



**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ST. JOSEPH'S COLLEGE (AUTONOMOUS)**  
Special Heritage Status awarded by UGC  
Accredited at 'A++' Grade (4th Cycle) by NAAC  
College with Potential for Excellence by UGC  
DBT – STAR & DST – FIST sponsored College  
Tiruchirapalli 620 002, Tamil Nadu, India



# **INTERNATIONAL CONFERENCE**

**On**

**Innovative Practices**

**In**

**Business and Management  
during the Contemporary  
Era**

**DATE : 18<sup>TH</sup> MARCH 2021**

**Registration Link:**

<https://admission.sjctni.edu/BBAICBM21/registration.php>

**Mode of Conduct : Online – Zoom Platform**

### **About the College:**

St. Joseph's is one of the ancient and prestigious institutions run by the Jesuits of Madurai province. The Society of Jesus is a worldwide organization of religious men, numbering about 19000 spread over the world of who over 3000 are working in the province of India. In TamilNadu alone there are about 500 Jesuits working on schools and colleges, youth service and social work centres in parishes and mission outreach programmes, and in almost every form of service and ministry of the church. The college has student's strength of about 7000 pursuing 16 undergraduate and 19 post graduate and 14 research programmes. St. Joseph's college is an affiliated first grade college of the Bharathidasan University. It was established in 1844 by the father of Society of Jesus. It was affiliated to the then madras university in 1869. The college celebrated its centenary in 1944, sesquicentenary in 1995. Its recognition of its meritorious services in the sphere of higher education, St. Joseph's college was conferred upon the honour of autonomous status in 1978 and acquired the five star status awarded by NAAC in 2000. It was recognized by UGC as a college with potential for excellence (CPE) in 2004, reaccredited by NAAC with A+ grade in 2006 and accredited again by NAAC at a grade 3<sup>rd</sup> cycle in 2012 and Special Heritage Status in 2015, the only college in the state to be recommended for the fund in that current year. School of excellence have been planned and implemented in 2014 – 2015. Our college was reaccredited by NAAC with A++ grade in 2019 (4<sup>th</sup> cycle). By integrating related disciplines under one roof. This great temple of higher learning has produced a number of academicians, educationists, scientists, administrators, intellectuals, social workers, computer professionals, entrepreneurs, artist and other of national and international repute.

This Jesuit College trains young men and women of quality to be leaders in all walks of life so that they may serve the people of the nation in truth, justice and love. The St. Joseph's College has always upheld and radiated Goodness and Truth in its endeavour to impart quality in higher education. This educational establishment has been instrumental in churning out thousands of truly educated persons, physically fit and intellectually well equipped. Thus, this College stands for what is best in education.

### **About the department:**

The department of Business Administration emerged in the year 1999 with its newly designed curriculum integrated with ICT for the year better coverage of the subject, accumulation of knowledge, attainment of skills, understanding and applicability. Our COURSE and curriculum effectively contribute for the national productivity and international competitiveness. Our department is known for more practical sessions. Our students acquire computer skills, internet skills, entrepreneurial skills, leadership qualities and learn investment tactics. Besides our students undergo internship program, bank apprentice training, in – plant training and also undertake project work. Our department has been using new strategies for advanced learning such as instructional strategy, private, informal extra home work, additional assignment of responsibility, providing access to professional learning centres. A par from demonstration method, questions and answer method, role play method, chalk and talk method, field trip method and project method the modern technique of teaching and learning are also used in our department. Currently our department has also undertaken MOU's with other organizations. Our students are becoming courageous, confident, energetic and creative and are taking part in a wide range of academic competitions organized by various colleges of various universities across the state. In this

regard they have won many medals and overall shields many times. The BBA programme provides our students the opportunity to go forward in the broad range of professional directions and build sound and rewarding careers to compete effectively in today's fast paced world. We also build in the employability skills among the students and motivate them to take up calculated risk and grow as successful entrepreneurs.

The curriculum is updated according to the changing environment in industry, business world, commerce and management though board of studies with eminent members. With our high earned potentials we are organizing an International conference on **“Innovative Practices In Business and Management During the Contemporary Era”**

### **Conference Theme:**

In Today's world, the successful exploitation of new ideas is crucial to any business, being able to improve its processes, bring new and improved products and services to market, increase its efficiency and, most importantly, improve its profitability. Business world has created new environment and opportunities setting new expectations, competition and challenges. Organizations and markets are in transition towards digital, smart and network age. Emerging trends and practices have established higher standards creating new benchmarks. Are managers, leaders, and entrepreneurs up to the task of tackling the great issues and challenges that we face? Most would argue that they are not. With a mix of high-profile practitioners and thought leaders in their respective fields, the conference will provide impulses to the emerging global dialogue on mastering this issues and challenges in the era of globalization. The conference offers a platform for academicians, researchers, consultants and practitioners to propose scientific solutions. It will dive into exemplary research insights that point at a new direction. Participants will gain new perspectives from concrete facts that they might include in their strategies and their own practices as they prepare for the future.

The conference provides a platform for academics, researchers and practitioners to share ideas and implementation of actionable items to solve problems and face challenges across different functional areas of management and social sciences. The focus of the conference is on the application of managerial perspectives to real world problems. Thus our theme covers all kinds of Innovative Practices that should be undertaken in business and management in order to survive and to prosper during the contemporary era.

### **Objective:**

- To facilitate research based knowledge creation and dissemination among academicians students and practioners in management and other social sciences.

