



# 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**

## SEMINAR ON

ONLINE SNS –ENTREPRENEURSHIP & MARKETING ORIENTATION IN NEW GLOBAL ERA

RESOURCE PERSON(S) WITH QUALIFICATION : SWAMINATH S

MCOM,NET&JRF,K-SET,PGDFM,PGDBA,PDGMM,(MBA),(Ph.D.)

Executive Committee Member – Indian Accounting Association -Karnataka

TARGET AUDIENCE :

VENUE : ONLINE PLATFORM

DATE OF EVENT(s) : 15<sup>th</sup> JUNE 2021



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## Report On ZEAL 2021 – Students National Seminar

Title	<b>Online SNS - Entrepreneurship &amp; Marketing Orientation in New Global Era</b>
Date of Event(s)	15 <sup>th</sup> June 2021
Department / Association	Commerce – ACME
Venue	Online Platform
Number of Participants	
Target Audience	

Resource Person(s) with qualification	SWAMINATH S, M. Com, NET & JRF, K-SET, PGDFM, PGDBA, PDGMM, (MBA), (Ph.D.) Executive Committee Member – Indian Accounting Association – Karnataka
Books (if published)	-

Place of visit/ details of Industrial visit place (if applicable):	-
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### 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 – “Entrepreneurship & Marketing Orientation in New Global Era”.



Electronics City P.O., Bengaluru - 560 100

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www.sfscollge.in



**COORDINATOR**  
**Research Cell**

St. Francis de Sales College  
Bengaluru - 560100

## **Themes and sub themes**

### **Marketing Trends**

- Customer Relationship Management (CRM)
- E-Marketing
- Marketing through Social Channels
- Societal Marketing
- Cause-Related Marketing

### **Entrepreneurship**

- Social and community entrepreneurship
- Green entrepreneurship
- Innovation and technological entrepreneurship
- Entrepreneurship and ethnic minorities
- Entrepreneurship and governmental support
- Entrepreneurship, Growth and Competitiveness
- Entrepreneurship and regional development

### **Human Resource Management**

- Workers, Jobs, and Job Analysis
- Human Resource Planning and Retention
- Recruiting and Labor Markets

### **Intellectual property and research ethics**

- IPR in cyber world
- Copyrights and trademarks
- Plagiarism and research ethics

**Inaugural Address:** The session begins at 9:30 am with the welcome address and an inaugural address was given by Rev. Fr. Roy PK 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



**Organising Committee:** ZEAL 2021 was Organised and conducted successfully by Prof. Johnson Pereira coordinator, Dept. of commerce and his team with the guidance and support of Prof. Druva Kumar KS Head of the Dept., Commerce.

**Chief Guest:** Prof. Swaminathan was the chief guest for the day and he spent a quality time in analyzing the research paper presented by the students and other participants.

**Presenters and Participants:**

- ✓ Total Paper Presented - 25
- ✓ Total Participants – 245
- ✓ No. of Presenter from Outside College – 6
- ✓ Total outside college participants – 13

**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. He 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”.

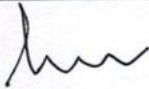
**Winners:**

- **Best Paper Award:** Chaitanya J Patil & Nimish Bharadwaj - An Empirical Study on the Impact of Performance Appraisal of the Employees on their Retention in Bengaluru's IT Industry.
- **Best Presenter:** Stephen Cyril, Himanshi & Venilla, Title Women Entrepreneurship – General Outlook.

