

Social Responsibility

- ♦ Human rights and labour practices
- ♦ Community engagement and philanthropy
- ♦ Supply chain management
- ♦ Diversity and inclusion

Call for Papers

We request the paper presenters to send their original research papers (unpublished), case studies and results of surveys on any of the sub themes mentioned above or any other themes relevant to the main theme of the Conference. Abstract and full-length paper should be sent to iccommerce@josephscollege.ac.in on or before the prescribed dates. Each author is considered as an individual participant for the purpose of the Conference.

Guidelines for Paper submission

Abstract: 250-300 words with not more than 5 key words

Full Paper: not exceeding 3000 words

Title Page: Title, Author (S) Designations, Professional Affiliation, Contact Details, Email Id, ORCID ID.

Font Style: Times New Roman

Font Size: Headings and Subheading 14 in bold and text in 12 (Normal)

Line Spacing: 1.5, **Document Size:** A4

Reference: APA Style

Graphs/ Tables: MS Office (Word/Excel) only

Submission of full paper should be only in MS Word Format.

Registration Fee Details

- ♦ **Research Scholars: Rs. 1000/-**
- ♦ **Academicians: Rs. 1500/-**
- ♦ **Industry: Rs. 2000/-**
- ♦ **International Participants: \$ 50**

All the paper presenters are requested to fill the registration form and attach a copy of the payment receipt to the same as per the prescribed dates.

All the papers will be double blind peer reviewed by the screening committee. The decision of the screening committee will be final.

The selected papers will be published in UGC care listed Journal at an additional cost. (Subject to Plagiarism)

Important Dates:

- ♦ The last date for submitting Abstract is **30th July 2024**
- ♦ The Acceptance of the Abstract will be notified by **5th August 2024**
- ♦ The last date for submitting the Full paper is **16th August 2024**
- ♦ The Acceptance of the full paper will be intimated by **23rd August 2024**

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DEPARTMENT OF COMMERCE

in collaboration with

**Telangana State Council of Higher Education
(TSCHE)**

**INTERNATIONAL CONFERENCE ON
EMPOWERING TOMORROW'S
BUSINESS LANDSCAPE:
NAVIGATING THE INTERSECTION
OF ENTREPRENEURSHIP, AI,
INCLUSION AND SUSTAINABILITY.**

Date: September 20th to 22nd 2024

ABOUT INDIA

India is one of the oldest civilizations in the world with a kaleidoscopic variety and rich cultural heritage. It has achieved all-round socio-economic progress during the last 75 years of its Independence. India has become self-sufficient in agricultural production and is now one of the top industrialized countries in the world and one of the few nations to have gone into outer space to conquer nature for the benefit of the people. It covers an area of 32, 87,263 sq. km, extending from the snow-covered Himalayan heights to the tropical rain forests of the south. As the 7th largest country in the world, India stands apart from the rest of Asia, marked off as it is by mountains and the sea, which give the country a distinct geographical entity. Bounded by the Great Himalayas in the north, it stretches southwards and at the Tropic of Cancer, tapers off into the Indian Ocean between the Bay of Bengal on the east and the Arabian Sea on the west. As you travel, India offers a range of vast tourism choices, diverse in land and nature, people, tribes, cuisine, faiths, dance forms, music, arts, crafts, adventure, sport, spirituality, history; even these vary as you journey from one state to another. As a country, India has achieved all-round socio-economic progress in the last 70 years of independence. The change is clearly visible in the Tier I and Tier II cities. However, the fascinating aspect lies in the stark difference as you travel through the new and old parts of its cities. From world-class airports and hotels, luxurious shopping malls, restaurants, pubs and cafes to overcrowded streets and alleyways, in the same cities, filled with thousands of little shops offering every possible modern and ethnic product and native street food is a fascinating experience.

