes

MARKETING

1. Green Marketing
2. Post Pandemic Consumer Trends
3. E-Commerce at Rural Level
4. Emerging Marketing Trends in Competition Market

FINANCE & BANKING

1. Organizational Performance
2. Microfinance Development Banks
3. Financial Incentives & Employee

HUMAN RESOURCE MANAGEMENT

1. Employee Retention
2. Talent Management
3. Role of Trade Union Sustainability
4. International Human Resource & Strategies

INFORMATION TECHNOLOGY

1. Cyber Security
2. Cloud Computing
3. Data Mining Application in Commerce
4. Application of ICT on Business Education

TRAVEL & TOURISM

1. Sustainability Tourism & its development to the Business
2. Eco Tourism & Marketing Innovation in Tourism

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 should include 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 and 1 inch margin on all sides..
- Send abstract & full paper to : Email – bcom.acme@sfscollege.in

IMPORTANT DATES

Abstract Submission	20 th June, 2022
Notification of Acceptance of Abstract	25 th June , 2022
Full Paper Submission	10 th August, 2022
Notification of Acceptance of Full Paper	14 th August, 2022
Conference Date	24 th & 25 th August, 2022

✓ **Registration Fees : Presenters – Rs.500 Participants – Rs.300**

✓ **Registration Link: <https://forms.gle/bu9cxSJ6788r2iyWA>**

ORGANISING COMMITTEE

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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

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

Convener

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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 , (3rd Year, B.Com)
Thanu Kumar Naik , (3rd Year, B.Com)

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