

DEPARTMENT OF BUSINESS ADMINISTRATION
In collaboration with
RESEARCH CELL

TYCOON 2022

ORGANIZES

**NATIONAL SEMINAR
FOR
UG & PG STUDENTS**

**JUNE 24TH – 25TH
2022**

9 : 00 AM TO 3 : 00 PM

**LEADING BEYOND PANDEMIC:
DEVELOPING RESILIENCE,
REALIGNMENT &
REINVENTION IN BUSINESS**



ABOUT THE COLLEGE

St. Francis de Sales 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 Undergraduate (BA, BBA, BCA, BCOM, BSC), Postgraduate (MA, MCOM, MSC, MBA) and Postgraduate 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 Business Administration was established with an aim of creating discipline specific but also nurturing generic skills that enable the student for professional and personal growth outside of a formal educational setting. This is an undergraduate program where students learn to appreciate the diversity of behavior in professional practice situations gaining knowledge of appropriate codes of ethics, standards, practices and procedures.

ABOUT THE SEMINAR

"The Student National Seminar" is conducted annually for the under graduate and post graduate students with intention to give the students with an exposure to research, publications and knowledge transfer. This Seminar aims to provide a platform for students to present and discuss on resilience, realignment & reinvention in business due to variations in environment such as COVID-19 pandemic and related fluctuation in the Business. Also it aims at creating the research interest in the minds of young learners and to pursue research as their career.



Sub Themes

General management

- Crisis management
- Strategic Realignment
- Embracing Change and innovative practices at workplace
- Ecosystem stability and protection of resources
- Risk Management strategies
- Transformational Leadership

Finance

- Innovative Financing post pandemic Era
- Financial stability and optimization of resources.
- Asset management and Financial wellness of organization
- Emergency funds and diversification of Investments
- Financial planning and Budgeting realignment

Human Resource Management

- Employee health and well being
- Data driven decision making
- Team building with purpose and philosophy
- Quality of remote work life
- Employee engagement and commitment

Marketing

- Customer based Innovation
- Digital Marketing
- Realigning Logistics and supply chain management
- Post pandemic Advertising and promotion techniques
- Green Marketing



SCAN ME



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 Keywords. Abstract should have the title of the paper, details of the Author's (Name, Designation, Affiliation, Mobile No. and Email ID).
- Once the abstract is selected, Delegates are requested to submit the full paper as per the format communicated through mail.
- The abstract and full paper should be mailed to bba.desma@sfscollege.in
- Student Presenters should submit Power Point Presentation on or before 20th June 2022.

Publication Details :

- Papers will be sent for Peer Review. Selected papers will be Published in peer reviewed journal.
- The Best Paper will be awarded. There are also prizes for the Best Presenter (Online & Offline)
- All other papers would be published in the Proceedings Volume (book of abstracts) released by the College
- Publication Fee will be intimated to the author, if selected for publication

Important Dates :

Abstract Submission : 25th May 2022
Notification of Acceptance of Abstract : 29th May 2022
Full Paper Submission : 14th June 2022
Notification of Acceptance of Full Paper : 18th June 2022
Seminar Date : Offline : 24th June, Online : 25th June 2022

Registration Fee :

PARTICIPATION : FREE
PRESENTATION : 150
(Per Student)

Registration Link :

[CLICK HERE](#)

Note: Due to Covid restrictions the delegates from other colleges can attend and present the seminar online. Offline paper presentations will be restricted to internal delegates.

ORGANISING COMMITTEE

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REV. DR. 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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Coordinator, Research cell

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PROF GEETHA P S
Coordinator, Department of Business Administration

JOINT SECRETARIES

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