



Vidyavardhaka Sangha®, Mysuru

Vidyavardhaka First Grade College

Sheshadri Iyer Road, Mysuru - 570001

Post Graduate Centre

Department of Studies in Commerce, Vidyavardhaka Research Foundation & IQAC

in association with

Geojit Financial Services Ltd.

Organizing

INTERNATIONAL CONFERENCE

on

“INNOVATIVE RESEARCH PRACTICES IN SOCIAL SCIENCE”

(Hybrid Mode)



DATE : 15th MARCH 2025

VENUE : SRI P M CHIKKABORAI AH HALL
VVFGC, MYSURU



ABOUT THE INSTITUTION

Vidyavardhaka Sangha (R) was established by great Visionaries and Philanthropist namely Late Sri Sahukhar Chennaiah & Late Sri K Puttaswamy (former Minister of Karnataka), to impart unparalleled education to all sections of society. The vision of Vidyavardhaka Sangha is to provide excellent education to the people of all caste, creed and religion. Vidyavardhaka Sangha located in the heart of the city of Mysuru stands as a synonym for quality education. At present, around 5000 students are pursuing education in diversified nine educational institutions starting from nursery to post graduation under the aegis of Vidyavardhaka Sangha. Currently Vidyavardhaka Sangha is under the able guidance of Sri. Gundappa Gowda, Honorable President and Er. P Vishwanath, Honorable Secretary.

VIDYAVARDHAKA FIRST GRADE COLLEGE

Starting from one Commerce teacher with 37 students in 1978 it has now grown in to a huge and reputed institution offering B.Com, B.B.A., B.A, and B.C.A courses with more than 1000 students and 50 faculty members. The college is regularly bagging number of ranks and distinctions in all the courses. The college is affiliated to University of Mysore and recognized by Government of Karnataka. The college is covered under section 12 (B) and section 2 (F) of UGC.

PG CENTRE, DEPARTMENT OF STUDIES IN COMMERCE & VVRF

Vidyavardhaka First Grade College Post Graduate Centre, housed in Vidyavardhaka First Grade College campus, was started in the year 2011 with M. Com course and is affiliated to the University of Mysore. The Department has highly qualified and committed teaching faculty who are actively engaged in research activities. The academic progress of the department is in par with excellence. The department has credit of obtaining Ranks, Gold Medals and Cash prizes continuously from the very inception of the course. The department also provides campus placement opportunities to its students. Vidyavardhaka Research Foundation is attached to the Vidyavardhaka PG Centre and which is affiliated to University of Mysore. The Research Centre is facilitating research work to pursue Ph.D. degree in Commerce and Management.



ABOUT GEOJIT

Geojit is a leading Indian investment services company, it has presence across India and in the Gulf Cooperation Council countries. A rich heritage of providing effective financial solutions has made Geojit a trusted partner of over a million people. Geojit provide a wide array of products and services such as distribution of mutual funds & insurance, equity and derivatives, commodity. Along with traditional offerings, Geojit had built a comprehensive portfolio of digital products and services. As one of India's leading Investment services companies, Geojit has over 37 years of experience in helping ordinary investors choose the right investment avenue. To cater to the needs of their clients, Geojit have 506 offices spread across the countries. At present geojit have over 14.45 lakh clients and Assets Under Custody and Management worth over Rs. 1,13,000 crore as on 30 September 2024.

HOW TO REACH

The Vidyavardhaka First Grade College, Post Graduate Centre is situated in the heart of the Mysuru city, next to Railway Station and very near to the Private Bus Stand and also one kilometer away from City Bus stand and Suburban Bus stand.

ABOUT MYSURU

Mysuru is a city steeped in history with a rich cultural heritage that dates back to many centuries. Mysuru is the home of several remarkable places including the Mysuru palace, which is a major tourist destination. Visitors can explore the city's museums, art galleries and temples. In addition to its cultural attractions Mysuru is also a hub of industry and commerce. The city is home to several major companies including Infosys and Wipro, which have helped to drive the growth of the Indian Information Technology Industry. The city's well-developed infrastructure and strategic location make transportation a hub for the region with easy access to major highways and railway networks.



