



St. Clare College

Accredited A+ Grade by NAAC | Affiliated to Bangalore University

NURTURING VALUES AND EXCELLENCE

MES Ring Road, Jalahalli, Bengaluru - 560 013.

in collaboration with



Maharani Lakshmi Ammanni College for Women Autonomous

Affiliated to Bengaluru City University

Re-accredited by NAAC with "A" grade, Recognised by UGC
under Section 2(f) and 12(b) of the UGC Act 1956

Conferred the Status of 'College with Potential for Excellence' by UGC



Presents

International Conference On STRATEGIC OPERATIONAL CHALLENGES IN EMERGING MARKETS

DECEMBER 15, 2022 | ST. CLARET COLLEGE



In Association with

Internal Quality Assurance Cell (IQAC)

St. Clare College, Bengaluru & mLAC, Bengaluru

ABOUT SCC



St. Claret College (SCC) was established in 2005 by the international Missionary Congregation of Claretians who manage two universities and over 150 educational institutions in 66 countries around the world. The Bengaluru campus is managed by Claretian educational society established with the aim of providing holistic and quality education to the people in and around North Bangalore. Apart from St. Claret College, the campus shelters three other educational institutions: St. Claret School, Anthony Claret (AC)

School and St. Claret Pre-University College. Moved by the spiritual genius of St. Anthony Mary Claret, its patron, and supported by the robust Christian intellectual tradition, St. Claret College offers value based education to transform students to be enlightened leaders and networkers who bring about a civilization of love and harmony. St. Claret College is recognized by UGC, permanently **affiliated to Bangalore University** and **NAAC A+ accredited**. Situated on a serene and picturesque campus in the Garden City, Bengaluru, SCC offers a refreshing atmosphere conducive to serious academic pursuits and professional training. The College provides world class state-of-the-art infrastructure and facilities. SCC is dedicated to the principle that its educational services and faculty should be both supportive and challenging, distinguished by creative and interactive learning experience for each student. In order to make the students employable, various corporate and non-profit organizational personnel are invited to give hands-on experience of the corporate world. In addition to the regular curriculum, special training by professional bodies is provided to equip the students with professional skills such as presentation skills, debating, group discussions, team work and leadership skills which enable them to get suitable jobs in the corporate world.

ABOUT mLAC



Maharani Lakshmi Ammanni College for Women Autonomous (mLAC) was founded in the year 1972 in order to provide quality education for girls residing in North Bangalore. By Dr.K.N.V.Sastri, noted scholar and historian, The institution has carved a niche for itself among educational institutions in Bangalore and has transcended boundaries in various areas of human pursuits with a current strength of over 4000 students.

The institution has adopted a holistic approach towards education by encouraging learners to excel not only in academics but also in co-curricular and extra-curricular activities. A constant effort is being made to integrate socially useful and productive activities with regular curriculum to enhance life skills. The motto of the institution "Sheelam Parama Bhushanam" has been the foundation upon which all activities of the institution are focused. The noteworthy milestones in the history of the college include award of CPE status and autonomous status by UGC, Star college status by DBT and accreditation with 'A' grade (CGPA 3.25) by NAAC in the third cycle. The college was selected for RUSA (Rashtriya Uchchatar shiksha abhiyan) scheme, MHRD, Dept. of Higher education, GoI in 2018. The institution continuously increases collaborative work and MOU's with several industries, the institute is striving hard to encourage academic and innovative research, The institute R&D committee motivates the student and faculty to research in multi-disciplinary domain to provide innovative solutions to the industry and society.

CONFERENCE OVERVIEW:

Businesses have found themselves in a dynamic and fast-evolving world that demands a high amount of agility and stability for existence beyond the Covid 19 period. The pandemic period highlighted the growing need for adaptability and sustainability in the commercial landscape of the twenty-first century. While the epidemic looks to be over, issues that put business agility and sustainability to the test persist; hence, the theme of the International Conference is Strategic Operating Challenges of Emerging Markets. The highly competitive environment for major businesses in most of the successful markets is one of the most remarkable discoveries for international leaders. Rising to it and staying at the top looks to be far more difficult than in high-income nations, with only the strongest surviving. These challenges have resulted in unpredictable markets, with data that is always changing and influencing how businesses are done.

Therefore, we welcome all academicians, business practitioners, and researchers to this common platform to come and share their insights about the challenges in the constantly changing business environment, Inclusion and Diversity, Influence on Human Resource, Marketing and Finance and also the innovativeness for a better future.

Sub Themes

Technology

Data Management
Business Intelligence
Artificial Intelligence
E-Commerce
Block Chain Applications

Inclusion and Diversity

Workforce Diversity
Justice and Rights
Bridging Rural Urban Divide
Changing mindset and shifting organizational culture and climate
Inclusive teaching learning process

Marketing

Managing Brands
Consumer Psychology
Marketing Innovation
CRM
Event Management
Heritage Brands
Green Marketing

Finance

Financial Inclusion
FinTech
Digital economy
Role of Start-ups in Economic Growth
Green Finance
Green Banking

HR

Cross Generational Workforce
Compensation Policies
HRP
Cultural Diversity
Training and Development
Green HR
720 Degree Approach

Guidelines for Paper Submission

- The paper should be based on original work not yet published, the paper should not exceed 5000 words or 12 pages excluding Title page.
- Title page should include title of the paper, name of the author/s, email address & mobile number, affiliation and address.
- The full paper should be sent to socem@claretcollege.edu.in on or before December 3, 2022.
- The soft copy should be submitted in A4 size, headings in font size of 14 and text in 12 sizes with a spacing of 1.5 as a single line and should be justified.
- Maximum three authors are allowed per paper, all the authors must register, any one author can present the paper, presentation is compulsory.
- Attendance in all the sessions is compulsory.

Chief Patrons

Rev. Dr. Xavier E. Manavath, CMF
Manager, St. Claret Educational Society

Rev. Joseph Mathew, CMF
Administrator, St. Claret Educational Society

Patrons

Rev. Dr. Thomas V. Thennadiyil, CMF
Principal, St. Claret College, Bengaluru

Dr. Nagalakshmi
Principal, mLAC, Bengaluru

Rev. Fr. Joseph S., CMF
Vice-Principal, St. Claret College, Bengaluru

IQAC

Dr. Chinmaya Dash
Co-ordinator, St. Claret College, Bengaluru

Prof. Sharmistha Dutta
Co-ordinator, mLAC, Bengaluru

Conference Conveners:

Ms. Cassandra Ranee
Department of Management, SCC

Dr. Arijit Roy
Department of Management, SCC

Dr. Bhavya Bhanu
Department of Management, mLAC

For Further Details

Conference Co-conveners:

Ms. Johnsy Johnson - 96630 37411
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Ms. Priyaka - 7019107795
Department of Management, mLAC

PUBLICATION OPPORTUNITY

Selected papers will be published in UGC Care list & SCOPUS indexed journals at an additional cost.

REGISTRATION FEE

Categories	Offline	Online
Students	200.00	200.00
Research Scholars / Academicians	1,000.00	5,00.00
Industry	1,500.00	1,000.00

PAYMENT DETAILS

St. Claret College



REGISTRATION LINK:



Registration Fees include
Conference Kit, Lunch &
Certificate

<https://forms.gle/jyeajuqz3QgZ8FD7A>

Organizing Committee

Mr. Manjesha C.
Deptment of Management, SCC

Mr. Shivaprasad
Department of Management, SCC

Ms. Harshini S.
Department of Management, mLAC



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