International Conference on **Banking, Finance & Accounting** (ICBFA-2023)

**Organised by Department of Business Administration** and **Department of Commerce** 



St. Paul's College, Kalamassery

Archdiocese of Verapoly

Affiliated to the Mahatma Gandhi University, Kottayam

In Association With **In-Depth Communication, New Delhi** 

# **VENUE:**

**Acoustic Theatre** (St.Paul's College, Kalamassery)

## DATE:

25th & 26th September 2023

bba@stpauls.ac.in ⋈

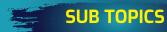


www.stpauls.ac.in/icbfa-2023/



9847008732, 8848251536





## **FINANCE**

- 1. Behavioural Finance
- 2. Financial Risk Management
- 3. Corporate Social Responsibility
- 4. International Finance
- 5. Public Finance
- 6. Private Finance
- 7. Financial Markets
- 8. Derivatives and Risk Management

## **MARKETING**

- 1. E-commerce
- 2. Marketing Research
- Digital Marketing in the era of Technological Disruption
- 4. Customer Relationship Management
- 5. Consumer Behaviour
- 6. Supply Chain and Logistics Management
- 7. International Business
- 8. Innovative Marketing Techniques



#### **HUMAN RESOURCE**

- Work Life Balance
- 2. Stress Management
- 3. HR Trends
- 4. Diversity and Inclusion
- 5. Transforming Culture
- 6. Mental Health Wellness
- 7. Knowledge Management
- 8. Talent Acquisition and Development

#### **MEDIA AND COMMUNICATION**

- 1. Cross-platform Distribution Channels
- 2. Audience Analysis and Targeting
- 3. Digital Media and Emerging Technologies
- 4. Al and Automation In Media Management
- 5. Data-driven Decision Making
- 6. Cyber Security and Privacy Issues
- 7. Copyright and Intellectual Property Rights
- 8. Media Representation and Diversity

NB: Papers from other related areas are welcome

# INVITED SPEAKERS



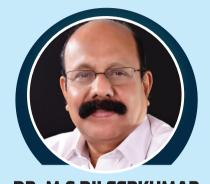
PROF. MANISH VARMA
Professor of Media and
Vice President
(Academic Affairs)
University College of Bahrain,
Bahrain

**Topic :**Future of
Social Media Marketing



MR. A.K MURALIDHARAN Editor, Asianet News Online and Fact Checking Trainer at Google News Initiative

# **Topic**: Digital Space as Alternative and Mainstream Media



DR. M.C DILEEPKUMAR
Former Vice- chancellor of
Sreesankaracharya University
of Sanskrit Kalady,
Former vice-chancellor of
Kalamandalam Deemed to be
University.

# **Topic :**Sustainable Investing Prospects and Trends

**DR. S. SANTHOSH KUMAR** 

Professor, School of Management Studies, Cochin University of Science and Technology.

**Topic:** New Age Banking





# **DR. ASHA ELIZABETH THOMAS**

Dean - Academics, Assistant Professor and Head, PG Department of Commerce, St. Paul's College, Kalamassery.

**Topic:** Digital Solutions: The Rise of Climate Fintech



# ST.PAUL'S COLLEGE KALAMASSERY

St. Paul's College, is a prestigious arts and science college which functions under the Archdiocese of Verapoly and is affiliated to Mahatma Gandhi University, Kottayam and recognised by the University Grants Commission. The College made a humble beginning on 13th July 1965 offering 2 year Pre-Degree courses. Today the college is a force to reckon with in the Education Scenario in Kerala with 16 Under Graduate Courses, 6 Post Graduate Courses and a research centre. The College Accredited with 'A' grade by NAAC in the year 2016. The motto of the college is "Life Nobly Lived" epitomizes the altruistic vision of our enlightened patrons; to instill noble values in everyone through education and experiences in life. The college is committed to the inclusive transformation of young men and women to lead an exemplary life.

# **GUIDELINES FOR PAPER PRESENTATION**

- Conference will be conducted in hybrid mode.
- Faculty members, Industry Persons, Research Scholars and PG Students can participate in the Conference.
- Papers should be of original in nature based on Primary data or Secondary Data or both.
- Conceptual papers are also encouraged.
- ❖ Paper presentation can be done individually or in a group of two.
- ❖ Each paper should include an introduction, Statement of the problem, Review of literature, Objectives, Methodology, Findings and Suggestions.
- Full paper should be around 2000-5000 words.
- The paper submission should be word format with Times New Roman, font size-12 and line spacing of 1.5. Please ensure that mathematical expressions are in Italics and not bolded.



- The Name of the authors should be mentioned with detailed affiliations and there is no need for separate submission if there are multiple authors.
- ❖ The acceptable level of Plagiarism is 15%.
- The APA Reference format (7th Edition) is to be followed while preparing the papers.
- ❖ Paper Presentation can be done either online or offline mode

# PUBLICATION PARTNER IN-DEPTH COMMUNICATION NEW DELHI Send your paper to this email id bba@stpauls.ac.in

For Any Queries, Contat: 9847008732 **BICHU. S. NAIR** (Assistant professor Department of BBA)



# There will be 2 edited ISBN books

E - Book of all selected abstracts for the conference

2 E - Book of all papers submitted on time after review

LAST DATE OF RECEIVING ABSTRACT: 15th August 2023

LAST DATE OF RECEIVING FULL PAPER: 15th September 2023

Conference Date: 25th & 26th September 2023

# **REGISTRATION FEE**

SL.No	Participant Type	Participation	Participation + Presentation	Publication of Full Paper After Review
1	Faculty	₹.500	₹.1000	₹.500
2	Industry Person	₹.1000	₹.1000	₹.500
3	Research Scholars + PG Students	₹.200	₹.300	₹.300

Note: Publication without presentation is not allowed

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UPI Id: 8848251536@upi



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