About the Conference

Research is systematic and organized effort to investigate a specific problem that needs a solution. Social Science research is a systematic method of exploring, analyzing and conceptualizing human life in order to extend, correct or verify knowledge of human behaviour and social life. It involves the application of scientific method for understanding and analyzing of social life in order to correct and verify the existing knowledge as a system. The main idea behind social science research is to discover new inter-relations, new knowledge, new factors and also to verify old ones. The main purpose of social science research is to discover those laws which can be proper guidelines for studying human contact and behavior. The field of Social Science is constantly evolving and it is essential to keep up with new developments. With for flexibility strategies in the face of disruption, and a changing economic landscape, several emerging trends need to be considered. In this backdrop, the DEPARTMENT OF STUDIES IN COMMERCE OF VIDYAVARDHAKA FIRST GRADE COLLEGE, PG CENTRE & IQAC Mysuru in association with GEOJIT Financial Services Ltd., Kerala is conducting International Level Conference on "INNOVATIVE RESEARCH PRACTICES IN SOCIAL SCIENCE".

OBJECTIVES OF THE CONFERENCE:

The conference "Innovative Research Practices in Social Science" is an academic event that brings together researchers, scholars and experts in the field of social science. It serves as a platform for the exchange ideas, research results and ideas related to unexplored areas of research. Topics covered often include emerging trends, innovation strategies and the latest research developments in social science area.

CONFERENCE HIGHLIGHTS

The conference will be held in hybrid mode.

High networking sessions with different delegates across the city, state and county.

Opportunity to hear from International and National Speakers.

It is proposed to facilitate a visit to the nearest tourist locations after the conference. Interested delegates may kindly contact the convenor in advance. The expenses shall be borne by the delegates.

Sub Themes

MARKETING

1. Marketing
2. Advertising
3. Public relation
4. Consumer behaviour
5. Brand Identity and Corporate relation
6. E- marketing
7. Marketing Analytics
8. Marketing and Social media
9. Emerging issues in Marketing
10. Augmented Reality (AR) and Virtual Reality (VR)
11. Influencer and Affiliate Marketing
12. Sustainability in Marketing practices
13. Social media and digital marketing
14. Innovative e-commerce strategies
15. AI marketing

HUMAN RESOURCE

1. Strategic workforce planning
2. Change management
3. Talent Acquisition, Green HR and Retention
4. HR Competencies for future
5. Emerging issues and challenges in HR
6. Employee engagement and retention- A new Dimension
7. Evolving role of HR in Contemporary world
8. Training, Retaining & Rescaling
9. Remote Work and Employee Productivity
10. Return to office (RTO) policies
11. Diversity, Equity, and Inclusion (DEI)
12. Technology and HR Innovation
13. Ethical consideration in HR Practices
14. AI in HR

ENTREPRENEURSHIP

1. Funding and Investment
2. Social and Women Entrepreneurship
3. Entrepreneurship in Digital Era
4. Freelance business services
5. Sustainable Entrepreneurship
6. Social commerce
7. Global Entrepreneurship and Salaried entrepreneurs
8. Legal and Regulatory Issues
9. Circular Economy
10. Recent Entrepreneurship development Programmes
11. Entrepreneurial Innovation & Technology

ACCOUNTING AND TAXATION

1. Forensic Accounting and Fraud Detection
2. Cloud-Based Accounting Systems
3. Blockchain Technology
4. Recent Income tax laws
5. Value-Based Pricing
6. Green Accounting and Sustainability
7. Artificial Intelligence in Accounting
8. GST and Sustainable Development Goals
9. BEPS-Global Tax Reforms
10. Accounting Education and Skills Development

FINANCE AND BANKING

1. Fintech innovations & Chatbot's
2. Behavioural Finance & Reverse Mortgage
3. Environmental Social and Governance (ESG) integration in investment strategies
4. Financial inclusion, Micro finance and Access
5. Digital Transformation & Digital wallets
6. Digital Banking and Neo banks
7. The BNPL Trend in Consumer Lending
8. Embedded Finance
9. Blockchain, CBDC, and e-RUP
10. Crypto currency and Block chain technology
11. Central bank digital currency
12. Open Banking and AA
13. India Stack
14. Engineering Finance

GENERAL MANAGEMENT

1. Innovation in business
2. Smart infrastructure
3. Knowledge management
4. Digital Transformation and Automation
5. Agile and Flexible Leadership
6. Remote and Hybrid Work Management
7. Sustainability Integration

WOMEN EMPOWERMENT

1. Women participation in labour force
2. Femtech
3. Evolving Remote Work Policies
4. Global Collaboration and Policy Shifts
5. Financial Literacy Initiatives
6. Shifting Social Attitudes
7. Gender equality in tourism
8. Recent challenges of Women's Empowerment
9. Women Led Start-Ups: Issues and Challenges
10. Mentorship and Networking for Women Leaders

WHO CAN PARTICIPATE?