**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 and showed their active interest throughout the session.

  
**PRINCIPAL**  
**St. Francis de Sales College**  
Electronics City Post, Bangalore - 560 100.

  
**COORDINATOR**  
**Research Cell**  
St. Francis de Sales College,  
Bengaluru - 560100

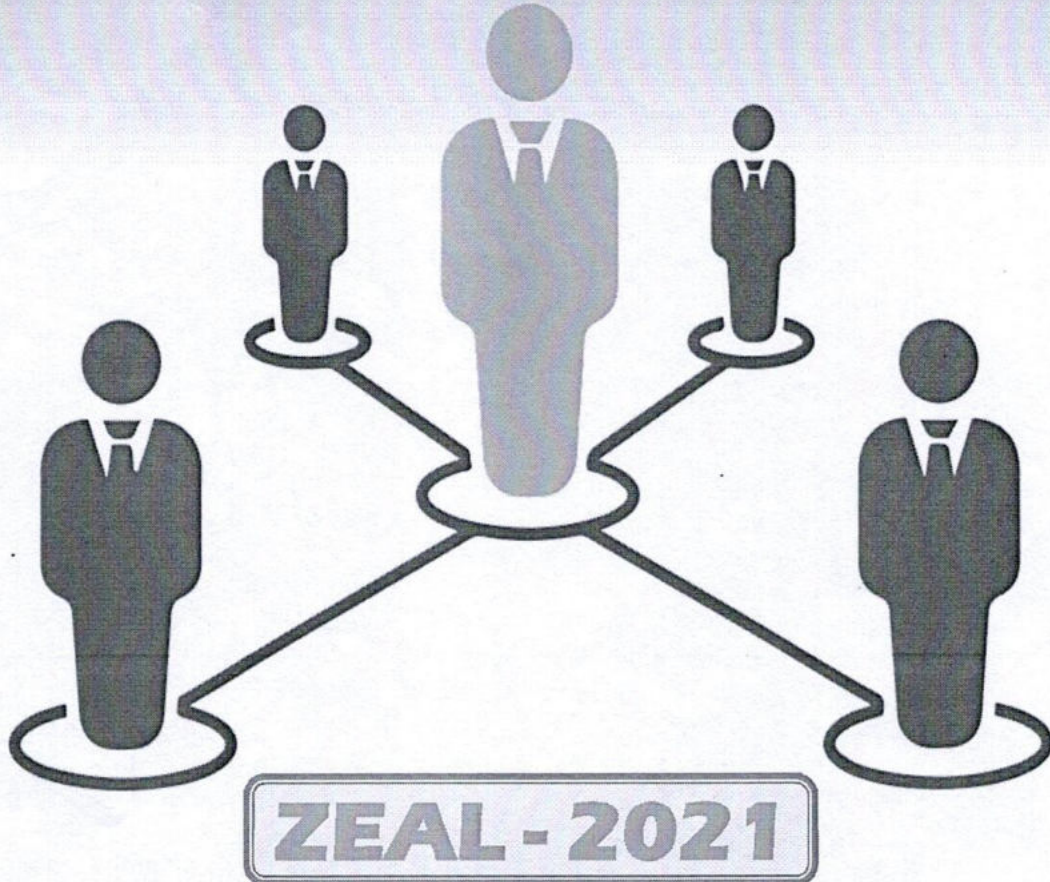


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ONLINE STUDENT NATIONAL SEMINAR  
on

Entrepreneurship & Marketing Orientation  
in New Global Era

Seminar Date: 15<sup>th</sup> June, 2021

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



  
COORDINATOR  
Research Cell  
St. Francis de Sales College  
Bengaluru - 560100

## Inauguration Session

Inauguration

Welcome Speech

Principal's Address

9:30 to 10:20 AM

Chief Guest's Key Note Address

by Prof. Swaminath S

## Student Seminar – Session 1

S.No	TITLE OF THE PAPER	NAME OF THE AUTHORS	COLLEGE
1	Marketing of Personal Accessories through Instagram	Prathibha M & Mary Jenitha P	SFS
2	A Study on the Impact of Online Shopping on Retail Business	Suma. D	SFS
3	Conceptual study of E-marketing and its impact on FMCG Sector	Anuja H, Prathiksha N & Sandhya K	SFS
4	A Study on Usage of UPI Payments in Rural Areas of Bangalore During Covid-19	Ms. Poorvi Katti & Ms. Namrutha NK	City College Jayanagar Bangalore
5	A Study on Customer Satisfaction: CRM in Yes Bank	Ms. Ranjitha K S & Ms. Sinchana M	City College Jayanagar Bangalore
6	Impact of Internet Banking Services Quality on Customer Satisfaction	Mamatha D & Nanditha H	SFS
7	An Empirical Study on the Impact of Performance Appraisal of the Employees on their Retention in Bengaluru's IT Industry.	Chaitanya J Patil & Nimish Bharadwaj	St. Joseph's College (Autonomous) Bengaluru,
8	A Study on Marketing through Social Channels	Naveen K, KG Monish & Harsha Reddy	SFS
9	A study of the impact, viability and features of green initiatives with an analysis its effects on a company's financial position	Arun Julian Yesupriya, K. Monisha and Epzibha S.	SFS
10	"Government Aid on Development and Emerging Entrepreneurs in India"	Venkatesh. N, Yuvaraj & Mohammed Kaunain	SFS
11	An Understanding on Digitalization of Human Resource Management in Bengaluru.	Reshika Ganesh & Nimish Bharadwaj	St. Joseph's College (Autonomous) Bengaluru,

## Student Seminar – Session 2

S.No	TITLE OF THE PAPER	NAME OF THE AUTHORS	COLLEGE
12	A Study on Impact of E-Marketing on Consumer Behaviour in Anekal Taluk	Arjun Naidu	SFS
13	Presentation on IPR – Copyrights and Trademarks	Ohm Prakash S & Supriya N	SFS
14	A study report on Working Process before and after Covid-19 in IT Field.	Valli.V, Priyadharshini.R & Kavya.R	SFS
15	Impact of Covid-19 on E-Commerce Buyers : A study of Anekal Taluk	Sharanya S, Amrita Jena & Gittha Vaishnavi	SFS
16	A Study on E-Marketing of Consumer Perception towards Online Shopping in Electronic City	Meghana CV, Sanjay HV & Deepak R	SFS
17	A Comprehensive Study on E-Marketing	Ramya D & Lakshmipriya KS	SFS
18	IPR in Cyber World	Vaishnavi Swaroop, Akshay Kulkarni & Adarsh Pandey	SFS
19	Emperical Study on Government Schemes to Promote Women Entrepreneurs and their Sustainability	Usha I & Pushpalatha R	Reva University
20	A Study on Satisfaction level of workers regarding the health safety and welfare provisions during the present covid-19 in Bengaluru city	Dr .P. Srinivas Rao Mr Mohammed Wajid Mohammed Shoabuddin Taahir	AL AMEEN INSTITUTE OF MANAGEMENT STUDIES. BENGALURU
21	India's E-Learning Market Outlook	Anil Kumar S R, Pruthvi Raj S	SFS
22	Women Entrepreneurship – General Outlook	Stephen Cyril, Himanshi & Venilla	SFS