### **Call for Submissions:**

You are invited to participate and /or present your work in the **“International Conference on Innovative Practices In Business and Management During the Contemporary Era”** organized by Department Of Business Administration, St. Joseph's College (Autonomous), Tiruchirapalli on 18<sup>th</sup> March 2021.

### **Sub-Themes:**

- Role of Artificial Intelligence
- Innovation and Technology
- Innovative Marketing Strategies
- COVID 19 and Innovation
- Green Innovation and Sustainability
- Barriers for Innovation

- E-Management
- Innovation and Government
- Opportunities for innovative development of global economy.
- Management: Modern development tendencies.
- Management in MNC's.
- Computerization and Management.
- Service sector and Management.
- Any other Relevant Areas in Finance, HR, Organisation Behaviour, Marketing, Operations, Supply Chain, Strategy, IT & Systems, International Business and Economics.

### Special Sessions

Apart from paper presentations, participants also have an opportunity to explore the possibilities of new areas of research, research tools, and to learn how to publish in high impact journals. These insights will be delivered by expert team from academics and non-academics.

### Guidelines for Abstract Submission

Selection of papers for presentation will be based on structured abstracts not exceeding 250 words. The abstract should be submitted online in word format at [sjcbbaconference2021@gmail.com](mailto:sjcbbaconference2021@gmail.com) Abstracts must include a clear indication of the purpose of research, methodology, major results, implications, and key references. The author(s) should clearly mention under what area of interest of the conference the abstract is to be included. They should adhere to the following

Mention the Paper Type (viz., Research Paper, Conceptual Paper, Case Study, Literature Review, General Review) on the top of the Structured Abstract. **Structured Abstracts** will be evaluated through a review process and authors will be notified of acceptance/rejection on or before 15<sup>th</sup> March 2021. Acceptance of the abstract implies that at least one of the authors will attend the conference and present the paper.

### Publication

Selected papers of this conference will be published in UGC CARE listed Journals subject to editorial & review process with an additional publication fee of Rs.2500/-

### Criteria for Review and Evaluation

**Relevance:** Does the subject of the paper appeal to the interests of the Conference attendees?

**Applicability:** Does the paper bridge the gap between theory and practice?

**Credibility:** Does the paper present credible and accurate information?

**Methodology:** Does the paper use sound and appropriate method(s)?

**Organization:** Does the paper follow a definite direction and clear Organization?

**Originality:** Does the paper add new findings, insights, or knowledge to the body of literature?

**Research:** Does the paper compare and weigh the material against the work of others?

**Conclusions:** Is the conclusions sound and justified?

**Managerial Implications:** Are the managerial relevance and implications of the decision problem demonstrated?

**Format:** Are the abstract and the paper as per the guidelines for submission?

**References:** Are the references adequate?

### **Awards**

Best paper Awards will be given to Top three papers in the conference.

### **Important Dates**

<b>EVENT</b>	<b>DATE</b>
<b>Last Date for Abstract Submission</b>	14 <sup>th</sup> March 2021
<b>Notification of Acceptance of the Abstract</b>	15 <sup>th</sup> March 2021
<b>Last Date for Registration</b>	17 <sup>th</sup> March 2021
<b>Submission of Presentation in PPT Format:</b>	17 <sup>th</sup> March 2021
<b>Conference Date</b>	18 <sup>th</sup> March 2021

### **Registration & Submission of Presentation in PPT format**

Participants can register for the conference by paying the prescribed Registration fee the details of which are mentioned below. Participants interested in presenting Papers should send in their content in a PPT format to our Conference mail id [sjcbbaconference2021@gmail.com](mailto:sjcbbaconference2021@gmail.com) with the option of submitting their full Paper at a later date.

### **Registration Fee**

<b>Category</b>	<b>Registration Fee</b>
<b>Students</b>	100
<b>Research Scholars</b>	150
<b>Faculty / Corporate Delegates</b>	200

### **Conference Registration & Payment link:**

<https://admission.sjctni.edu/BBAICBM21/registration.php>

<b>Patrons</b>	<b>Dean</b>	<b>Conveners</b>
<b>Rev. Dr. Leonard Fernando, SJ</b> <b>Rector</b>		<b>Prof. P. Prema Kumari</b> <b>(9159052147)</b>
<b>Rev. Dr. S. Peter, SJ</b> <b>Secretary</b>	<b>Dr. G. John,</b> <b>School of Management</b> <b>Studies</b>	<b>Prof. S Clemence Jenifer</b> <b>(9944568804)</b>
<b>Rev. Dr. M. Arockiasamy Xavier, SJ</b> <b>Principal</b>		<b>Dept of Business</b> <b>Administration</b>

**Conference Coordinators:**

*Prof. Ms. C.F Octovia Antony Sessammal (9488017921)*  
*Head, Dept of Business Administration.*

*Prof. Dr. B. Augustine Arockiaraj*  
*(9943981747)*

**Paper Presentation & Publication:**

*Prof. S. Arputharaj (9092093864)*

*Prof. Dr.P. Bastin Arockiaraj (9578893235)*

**Certificate Committee:**

*Prof. D. Rinaldo De David (9003687888)*

*Prof. J. Inigo Papu Vinodhan (9791999120)*

***E-Certificates will be provided***

**Registered participants can join the conference whatsapp group using the following link:**

<https://chat.whatsapp.com/ELpSq4bIAjaHnwisMfI4Aq>