Academics, Researchers, Professionals, and Students community are invited to contribute research papers. Original contributions may deal with empirical evidence, theoretical perspectives, projected trends, issues in connection with social science research to the main theme and sub themes.

Research papers/ articles are invited for presentation in the Conference on the theme/ sub themes. The papers will be blindly reviewed by the technical committee formed for this purpose and the committee decision will be final with the acceptance or rejection of the papers. Accepted papers are eligible for presentation, if there is more than one author then one of them will be allowed to present the paper in the Conference. There will be a separate session for presentation of papers for online and offline mode. If there is more than one author for the paper then the registration is to be obtained by all the authors individually then only the certificates will be issued.

CALL FOR PAPERS

GUIDELINES TO AUTHORS

- The first page of the submission will be the title page and should contain Title, Author's details (Name, Designation, Affiliation, Contact details, e-mail ID).
- The second page should contain the Title, Abstract and Keywords.
- The Abstract should be about 500 words along with 5 keywords.
- The full paper is expected to be between 4000-5000 words.
- All submission should be in word documents and reference in APA format.
- The paper should be typed in Times New Roman Style, with font size 12, 1.5 lines spacing between lines and 1 inch margin on all sides in A4 size.
- The authors should ensure that they have submitted their original works, and if the authors have used the work of others then that has been appropriately cited.
- All accepted papers will be sent for plagiarism and similarity index as per UGC norms.
- Article should be mailed to: **vvpgcevents@gmail.com**

IMPORTANT DATES

Beginning of Registration Process	24 February 2025
Last Date for sending Abstract	03 March 2025
Notification of Acceptance of Abstract	05 March 2025
Last date for sending full paper	10 March 2025
Notification of Acceptance of Full Paper	12 March 2025

Publication of Selected Research Papers / Articles

- All the papers abstract will be published in the Conference proceeding with ISBN.
- The decision of the Peer Review Committee with regard to publication is final.



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REGISTRATION FEES (Including GST)

Category	Indian Delegates	Foreign Delegates
Professionals	INR 472	US \$ 35
Academicians	INR 413	US \$ 30
Research Scholars	INR 295	US \$ 25
UG/PG Students	INR 177	US \$ 20

*It includes Conference Kit, Lunch and Tea/Coffee along with Conference Certificate.
OOD facility will be provided

PAYMENT PROCEDURE

National Electronic Fund Transfer (NEFT) at the following account number:

Account Name : M/S VIDYAVARDHAKA FGC CONFERENCE

Account Number : SB A/C 74220100002948

Bank : Bank of Baroda

Sayaji Rao Road Branch, Mysuru Branch

IFSC Code : BARB0VJSAYY (The Fifth Digit is Zero)

Submit dully filled Registration Form along with the payment details.

Registration Link: <https://forms.gle/Dc5GUSDeNQtGAzNH7>

ORGANISING COMMITTEE

CHIEF PATRONS



Sri Gundappa Gowda
Hon'ble President
VV Sangha (R), Mysuru



Er. P Vishwanath
Hon'ble Secretary
VV Sangha (R), Mysuru



Sri Shrishaila Ramannavar
Hon'ble Treasurer
VV Sangha (R), Mysuru



Sri Shaji Vayalil
State Head
Geojit, Karnataka

PATRONS



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Chairman
CMC, VVFGC, Mysuru



Dr. S MariGowda
Principal
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Regional Manager
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CONFERENCE SECRETARY



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Assistant Professor
Vidyavardhaka First Grade College
Mysuru

MEMBERS

Mr. Madesh Gowda, Librarian, VVFGC, Mysuru

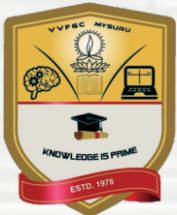
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