## Valedictory Session

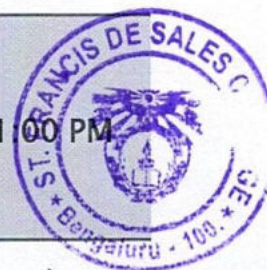
Suggestions by Chief Guest


Best Paper Award

Vote of Thanks

National Anthem

12:30 to 01:00 PM



  
**COORDINATOR**  
**Research Cell**  
**St. Francis de Sales College**  
**Bengaluru - 560100**

Find a participant

LB Lavin Bhawnani (Host, me)

RR Ranjitha Riya (Co-host)

Anuja H (20C006 K) (Co-host)

MJ Mary Jenitha. P (Co-host)

PK Poorvi Katti (Co-host)

Prathibha M (Co-host)

SS Swaminath S (Co-host)

( 20C100K) Kshma Mishra

(G (20C169K) G. Nithin Kashyap

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20C087k Chaitra. J

20C088K Chandana D

yes

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Invite COORDINATOR Research

St. Francis de Sales College Bengaluru

Poorvi Katti

Lavin Bhawnani



Bharti Thava...

Ranjitha Riya

Swaminath S

# "A Study on Customer Satisfaction- CRM in Yes Bank"

## Authors-

Ms. Ranjitha K S [1] & Ms. Sinchana M[2]

1<sup>st</sup> Year MBA

City College, Jayanagar, Bangalore.



objectives  
Statement of  
the problem  
Introduction



# Conclusion

Changes in the digital era has changed the role of HR management. Digital technologies have a strong impact on today's business which will influence their strategy and business del. Development of digital technology and it's transformation will lead to the success and growth of the company.

Prevalence of digital technologies have changed the perception of employees towards their work environment.

Synthesis of digital technology into HR policies will increase the efficiency and effectiveness of employees.

HR tools should be implemented in an organized way where it has to create, manage and retain personnel.

There is a further scope in this study to understand the influence of digitalisation in HR management and it's impact on after implementation of digital technologies in HR field.



View

Participants

Find a participant

Waiting Room (1)

- Aarthi .M(20C001TA)
- In the Meeting (128)
- LB Lavin Bhawnani (Host)
- NIMISH BHAR... (Co-h
- Arun Yesupriya 18... (
- SS Swaminath S (Co-hos
- VN Venkatesh N 18T0... (
- m mohammed kaunain
- Reshika Ganesh
- (G (20C169K) G. Nithin K

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COORDINATOR

Research Cell

St. Francis de Sales College

BANGALORE, KARNATAKA

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End

More

Reactions

Pause/Stop Recording

Share Screen

Chat

Participants

Security

/video

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**SWAMINATH S,**

M.Com, NET & JRF, K-SET, PGDFM, PGDBA, PDGMM, (MBA), (Ph.D.)

Executive Committee Member – Indian Accounting Association – Karnataka Chapter

# 354, 2nd Main, 5th Cross, B.E.M.L. 4th Stage, Rajarajeshwarinagar, Bengaluru – 560098

Ph: +91-9535492692, E-mail ID: [iams\\_redeblue@yahoo.co.in](mailto:iams_redeblue@yahoo.co.in) , [sam1988see@gmail.com](mailto:sam1988see@gmail.com)

**QUALIFICATION:**

- Pursuing Ph.D. (Part-time) in Bangalore University, 2016
- K-SET: 2016-17
- Pursuing M.B.A. in Karnataka State Open University, 2014-15
- P.G.D.M.M.: Karnataka State Open University, 2014
- P.G.D.B.A.: Karnataka State Open University, 2013
- P.G.D.F.M.: Karnataka State Open University, 2012
- N.E.T. & J.R.F.: U.G.C., 2011
- M.Com: Bangalore University, 2011
- B.Com.: Vijaya College, 2009