ABOUT HYDERABAD

Hyderabad is the capital of the southern Indian state of Telangana, occupying 650 square kilometres (250 sq. miles) along the banks of the Musi River. At an average altitude of 542 metres (1,778 ft), much of Hyderabad is situated on hilly terrain around artificial lakes including the Hussain Sagar Lake that predates the founding of the city. Hyderabad is the capital of one of the most techno savvy State in India, Telangana, thus a hub for technology firms, which include Microsoft and Oracle, calling Hyderabad a “Hi-Tech City’ home. The previous name of this city was Bhagyanagaram. This city is also called the ‘city of pearls. Hyderabad was founded in 1591 and planned as a grid with the Charminar at its centre. Mecca Masjid, Charminar, Golconda fort, Qutub Shahi tombs, Paigah tombs are some of the historic structures. There are many other structures like Falaknuma Palace, Chowmohalla Palace, Taramati Baradari etc., which are quite famous attracting tourists from all over. Birla Mandir, Jagannath temple, Salarjung Museum, Mahankali temple, Hussain Sagar Lake, Mir Alam Tank, Nehru Zoological Park, KBR Park, Mrugavani National Park, are some of the other major tourist attractions.

ABOUT THE COLLEGE

St. Joseph’s Degree & PG College, established in the year 1997 by the Hyderabad Archdiocese Educational Society, is a Co-education Catholic Christian Minority Institution. The college functions under His Eminence Cardinal Poola Anthony, Archbishop of Hyderabad. A premiere affiliate of the Osmania

University, St. Joseph’s is an Autonomous College, Re-accredited by the National Assessment and Accreditation Council with ‘B++’ Grade for its Distinctive Educational Environment, Human Values and Social Commitment. The college offers a wide range of Under Graduate and Post Graduate Programmes in Commerce, Science, Mathematics, Computer Science, Mass Communication and Management and Psychology. It is a leading higher educational institution of the country, with a growing reputation among academia and industry as the top destination for world-class knowledge, skills, universal values and global employability.

ABOUT THE DEPARTMENT

The Department embarked on a Journey in 1997 by setting up the Commerce Department with two courses of one section each i.e., B. Com (General) and B. Com (Computers), B. Com (Honors) was introduced in the year 2003. The department expanded from single section to double sections in B. Com (General) in the year 2002 and B. Com (Computers) in the year 2006. B. Com (Professional) Integrated CA and CS was introduced in the year 2012, B. Com (Information Technology) in the year 2015 and B. Com (International Finance & Accounting) in the year 2016. The Commerce department is the largest department of the College with annual average student strength of 1327. The department has adequate well qualified, competent faculty who are dedicated to the academic and overall development of the student community. The teaching highlights of the faculty of our department are Learner-centric, ICT enabled, Project based, continuous assessment and comprehensive & realistic evaluation.

ABOUT THE CONFERENCE

The conference aims to focus on the future of business and the dynamic intersection of key areas such as Entrepreneurship, Artificial intelligence (AI), Financial inclusion, and sustainability. The Conference themes suggest a holistic approach to business that considers not only technological advancements but also social responsibility and environmental sustainability. The conference is a dynamic and forward-thinking event that seeks to explore and navigate the intricate bridge of key pillars shaping the future of business. The conference serves as a platform for thought leaders, industry experts, entrepreneurs, educators and innovators to come together and engage in insightful discussions, sharing their expertise and experiences in these pivotal areas. Through collaboration, dialogue, and the exchange of ideas, we envision a business landscape where innovation, financial inclusion, and sustainability converge to create a more equitable and prosperous future for all.

OBJECTIVES OF THE CONFERENCE

- ◆ Discover methods for promoting creativity in the entrepreneurial realm and highlight the significance of start-ups and small companies as catalysts for innovation and economic expansion.
- ◆ Discuss how entrepreneurship and artificial intelligence can help close the gap in financial inclusion. One can also highlight programs and success stories that show how technology can help underprivileged groups have access to financial services.
- ◆ Increase cooperation across industries to advance equitable

economic growth and investigate joint ventures with digital companies, financial institutions, and social entrepreneurs to establish a more diverse business environment.

