



**St. Claret College**

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

NURTURING VALUES AND EXCELLENCE



INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of Education Initiative)

United Nations  
Academic Impact

**SAKSHAM V -2023**

*INTERCOLLEGIATE  
STUDENT-LEVEL PAPER  
PRESENTATION*

**INNOVATION AND DIGITAL  
TRANSFORMATION**



**26TH, JULY 2023**



**ORGANIZED BY  
DEPARTMENT OF MANAGEMENT  
ST. CLARET COLLEGE**

**IN ASSOCIATION WITH**



**NIRMALA  
COLLEGE FOR  
WOMEN**

TAMIL NADU

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## St. Claret College

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. St. Claret College is managed by the Claretian Society for Integral Human Development established with the aim of providing holistic and quality higher education. Apart from St. Claret College, the campus shelters five other educational institutions: St. Claret School, Anthony Claret (AC) School, St. Claret Evening College, St. Claret Pre-University College & St. Claret Institute of Management. 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 is NAAC accredited with A+ Grade.

### About the Department

The Department of Management at St Claret College aims at providing a platform that combines experiential learning with industry-relevant conceptual training to the aspirants. Graduates enjoy a wide variety of employment opportunities in business administration and management domains. The programme - BBA presents lucrative career options in the world of business and corporate management alongside preparing the students to pick up the much-in-demand MBA route. It is a wholesome line of study that is inclusive of training skills that are required to make students industry-ready. Our students will be able to make their way directly to the marketing, finance, and strategic streams. The programme brings one closer to the world of management and also fosters one to become an entrepreneur. Club activities organized by the Management Club aim at bringing out industry-specific skills in the students. Various competitions like Business Quiz, Product Launch, Mock Stock, and Crisis Management are arranged for the students. They also have regular industry visits and interactions with prominent people from various corporate and academic sectors and we encourage them to take up add-on programs so that they can learn beyond the syllabus and upgrade themselves with the latest requirements of the fast-moving job market. We realize that it is important that students get the right exposure and have the privilege of studying in a top BBA College in Bangalore for a bright future. Apart from this, we always remember to focus on values and instill in them the importance of them being good and contributing citizens. We warmly welcome you to the portals of SCC if you are looking for management education in a top management college in Bangalore.



# INNOVATION AND DIGITAL TRANSFORMATION

## CONTEXT OF SAKSHAM V

Innovation and digital transformation are two key elements that are driving the modern world forward. As the world becomes more interconnected and technology continues to advance at a rapid pace, it is essential for businesses, governments, and individuals to stay up-to-date with the latest trends and developments. Innovation is the process of creating new ideas, products, and services that offer value to society. It is a vital component of growth and success in today's economy, as it enables companies to differentiate themselves from their competitors and meet the evolving needs of consumers. Digital transformation, on the other hand, involves the integration of digital technology into all areas of a business, which can improve efficiency, reduce costs, and enhance customer experiences. The Department of Management, St. Claret College, is organizing an International Level Students paper presentation on “Innovation and Digital Transformation” which would be providing a platform for academicians that is UG and PG students, to share ideas, deliberate and generate new knowledge.

## Sub themes (But not limited to)

### Track I: Innovation and Digital Transformation in Marketing

- Consumer Behavior
- Product & Brand Marketing
- Green Marketing
- Digital Marketing
- Intelligent Marketing
- Services Marketing
- Marketing During the Crisis
- Market Resilience
- Influential & Affiliated Marketing
- Sustainable Marketing

### Track II: Innovation and Digital Transformation in Human Resources Management

- Workforce Diversity
- Equity & Inclusion For Organizational-
- Effectiveness
- HR Planning & Development
- Talent & Competency Management
- HR Analytics
- Strategic HRM & Global HR
- Sustainable Practices In HRM
- HR Strategies Post Pandemic
- Digital Transformation In HRM
- Gig Economy
- Green HRM