**INDUSTRY & TEACHING EXPERIENCE:**

- Worked as “Customer Care Executive” in Reliance Communication Limited for 2 Years 6 Months (Nov 2006 to May 2009)
- Worked as “Finance and Accounts Executive” in I.B.M. Daksh Business Process Services Pvt. Ltd., for 1 Year 8 Months (June 2009 to April 2011)
- “Lecturer” in Department of M.Com., Al-Ameen Arts, Science, and Commerce College for a year. (June 2011 to June 2012)
- “Lecturer” in Department of M.B.A., I.G.N.O.U. Research Center, Al-Ameen Arts, Science, and Commerce College for 2 Years. (2011 to 2013.) – Contact Classes.
- “Lecturer” in the Department of Commerce & Management – B.Com. & B.B.M., Seshadripuram Academy of Business Studies for 2 Years 6 Months (June 2012 to Dec 2014)
- “Full-Time Guest Faculty” in Department of M.Com., Bangalore University, Jnana Bharathi, and Central College Campus for 2 years and 1 Month (October 2014 to November 2016).
- “Assistant Professor” in Department of M.Com., Correspondence (Distance Education), from 2012 to 2016. (4 Years)
- “Guest Faculty” in Mount Carmel College, R.C. College, S.J.R.C. Women College, Seshadripuram First Grade College, R.B.A.N.M.S., R.P.A. and M.L.A. Academy of Business Studies for M.Com. Subjects.
- Pursuing Ph.D. – Part-time” in Department of Commerce, Bangalore University. (From 5<sup>th</sup> November 2017 to till date)
- “Assistant Professor” at Government First Grade College, Sakharayapattana, Chikmagalur from 26<sup>th</sup> August 2017 & deputed to Government First Grade College, Kengeri, Bengaluru from 27<sup>th</sup>, Dec 2018.
- Serving in Academic Section of Department of Collegiate Education, Government of Karnataka as Subject Expert in Commerce on “Learning Management System and E-Content Development” – An initiative by Higher Education Ministry, Government of Karnataka for all G.F.G.Cs.

**GOLD MEDAL @ INDIAN COMMERCE ASSOCIATION, JHARKHAND**

“Role of Green Credit and Its Impact on Industrialization – An Empirical Study on Select Industries in Bangalore City” – MANUBHAI SHAH GOLD MEDAL AWARD, AICC, 2015 JHARKHAND



*[Handwritten Signature]*  
COORDINATOR  
Research Cell  
St. Francis de Sales College  
Bengaluru - 560100

## BEST PAPER AWARDS FOR RESEARCH:

1. Current Account Deficit - Corrective Measures & Strategies - Student's Perspective.
2. Entrepreneurship – Is it a Challenge or Opportunity – Students Perspective at Kengeri Upanagar, Bangalore.
3. Risk and Return Analysis of Gold and Stock Market (Sensex).
4. Adoption of E-Wallets by Unorganised Sector – A Study near Shopping Areas of Bengaluru City South Zone.
5. “Impact of Unified Payment Interface (U.P.I.) Payment System on Sales by Unorganized Sector at Bengaluru City”
6. “Influence of Unified Payment Interface (U.P.I.) Mobile Payment System on Sales of Walkway Traders at Bengaluru City”

### YOUTUBE CHANNEL – COMPLEX TO EASY: IT'S ALL ABOUT COMMERCE:

[https://www.youtube.com/channel/UCzDXMtVxCrcrP36HPZ2VXEw?view\\_as=subscriber](https://www.youtube.com/channel/UCzDXMtVxCrcrP36HPZ2VXEw?view_as=subscriber)

### WEBSITE: COMMERCE EDUCATION –

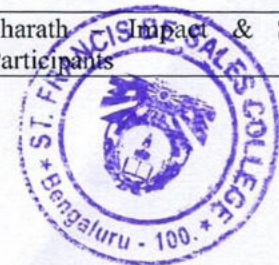
<https://sites.google.com/view/complex-to-easy-its-all-about-/study-materials>

<u>S.I. No.</u>	<u>DATE &amp; YEAR</u>	<u>TITLE OF THE TOPIC CREATED / COMPLETED BY USING YOUTUBE VIDEOS, ONLINE COURSES &amp; MOOC</u>	<u>URL</u>
1	16 <sup>th</sup> June, 2014	Presentation on Bitcoin on YouTube Channel – Complex to Easy: It's all about Commerce	<a href="https://www.youtube.com/watch?v=lc4alxLb3K4">https://www.youtube.com/watch?v=lc4alxLb3K4</a>
2	1 <sup>st</sup> October, 2019	Black Scholes Option Pricing Model - Call Option Premium Calculation - Complex to Easy: It's all about Commerce	<a href="https://www.youtube.com/watch?v=cBbDWNI-Pl8&amp;t=1006s">https://www.youtube.com/watch?v=cBbDWNI-Pl8&amp;t=1006s</a>
3	5 <sup>th</sup> June, 2020	Impact of Moratorium on Financial Markets	<a href="https://www.youtube.com/watch?v=a2LQ1xi2bB0">https://www.youtube.com/watch?v=a2LQ1xi2bB0</a>
4	11 <sup>th</sup> June, 2020	Atmanirbhar Bharath - Its Impact & SWOC Analysis	<a href="https://www.youtube.com/watch?v=OUlzybNeTng">https://www.youtube.com/watch?v=OUlzybNeTng</a>
5	25 <sup>th</sup> June, 2020	Is Technical Analysis Prime for Stock Selection	<a href="https://www.youtube.com/watch?v=zS5fPovluJk">https://www.youtube.com/watch?v=zS5fPovluJk</a>
6	18 <sup>th</sup> September, 2020	Volatility, Uncertainty, Complexity and Ambiguity (VUCA) - Explore your SWOC	<a href="https://www.youtube.com/watch?v=FBFCx5c2sf4">https://www.youtube.com/watch?v=FBFCx5c2sf4</a>
7	11 <sup>th</sup> November, 2020	Effect of Covid-19 on Indian Economy - One Day Webinar by New Expert College, Ramanagara	<a href="https://www.youtube.com/watch?v=gdbKS4stmhc">https://www.youtube.com/watch?v=gdbKS4stmhc</a>