- ◆ To give participants a forum for learning from thought leaders, industry professionals, and accomplished business owners in order to exchange ideas on new developments, difficulties, and prospects at the nexus of entrepreneurship, artificial intelligence, financial inclusion, and sustainability.
- ◆ To stimulate the creation of solutions that address pressing issues and advance a more inclusive and sustainable future, as well as to provide participants with useful tactics and insights to apply in their particular fields.

EXPECTED OUTCOME OF THE CONFERENCE

- ◆ Awareness of cutting-edge business models, the ethical integration of AI in finance, heightened financial inclusion efforts, sustainable financial practices, cross-sector collaboration, enriched industry insights, actionable takeaways for participants, and a renewed commitment to corporate responsibility.
- ◆ This conference aims to shape a future where businesses drive positive change, embracing innovation, inclusivity, and sustainability for a resilient global business landscape.
- ◆ The inferences can be utilised for the global development and sustenance.

Sub Themes

Entrepreneurship

- ◆ Start – Ups
- ◆ Government Initiatives on Entrepreneurship
- ◆ Entrepreneurship Finance
- ◆ Entrepreneurship: Teaching Learning Process
- ◆ Capacity Building for Entrepreneurship
- ◆ Role of Innovation on Social Entrepreneurship
- ◆ Key Constraints for startups’ growth
- ◆ Role of Incubation Centre among Startups
- ◆ Green Entrepreneurship
- ◆ Agriculture Entrepreneurship
- ◆ Digitalization Entrepreneurship
- ◆ Tourism Entrepreneurship
- ◆ MSME’s – Challenges & Opportunities
- ◆ Venture capital and angel investment
- ◆ Crowdfunding and its impact on entrepreneurship
- ◆ Social Entrepreneurship
- ◆ Digital marketing strategies for startups
- ◆ Intellectual property protection for startups
- ◆ Navigating legal challenges in entrepreneurship

Artificial Intelligence

- ◆ E-Learning
- ◆ Digital advertising
- ◆ Chat GPT
- ◆ Other AI tools in Research and Education
- ◆ Emotional intelligence

- ◆ DBMS
- ◆ Legal and ethical Boundaries
- ◆ Vulnerability of data
- ◆ Employee work life
- ◆ Social media marketing
- ◆ E-Commerce

Financial Inclusion

- ◆ Accounting, auditing and taxation issues
- ◆ Banking and Regulations
- ◆ Block chain
- ◆ Crypto currency
- ◆ Fintech
- ◆ Financial literacy
- ◆ Sustainable finance
- ◆ Women inclusion and regulation
- ◆ Agent Banking
- ◆ Online lending platforms
- ◆ Financial education apps
- ◆ Crowd funding

Sustainability

- ◆ Environmental Sustainability
- ◆ Climate change and its impact on business
- ◆ Sustainable resource management
- ◆ Pollution control and waste management
- ◆ Renewable energy adoption

ESG Metrics and Reporting

- ◆ Standard ESG metrics
- ◆ Measuring ESG performance and impact
- ◆ ESG reporting frameworks
- ◆ Investor demand for ESG information

Government Policies and Regulations Related to ESG

- ◆ National ESG policies
- ◆ Environmental regulations
- ◆ Social regulations
- ◆ Governance regulations
- ◆ Legal frameworks
- ◆ Reporting standards
- ◆ Best practices
- ◆ Challenges & opportunities
- ◆ Future trends

Governance

- ◆ Corporate governance best practices
- ◆ Ethics and transparency
- ◆ Board composition and structure
- ◆ Executive compensation and accountability

Investor Engagement

- ◆ Integrating ESG into investment decision-making
- ◆ Shareholder activism and engagement
- ◆ ESG-related investment products
- ◆ Impact investing