### Track III: Innovation and Digital Transformation in Finance & Accounting

- Digital Payment & Private Credit Data
- Sustainable Practices in Financial Institutions & Markets
- Green Finance
- ESG Funds & ESG Policies Adopted by Corporate
- Challenges & Innovations in Banking & Insurance 4.0
- Blockchain In Financial Institutions & Markets
- Crypto Currencies: Issues & Perspectives
- Digital Transformation of Financial Services
- Start-ups & Collaborative Finance
- Crowd Funding & Financial Inclusion
- Fintech Challenges
- Risks
- Sustainability & Governance

### Track IV: Innovation and Digital Transformation in Strategy & Entrepreneurship

- Intrapreneurship
- Social
- Entrepreneurship
- Techno Entrepreneurship
- Corporate Ownership
- Inclusive Growth – Strategy & Policy
- CSR
- The New Age Start-ups SMEs
- Women Entrepreneurship
- Open AI



(The above mentioned topics are only suggestive and not complete. UG and PG students can submit quality papers related to the above mentioned theme)

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# Objective of Paper Presentation:

To offer a platform for students to develop a research mindset.

## Guidelines for manuscript submission

- Papers must be based on themes and sub-themes (but not limited to).
- Submission of paper should be in word doc format only.
- Paper Format: Single Column, A 4 Size, 1.5 line spacing.
- Font Style: Times New Roman (Size 12).
- Word Limit: Total word limit for each paper should be between 2500 – 3500 words.
- Page Limit: Not to exceed 11 pages including all references, tables and figures.
- First Page: Title, Author(s), Name(s) and Institution(s) with contact number and email id.
- Second Page: Title, Abstract (between 150-200 words), Keywords (5) followed by main text.
- The papers will be blind reviewed and only those approved by the reviewers will be selected for publication.
- Abstract and the paper must be sent through mail: [saksham@claretcollege.edu.in](mailto:saksham@claretcollege.edu.in)
- The author(s) of the selected papers should do the presentation in power point format (maximum of 10 slides on the day of the paper presentation. The time limit of presentation for each paper is 10 mins. [7 minutes (actual presentation) & 3 minutes (Q&A)]
- Papers in absentia are not solicited.

## Guidelines for paper submission

- Only original and unpublished work is sought.
- The author and Co-Author(s) can register in one link.
- Maximum two authors can register.
- Abstract and Full Paper should be submitted only by a soft copy.
- All papers are subject to scrutiny. At least one of the authors of the selected paper should present the paper in the conference.
- **The selected papers will be published in an ISBN Book Chapter. (Free of Cost)**
- All the participants (presenters) will be provided with a certificate.
- **Plagiarism below 15%**

## Registration:

- **Registration for Presenter-** <https://forms.gle/hQ2v8YekkH96eJg39>
- **Write to us for any further questions:** [saksham@claretcollege.edu.in](mailto:saksham@claretcollege.edu.in)
- **Registration fees of INR 400 per team. (Includes Conference Kit, Snacks, and Lunch)**
- **Mode of Payment: Googlepay/Phonepay- Ms. Suneethi S: +91 7022862481**

[CLICK HERE](#)



### CASH PRIZE

1ST PRIZE- 5000 INR

2ND PRIZE- 3000 INR

3RD PRIZE- 2000 INR



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## Key Dates:

- Last Date for Submission of Full Paper and Presentation Slides: **20th July 2023**
- Date of Paper Presentation: **26th July 2023**
- For further details, kindly do not hesitate to contact us through Phone / WhatsApp: Ms. Suneethi S: +91 7022862481, Mr. Abhishek Joseph A +91 8296074473
- Email Id: [saksham@claretcollege.edu.in](mailto:saksham@claretcollege.edu.in)

### Patrons

- **Rev. Dr. Thomas V. Thennadiyil, CMF**  
Principal
- **Rev. Fr. Joseph S, CMF**  
Vice Principal
- **Ms. Cassandra Ranee**  
Head of the Department

### Faculty Coordinators:

- Mr. Manu V. Unni
- Mr. Rudresh S.
- Ms. Bindu V.
- Dr. Zameer Pasha
- Mr. Rohit K.
- Ms. Neeta M.
- Mr. Shivprasad BS

### Student Coordinators:

- Ms. Suneethi S.
- Mr. Abhishek Joseph. A
- Mr. John M. George

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