### ACADEMIC PARTICIPATION – RESOURCE PERSON:

<u>S.I. No.</u>	<u>Name and Address of the Institution</u>	<u>Topic</u>
1	I.D.S.G. Government College, Chikmagalur District – 18 <sup>th</sup> September 2017	Personality Development – M.Com. Students
2	NET/SLET Aspirants Welfare Forum, Maharani Women's College, Bangalore – 22 <sup>nd</sup> October 2017	Banking and Financial Management – Lecturers and M.Com. Students from 53 Collèges..
3	Government First Grade College, K.R. Puram, Bangalore – 23 <sup>rd</sup> November 2017	Corporate Financial Reporting – M.Com. Students
4	St. Joseph's Evening College, Department of M.Com., Bangalore – 8 <sup>th</sup> December 2017	Derivatives – M.Com. Students
5	Central College, Department of M.Com., Bangalore University – 24 <sup>th</sup> December 2017	Advanced Financial Management – M.Com. Students
6	N.I.T.T.E. School of Management, Yelahanka, Bangalore – 23 <sup>rd</sup> December 2017	Faculty Members of N.I.T.T.E. College
7	NET/SLET Aspirants Welfare Forum, Maharani Women's College, Bangalore – 27 <sup>th</sup> May 2018	Banking and Financial Management – Lecturers and M.Com. Students from 53 Collèges.
8	St. Claret College, Jalahalli, Bangalore – 17 <sup>th</sup> October 2018	Capital Structure Theories, E.M.H. – Final Year B.Com. Students
9	NET/SLET Aspirants Welfare Forum, Maharani Women's College, Bangalore – 18 <sup>th</sup> November 2018	Banking and Financial Management – Lecturers for M.Com. Students of Bangalore University.

10	St. Claret College, Jalahalli, Bangalore – 17 <sup>th</sup> October 2018	Financial Instruments – Recognition & Measurement under Corporate Financial Reporting – M.Com. Students
11	Sri H.D. Devegowda Govt. First Grade College, Paduvalahippe, Holenarasipura Taluk - L.A.K.S.H.Y.A.: – Student Academic Development Programme – 16 <sup>th</sup> February 2019	Risk and Portfolio Management – M.Com. Students
12	Jain College – Final Year B.B.A. Students – 2 <sup>nd</sup> March 2019, Bengaluru	How to prepare a Research Project / Dissertation – Research Methods
13	NET/SLET Aspirants Welfare Forum, Maharani Women's College, Bangalore – 4 <sup>th</sup> May 2019	Banking and Financial Management – Lecturers and M.Com. Students of Bangalore University.
14	Sri Aurobindo College, Department of Commerce, Mahalakshimpuram – 14 <sup>th</sup> May 2019	V.A.R. Analysis – 2 <sup>nd</sup> Semester M.Com. Students affiliated to Bangalore University
15	Department of M.Com., Seshadripuram College, Yelahanka – 27 <sup>th</sup> May 2019	Risk Management - 2 <sup>nd</sup> Semester M.Com. Students affiliated to Bangalore University
16	Department of Commerce, Bangalore University, J.B. Campus – 10 <sup>th</sup> June 2019	Risk Management Techniques and Its Implications - 2 <sup>nd</sup> Semester M.Com. Students affiliated to Bangalore University
17	Department of Commerce, Anupama College, Shankaramata – 10 <sup>th</sup> June 2019	“Option Pricing Model” - 2 <sup>nd</sup> Semester M.Com. Students affiliated to Bangalore University
18	Seshadripuram First Grade College, PG Department of Commerce & Management – 2 <sup>nd</sup> August 2019	“Preparation for M.Com. / M.Com. (FA) entrance exam” – Prospective M.Com. Students
19	Seshadripuram First Grade College, Yelahanka, Bengaluru – 7 <sup>th</sup> December 2018	Security Analysis & Portfolio Management, Advanced Financial Management
20	M.L.A. Academy of Higher Learning, Malleshwaram – 9 <sup>th</sup> April 2019	Business Quiz – Intercollegiate Fest: Aspirations 2019
21	MES College of Arts, Commerce & Science, Bengaluru – 20 <sup>th</sup> September 2019	Business Quiz – Intercollegiate Fest: Chakravayuh – 2019
22	Primax Foundation, Bengaluru - 6 <sup>th</sup> October 2019	Banking and Financial Management – Lecturers and M.Com. Students
23	Tathagata Academic & Research Foundation - NET / SLET Aspirants Welfare Forum	Banking and Financial Management – Lecturers and M.Com. Students of Bangalore University.
24	Jain College, Bengaluru – 25 <sup>th</sup> October 2019	Stock Market & Investment Management – B.Com. & BBA Students
25	Seva Bharathi Coaching Class for N.E.T. & S.L.E.T. Examination – 27 <sup>th</sup> & 29 <sup>th</sup> October 2019	Banking & Financial Institution – Lecturers and Students – 220 in Total
26	Department of M.Com., M.L.A. Academy of Business Studies – 12 <sup>th</sup> & 23 <sup>rd</sup> November 2019	Banking & Financial Institutions, Research Methodology – M.Com. Students
27	Primax Foundation, Bengaluru– Management – 15 <sup>th</sup> November 2019	Financial Management, Consumer & Industrial Buying Behavior – Management Faculties
28	Government First Grade College, Devanahalli – 21 <sup>st</sup> November 2019	Monetary System – M.Com. Students
29	St. Claret College, Jalahalli, Bangalore – 11 <sup>th</sup> December 2019	Financial Instruments - M.Com. 2 <sup>nd</sup> Year Students
30	Nagarjuna Degree College, Yelahanka, Bangalore. – 23 <sup>rd</sup> December 2019	Financial Instruments - M.Com. 2 <sup>nd</sup> Year Students
31	Jnana Vikas Institute of Management Studies & Commerce, Ramanagara District - 28 <sup>th</sup> January 2020	Stock, Derivatives, and Commodities Market - B. Com & B.B.A. Students
32	Nagarjuna College of Management Studies, Chickballapur	Stock, Derivatives, and Commodities Market - B. Com & B.B.A. Students
33	“Corona Virus – COVID-19” – Bangalore Central University – Webinar – Zoom Application – Webinar	Awareness Programme on Covid-19 – M.Com 1 <sup>st</sup> Year Students
34	Maharani Lakshmi Ammanni College, Bengaluru - Webinar – Zoom Application – Webinar	Introduction to Futures & Options – M.Com. 1 <sup>st</sup> Year & 2 <sup>nd</sup> Year Students
35	Jnana Jyothi Evening Degree College, Bengaluru - Webinar – Zoom Application – Webinar	Impact of Moratorium on Financial Markets - 250 Participants
36	S.D.C. College of Arts, Commerce, Science & Management Studies, Kolar – Google Meet – Webinar	Atmanirbhar Bharath Impact & S.W.O.C. Analysis - 100 Participants

