



St. Clare College

Accredited with A+ Grade by NAAC | Affiliated to Bangalore University

NURTURING VALUES AND EXCELLENCE



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)

Department of Commerce
& Business Club
in Association with BMS GFGC Huliyaar Tumkur
& GFGC, Chikkanayakanahalli
Organises

SPARK 2023

INTRA COLLEGIATE STUDENT CONFERENCE ON

INNOVATION AND SUSTAINABILITY IN COMMERCE & BUSINESS

Date: 15 MAY 2023

Time: 09: 30 AM

Venue: Mother Teresa Conference Hall

ABOUT THE COLLEGE

Rooted in the robust catholic intellectual tradition, St. Claret College (SCC) situated in the scenic garden city of Bengaluru is managed by the International Network of Claretian Missionaries, who run two universities and over 150 educational institutions in 66 counties worldwide. Established in the year 2005, SCC had witnessed phenomenal growth over the years, and today it offers both under graduate and post graduate programme in the domains of commerce, general management, tourism management, information technology, social work, sciences and liberal arts. Located in a serene and picturesque campus, the college offers a refreshing atmosphere conducive to serious academic pursuits and professional training.

ABOUT THE DEPARTMENT

The Department of Commerce is the biggest department in St. Claret College. Filled with enthusiasm and spirit, the department grows both in number as well as in talent every year. The commerce department is highly acclaimed as the best commerce courses in the city of Bangalore because of the various add-on programs that it offers. These programs are highly industry integrated which equips students very well for their future. In addition to this, fests, workshops and events are conducted very often to train the students before they step into the corporate world.

ABOUT THE CONFERENCE

The Conference provided a setting for discussing recent developments in a wide variety of topics including Innovation and Sustainability, Studies exploring Entrepreneurship, Leading Innovation and Technology, Startup and Open Innovation , Human Resource Management, Information Technology/ IoT/ Artificial Intelligence, Marketing Management, Operations Management, Risk Management, Supply Chain Management, Economic Policy & Issues, Financial Management etc. The context of the conference was to foster as well as exaggerate the research culture among students facilitated by sprinkling out ideas by exchange of the intellect during conduct of the conference. The Conference has been a good opportunity for the commerce graduates to present and discuss topics related to innovation and sustainability.

Patrons

Rev. Dr. Thomas V. Thennadiyil

Principal
St. Claret College

Rev. Fr. Joseph S.

Vice Principal
St . Claret College

Convenor

Mr. Vasu V.

HOD, Departement of
Commerce
St. Claret College

Organising Committee

Dr. Safeer Pasha
Ms. Suneetha K. S.
Ms. Sabeena L.
Ms. Radha T.

FOR FUTHER QUERIES CONTACT

Ms. Radha T. - 6361348568

Ms. Sabeena L. - 9686367177

Ms. Suneetha K. S. - 8861993091

Sub Themes:

- Social Media Marketing
- Role of AI in commerce & Business
- Innovation & Green Business
- Smart & Sustainable cities
- Technology and Innovation in the financial sector
- Next Generation communication technology for Sustainable development
- Role of Social media in building connects
- Innovation in Marketing mix decisions
- Leaders role in innovation
- Sustainable business with green HR
- ECommerce & E-Governance
- Any other topics related to themes.

Guidelines for paper presentation

- Times New Roman, font size 12, heading 14 (bold), 1.5 line spacing.
- Abstract should be maximum 150 words with 5-7 key words.
- Authors name, college e mail and phone number to be provided.
- A maximum of 2 authors may be part of one research paper
- APA format should be followed
- Acceptance of the paper implies that at least one of the authors must present the paper(PPT maximum 8 slides) at the conference.
- Full paper (in word doc of up to 3000 words) with abstract should be electronically submitted to: spark@claretcollege.edu.in

FULL PAPER SHOULD INCLUDE THE FOLLOWING:

- Title of the Paper
- Abstract with Key words
- Introduction
- Objectives/Research questions
- Review of Literature
- Methodology
- Data Analysis
- Results & Observations if any
- Conclusion & References

BEST PAPER AWARD:

Three Best Paper shall receive the Best Paper award as nominated by the jury and Conference Organisation Committee after carefully scrutinizing all aspects of the paper. Only presented papers will be considered for the selection process.