



# Dayananda Sagar College of Arts, Science and Commerce

Shavige Malleshwara Hills, Kumaraswamy Layout,  
Bangalore 560 111, Karnataka, India [www.dscasc.edu.in](http://www.dscasc.edu.in)

Affiliated to Bangalore University,  
Recognized by the Government of Karnataka and Accredited by NAAC

RESEARCH AND IPR CELL  
under the aegis of  
INTERNAL QUALITY ASSURANCE CELL (IQAC)

## International Conference on Recent Advancements in Commerce, Management and Technology

# ICRACMT-2022



December  
**15<sup>th</sup> & 16<sup>th</sup>**  
2022

## Virtual Mode

Academic Partner :



### PRIMAX FOUNDATION

(Registered Under Karnataka Societies Registration Act 1960  
Reg. No. JNR-S211-2015-16, IT Exemption 12A & 80G)  
MSME Reg. No.: UDYAM-KR-03-0144791,  
CSR Reg. No.: CSR00038642  
NITI AAYOG Reg.No.: KA/2022/0318909  
Bengaluru, Karnataka, India

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## About the College

Dayananda Sagar College of Arts Science and Commerce (DSCASC), under the aegis of Dayananda Sagar Institutions is one of the oldest degree colleges in Bengaluru and is affiliated to Bangalore University. It has a history of producing numerous exceptional people who made contributions to society in a variety of professions. The college philosophy plays a strong role on helping students for improve their critical thinking abilities and innovative senses to help them become socially responsible and progressive citizens. Through a cultural, scientific, and educational strategy created for growth, the pupils are encouraged to realise their full potential as part of a comprehensive developmental approach. Our students are given a demanding academic environment in the form of well-equipped lecture halls, laboratories, libraries, computer facilities, and top-notch teaching staff. In order to encourage our students to explore a wide range of career options, we give them a space for discussion and thought provocation.

Through our collaborative, multidisciplinary, and holistic approach, our students at DSCASC are able to improve their skills while continuing to be inquisitive and eager as thinkers. All these efforts lead us to the visionary outlook of our late founder, Sri Dayananda Sagar, in keeping with the spirit of "Live the Dream."

Presently, the DSCASC is striving for excellence in four UG programs namely, B.Com, BBA, BCA, & B.Sc.; and three PG programs namely, MBA, MCA, & M.Com.

## About the Conference

The Dayananda Sagar College of Arts, Science and Commerce (DSCASC), Bangalore, is organizing a virtual two-day "International Conference on Recent Advancements in Commerce, Management, and Technology (ICRACMT-2022)" on December 15 and 16, 2022.

The conference will shed light on the opportunities for research in numerous fields in order to stay up with the pace of global advancements. Participation in this conference will be enlightening. It offers a special opportunity for exchanging ideas, knowledge, and skills with other participants. This will further enable them to develop and improve their management, technical, and business-related skills so that they can be more effective in their respective fields.

## Objectives of the Conference

- Provide a comprehensive multi-sectored forum for Academicians, Professionals, Researchers, Businessmen and Students.
- To discuss the possibilities for interpreting the present and future in the context of the changing global reality.
- To introduce the young students—future leaders who will shape society—to concepts and methods that will prepare them for the VUCA world.
- It gives academics, practitioners, students, and educators an international multidisciplinary forum to discuss the most recent advancements, concerns, trends and solutions in the areas of Commerce, Management and Technology.

## Call for Papers

ICRACMT 2022 invites full-length original research contributions from research scholars, academicians and students. All selected papers will be included in the Conference Proceedings book that has an ISBN number. Selected papers may also be published in SCOPUS or UGC Care List journals for an additional publication charge.

## Topics for Consideration

The participants can consider the following brief list of topics for their papers. These are only indicative and hence you can send papers on any other topic that conforms to the theme of the conference.

### Commerce and Management

- |                                   |   |
|-----------------------------------|---|
| 1. Financial Inclusion            | 13. AI & ML in Marketing                |
| 2. Digital Banking                | 14. Consumer Buying Behaviour           |
| 3. Strategic Management           | 15. Digital & Social Marketing          |
| 4. E-CRM                          | 16. Data Science in HR-Diversity        |
| 5. Make in India                  | 17. Inclusion and Equity in HR          |
| 6. Start-up India                 | 18. Workforce Dynamics in post-covid-19 |
| 7. Reforms in Taxation            | 19. Capital Market Dynamics             |
| 8. Logistic Management            | 20. Financing MSMEs                     |
| 9. Impact of Information          | 21. Ethics in Finance                   |
| 10. GIG Economy                   | 22. Behavioural Finance                 |
| 11. Green Supply Chains           | 23. Fin-tech-Digitization of Banking    |
| 12. Agile Supply Chain Strategies | 24. Cryptocurrency                      |

### Information Technology

- |  |  |
|--|--|
| 1. Mobile and Ubiquitous Computing     | 13. Block chain Technologies                   |
| 2. Multimedia Systems and Services     | 14. Educational Technologies                   |
| 3. Database and Data Mining            | 15. E-health;                                  |
| 4. Game and Software Engineering       | 16. Internet of Things                         |
| 5. Artificial Intelligence             | 17. Social Networking                          |
| 6. Distributed And Parallel Algorithms | 18. Machine Learning;                          |
| 7. Cloud Computing                     | 19. Data Analytics;                            |
| 8. Web And Internet Computing;         | 20. Computational Algorithms and Applications; |
| 9. Bio-informatics                     | 21. Grid Computing,                            |
| 10. Communication And Information      | 22. Deep Learning,                             |
| 11. Mobile And Wireless Networks;      | 23. Green Computing,                           |
| 12. Big Data                           | 24. Cyber Security.                            |

## Guidelines for Authors

The conference will feature the chosen papers and articles that have been selected by the experts. Authors are invited to submit papers for the conference to [ICRACMT2022@dscasc.edu](mailto:ICRACMT2022@dscasc.edu). Submission must be original and should not have been published or under consideration anywhere else. The full paper should not be longer than 6 to 8 pages and should be typed in 12-point Times New Roman font in MS Word on an A4 sheet with 1.5 space, left aligned, and a 1-inch margin on all sides. The PDF format is not acceptable. Graphs and exhibits must be provided in JPEG or MS Excel format. Every paper will be checked for a permissible limit of plagiarism before acceptance.

## Important Dates for Authors

Registration Starts on	07-11-2022
Last date for Registration	10-12-2022
Submission of full-length paper	12-12-2022

## Registration Details

The registration fee must be paid by the deadline by at least one of the authors named on the accepted paper. The Registration fee details are given below.

1. Faculty Members/Academicians/Research Scholars	Rs. 500
2. Corporates/Consultants/Industry Representatives	Rs. 600
3. Students	Rs. 250

To complete registration, email the necessary materials, including the final paper, the completed registration form and the payment receipt to [ICRACMT2022@dscasc.edu.in](mailto:ICRACMT2022@dscasc.edu.in)

## Payment Mode

Participants and delegates should send the completed registration form in the format attached, along with the necessary participation fees, through **Demand Draft, NEFT, or RTGS drawn in favour of "Dayananda Sagar College of Business Management" payable at Bangalore.**

## Bank Details

1. Name of the Bank	<b>Bank of Baroda</b>
2. Bank Branch & Address	DSCE Branch, Kumaraswamy Layout, Bangalore
3. Account Name	Dayananda Sagar College of Business Management
4. Bank Account No.	<b>74370100007476</b>
5. Type of Account	Savings Bank Account
6. IFSC Code	<b>BARB0VJDASC</b> (it's a zero before V in IFSC)

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