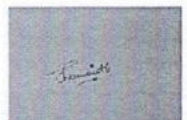


37	The Oxford College of Management Studies, Bengaluru – Google Meet – Webinar	Options Trading – How to get started – 400 Participants
38	Loyola Degree College, Bannerghatta Road, Bengaluru – Zoom Application – Webinar	Is Technical Analysis Prime for Stock Selection - 200 Participants
39	Christ Academy, Bengaluru – Inauguration of Eminence Commerce Club – Google Meet	V.U.C.A. – Explore your S.W.O.C. – 500 Participants
40	Maharani Lakshmi Ammanni College, Bengaluru - Webinar – Google Meet	Inspiring Business Models - B.Com. Students – 72 Participants
41	Maharani Lakshmi Ammanni College, Bengaluru - Webinar – Google Meet	V.U.C.A. – Explore your unexplored - B.Com. Students – 76 Participants
42	Maharani Lakshmi Ammanni College, Bengaluru - Webinar – Google Meet	V.U.C.A. – Explore your S.W.O.C. - B.Com. Students – 73 Participants
43	New Expert First Grade College, Ramanagara – Zoom Application - Webinar	Effect of Covid 19 on Indian Economy – 100 Participants
44	Imperial Group Of Institution: One Day National Conference - 40 Research Paper Presentations - 25 <sup>th</sup> November, 2020 - <i>Co-chair for Technical Session</i>	“Emerging Paradigms in AI – A rejuvenation of Higher education, & its business Implication and challenges”
45	St. Claret College, Jalahalli, Bangalore - 18 <sup>th</sup> & 19 <sup>th</sup> December, 2020	“Financial Instruments & Hedge Accounting” - M.Com. 2nd Year Students
46	Government Arts College, Chithradurga – Digital Learning (LMS) - How to use LMS & Upload contents to LMS – 31 <sup>st</sup> Dec, 2020 -	How to use LMS & Upload contents to LMS - 120 Professors - <i>Resource Person – LMS</i>
47	Seshadripuram First Grade College, Yelahanka, Bengaluru - 27 <sup>th</sup> February, 2021	“Imperative of the Financial Derivatives Markets to Crunch World Economics” - M.Com 2 <sup>nd</sup> Year Students
48	Sri. K. Puttaswamy First Grade College - IFRS & IND-AS – 3 Day Faculty Development Programme – 1 <sup>st</sup> March 2021	Important IND AS in Practice - Faculties of Mysore City – 50 Members
49	Jain College, Bengaluru, - IQAC Cell – Online training – 5th April, 2021	“Conquering UGC - NET, SET & JRF” - Important Topics from Finance Stream - Faculties & Students of Jain College
50	Primax Foundation, Bengaluru – Commerce – 6 <sup>th</sup> to 9 <sup>th</sup> April, 2021	Banking and Financial Management – Lecturers and M.Com. Students
51	Primax Foundation, Bengaluru – Commerce – 10 <sup>th</sup> to 11 <sup>th</sup> April, 2021	Business Finance – Lecturers and M.Com. Students
52	DR. N. S. A. M. First Grade College, Bengaluru – 5 Days Faculty Development Programme – NET & SLET - 21 <sup>st</sup> April, 2021	Business Finance & Banking and Financial Management - Faculties & Students
53	Primax Foundation, Bengaluru – Management – 24 <sup>th</sup> to 25 <sup>th</sup> April, 2021	Financial Management & Portfolio Management – Lecturers and M.Com. Students
54	St. Teresa’s Degree College for Women, Bengaluru - One week National Level Online Workshop – NET & SLET - 4 <sup>th</sup> May, 2021	Business Finance & Banking and Financial Management - Faculties & Students
55	Seshadripuram Educational Trust in association with Bengaluru City University Department of Commerce and Bangalore University Teachers Council of Commerce & Management (BUTCCM) – 30 <sup>th</sup> May, 2021	Three Day Virtual Syllabus Orientation Program of IV Semester B.Com. Regular, B.Com. Honours and B.Com. F&A, of Bengaluru City University – 100 Faculties from various colleges affiliated to BCU.
56	Basaveshwar Commerce College, Bagalkot – 2 Days Entrepreneurship Development Programme – 4 <sup>th</sup> & 5 <sup>th</sup> June, 2021	“Contemporary Business Models & Startups” - BBA & B.Com Students
57	Jain College & SBM Jain Evening College in association with Bengaluru City University Department of Commerce and Bangalore University Teachers Council of Commerce & Management (BUTCCM) – 5 <sup>th</sup> June, 2021	One Day Virtual Skill Development Orientation Program of IV Semester B.Com. Regular, B.Com. Honours and B.Com. F&A, of Bengaluru City University – 100 Faculties from various colleges affiliated to BCU.



