

Registration Fee

Corporates	1000/-
For Academicians	800/-
Research Scholars	500/-
PG Students	200/-

Registration Details

Registration Date	10 th October 2024
Abstract submission	15 th October 2024
Full paper submission	25 st October 2024
Conference date	8 th November 2024

Payment Details

College Name : C.B.Bandari Jain college
Name of the Bank : HDFC Bank
Branch : Jayanagar Branch
Account No : 50200070559489
IFSC CODE : HDFC0000261

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Registration



Call For Papers

1. Research papers from academicians, research scholars, and post graduate students are invited.
2. Empirical and conceptual research papers are invited from academicians, research scholars, and post graduate students, consultants, industry experts related to the themes mentioned.
3. However research paper can also be submitted in any related area or discipline under the broad theme of the conference.

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Shree Mahaveer Jain Shikshan Sangh

Sri. Champalal Jain Secretary,
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98441 27580

Dr. Rohin Assistant Professor
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C B BHANDARI JAIN COLLEGE

(Affiliate to Bengaluru City University (BCU)
Bengaluru, Karnataka, India
Approved by AICTE & Accredited by NAAC

Department of Commerce & Management
In Association with



PRIMAX FOUNDATION

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



NATIONAL CONFERENCE

ON

“Transforming Business for a
Sustainable Future -
Challenges & Opportunities”

on

8th November 2024
Hybrid Mode

About the College

C.B. Bhandari Jain College Established in June 2000 by Shree Mahaveer Jain Shikshan Sangh, this institution aims at imparting quality, value-based education to youth. C.B. Bhandari Jain College, located in Bangalore, India, is an institution that offers undergraduate and postgraduate programs with a focus on commerce, management, and computer applications. The college is known for its emphasis on holistic education, blending academic rigor with extracurricular activities. It provides a supportive environment for students to develop both professionally and personally, promoting values such as discipline, ethics, and social responsibility. The institution is affiliated with Bengaluru City University and strives to maintain a balance between traditional values and modern educational practices.

About Primax Foundation, Bengaluru

Primax Foundation (Reg. No JNR-211-2015-16), Established in 2015 is a registered non-profit organization located in Bengaluru, Karnataka, India. Being committed to social development, it offers high-quality educational and professional development opportunities through workshops, conferences, seminars, and training programs. These programs encompass journal publications, faculty development, management development, educational and skill development initiatives, and research activities. As an emerging training and development center, Primax Foundation provides both on-campus and off-campus programs to empowering students, research scholars, and faculty members with the knowledge and skills needed for academic and professional success.

About the Conference

The theme "Transforming Business for a Sustainable Future: Challenges & Opportunities" was chosen for a conference due to the growing urgency for businesses to integrate sustainability into their operations. As the global community faces environmental crises like climate change, resource depletion, and increasing social inequalities, businesses are being called upon to take proactive roles in creating solutions.

This theme highlights the dual nature of the journey towards sustainability: the challenges businesses face, such as financial investment, regulatory changes, and operational shifts, and the opportunities that arise, including innovation, market differentiation, long-term cost savings, and enhanced corporate reputation. By addressing this topic, the conference seeks to inspire discussions on how businesses can turn sustainability into a driver of growth, resilience, and competitiveness in the modern economy.

Sub Themes

- Corporate Governance and Business Ethics.
- Supply Chain Management in the Era of Globalization.
- Innovations in Financial Technologies (FinTech).
- The Role of Generative AI in various industries, such as healthcare, entertainment, design, finance, and marketing, HR and accounting and Auditing.
- Role of Big Data in Business Strategy and Innovation.
- Ethical and Legal Implications of AI.
- Consumer behaviour and sustainability trends.
- Leadership and culture shifts for sustainable transformation.
- Investment in green technologies and practises, ESG investing.
- Green cloud computing and AI for Green Tech.
- 'Green Initiatives' – a commitment to sustainable development across all industries.
- E-commerce leveraging advanced AI and machine learning.
- Entrepreneurship and Startups in the Global Economy.

GUIDELINES FOR ABSTRACT AND PAPER SUBMISSION

1. Paper format: Single Column, A4 Size single line spacing; Font size: 12, Font style: Times New Roman.
2. Page limit: not to exceed 10 pages including all references, tables & figures.
3. Abstract not be more than 500 words. The purpose of the work, research methods used, key findings and major conclusions should be clearly stated.
4. Full paper should not exceed more than 3000 words / 10 pages whichever is less.
5. At least one of the authors of the selected research papers should present the paper in conference.

PUBLICATION DETAILS

1. All the accepted abstracts will be published in conference proceedings with ISBN Number.
2. Selected papers will be published in UGC care listed journal and Scopus. Publication charges should be borne by the author. Papers accepted for publication in UGC Care listed journals and scopus will be based on scrutiny of the publishers.
3. Selected papers will be published in the Primax International Journal of Commerce and Management Research- Print ISSN: 2321-3604 Online ISSN: 2321-3612 (A Peer-reviewed journal with a high impact factor of SJIF 7.81 with DOI Number and indexed in Proquest at Google scholar), and Additional Cost of Rs. 1,500 (Hard copy of book and Publication Certificate will be given).
4. Paper will undergo blind review by review committee. Selected papers will adhere double blind review process.
5. E-Certificate will be given to all presenters and participants.

Mail id for Communication and submission of paper
cbbjnationalconference@gmail.com

Registration Link:
<https://forms.gle/nGdzVifHTeZJy2EHA>

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