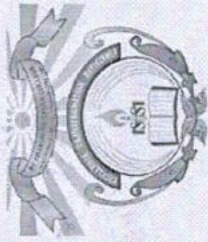
## MILESTONES:

- ❖ Serving in **Academic Section of Department of Collegiate Education**, Government of Karnataka as **Subject Expert in Commerce** on “**Learning Management System and E-Content Development**” – An initiative by **Higher Education Ministry, Government of Karnataka for all G.F.G.C.s.**
- ❖ Serving as **Subject Expert in Board of Studies (B.O.S.)**, Bangalore University, J.B. Campus for revision of Syllabus relating to **B.Com/B.B.A. Syllabus. : 2020-21 Academic Year.**
- ❖ Free Coaching Class for **NET / KSET aspirants** at S.E.V.A. Bharathi, Malleshwaram
- ❖ **Executive Committee Member (E.C. Member)** of Indian Accounting Association – Karnataka Branch from Academic Year 2019-20.
- ❖ **Quiz Master** – Conducted Business Quiz in M.L.A. Higher Education Academy, M.E.S. Degree College, G.F.G.C. Kengeri
- ❖ Serving as **Board of Studies (B.O.S.) member of Bangalore Central University** for revision of Syllabus relating to **B.Com (Business Data Analytics), B.Com (Supply Chain Management), B.Com (Professional)** for the Academic Year 2019-20.
- ❖ Worked as a **Facilitator in NAAC PEER COMMITTEE Visit – 2016** at Department of Commerce, Central College Campus, and Bangalore University.
- ❖ “**Deputy Custodian**” for P.G. Examinations Commerce & Science Subjects - June/July Examinations 2016.
- ❖ **Deputy Custodian** for P.G. Examinations of Bangalore University from 2014 to 2016 – (M. Com, M. Com (F.A.), M. Com (I.B.), M.T.T.M – Revaluation of Correspondence and Diploma Units of Post-Graduation of Bangalore University.
- ❖ Participated in 6 State Level Workshop, 4 National Conference’s, 5 Faculty Development Program, 1 National Level Workshop, 1 National Level Seminar, 3 International Seminar
- ❖ Presented Research Papers – 2 State Level Conference’s, 13 National Level Conference’s, 4 International Level Conference’s, 1 State Level Seminar, 7 National Level Seminar, 8 International Level Seminar.
- ❖ **Totally 8 ISBN Publications and 8 ISSN Publications in Research Area.**
- ❖ **Guided 40 candidates of B.B.M. and M. Com Discipline for Project Preparation.**
- ❖ Conducted Inter-Collegiate Management & Cultural Fest – “**Young Springs Summit – 2K14**” for the Academic Year 2013-14 on 17<sup>th</sup> & 18<sup>th</sup> February 2014.
- ❖ Completed a Cycle Jatha from **Bangalore to Bandipur National Park** with a theme “**Save Fuel, Save Wild Life, Save Nature**” – to promote the use of cycle in reality.
- ❖ Conducted a Workshop on “**Technicalities of Project Writing**” conducted for Post Graduate Students at Al Ameen Arts Science & Commerce College for M. Com Students.



Swaminath S

*Swaminath S*  
COORDINATOR  
Research Cell  
St. Francis de Sales College  
Bengaluru - 560100



# ST FRANCIS DE SALES COLLEGE

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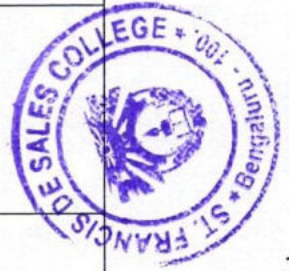
## A FRANSALIAN INSTITUTE OF HIGHER LEARNING

**ZEAL 2021 - National Student's Seminar**

**Research and IP Cell & Department of Commerce**

### **Judging Criteria for Best Presentation**

Sl No.	Name of the Presenter	Title of the Presentation	Point allotment				Total
			Content (10)	Relevance of the topic (10)	Communication Skill (10)	Overall Presentation (10)	
1	Marketing of Personal Accessories through Instagram	Prathibha M & Mary Jenitha P	6	6	6	24	
2	A Study on the Impact of Online Shopping on Retail Business	Suma. D	5	6	6	22	
3	Conceptual study of E-Marketing and its impact on FMCG Sector	Anuja H, Prathiksha N & Sandhya K	4	5	5	19	
4	A Study on Usage of UPI Payments in Rural Areas of Bangalore During Covid-19	Ms. Poorvi Katti & Ms. Namrutha NK	2	6	5	23	

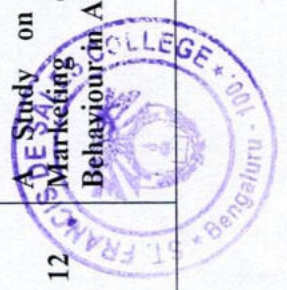


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5	A Study on Customer Satisfaction: CRM in Yes Bank	Ms. Ranjitha K S & Ms. Sinchana M	5	6	6	7	24
6	Impact of Internet Banking Services Quality on Customer Satisfaction	Mamatha D & Nanditha H	5	6	7	6	24
7	An Empirical Study on the Impact of Performance Appraisal of the Employees on their Retention in Bengaluru's IT Industry.	Chaitanya J Patil & Nimish Bharadwaj	6	6	6	7	25
8	A Study on Marketing through Social Channels	Naveen K, KG Monish & HarshaReddy	2	2	7	3	14
9	A study of the impact, viability and features of green initiatives with an analysis its effects on a company's financial position	Arun Julian Yesupriya, K. Monisha and Epzibha S.	4	5	6	5	20
10	"Government Aid on Development and Emerging Entrepreneurs in India"	Venkatesh. N, Yuvaraj & Mohammed Kaunain	2	4	5	4	15
11	An Understanding on Digitalization of Human Resource Management in Bengaluru.	Reshika Ganesh & Nimish Bharadwaj	5	6	6	8	25
12	A Study on Impact of E-Marketing on Consumer Behaviour in Anekal Taluk	Arjun Naidu	5	5	5	6	21



13	Presentation on IPR - Copyrights and Trademarks	Ohm Prakash S & Supriya N	4	4	5	6	19
14	A study report on Working Process before and after Covid-19 in IT Field.	Valli.V, Priyadarshini.R & Kavya.R	4	4	4	5	17
15	Impact of Covid-19 on E-Commerce Buyers : A study of Anekal Taluk	Sharanya S, Amrita Jena & Gittha Vaishnavi	6	6	6	6	24
16	A Study on E-Marketing of Consumer Perception towards Online Shopping in Electronic City	Meghana CV, Sanjay HV & Deepak R					
17	A Comprehensive Study on E-Marketing	Ramya D & LakshmiPriya KS	4	4	4	4	16
18	IPR in Cyber World	Vaishnavi Swaroop, Akshay Kulkarni & Adarsh Pandey	5	5	5	6	21
19	Emperical Study on Government Schemes to Promote Women Entrepreneurs and their Sustainability	Usha I & Pushpalatha R	5	5	5	6	21
20	A Study on Satisfaction level of workers regarding the health safety and welfare provisions during the present covid-19 in Bengaluru city	Dr. P. Srinivas Rao Mr. Mohammed Wajid Mohammed Shoabuddin Tahir	5	5	5	6	21
21	India's E-Learning Market Outlook	Anil Kumar S R, Pruthvi Raj S	5	5	5		20



22	Women Entrepreneurship - General Outlook	Stephen Cyril, Himanshi & Venilla	6	6	6	7	25
23	IMPACT OF COVID ON E-MARKETING ON GLOBAL BASIS	SHIVANGI SAHA AND AFSHAN FIRDOUS	4	4	5	6	19
24	E-Banking SBI	Vinodhini, Durgavathi	4	4	5	5	18
25	Marketing through Social Channels	Keerthana	4	4	4	4	16

Best Presenter: Stephen Cyril, Himanshi & Venilla, Title Women Entrepreneurship – General Outlook, Points 25

Name & Signature of the Session Chair



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National Student's Seminar- ..... 2021

Research and IP Cell & Department of.....

**Criteria for Best Paper Award (Recommendation by the Chair)**

Sl No.	Name of the Presenter	Title of the Presentation	Point allotment				Total 40
			Content (10)	Relevance of the topic (10)	Structure (10)	Overall Impression(10)	
1	An Empirical Study on the Impact of Performance Appraisal of the Employees on their Retention in Bengaluru's IT Industry.	Chaitanya J Patil & Nimish Bharadwaj	6	6	6	7	25

Best Paper: Name..... Title..... Points.....



*[Handwritten Signature]*

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 Bengaluru - 560100

Name & Signature of the Session Chair