

About the Conference

Globalisation is stimulating economic growth, generating new income opportunities, accelerating the dissemination of technology and making possible new international partnerships. It can have reflective implications for sustainable development in the developing countries. Strong capabilities are recognised as key factors for the adaptation of the firm to its changing environment. For two decades, a new pressure has been added on the shoulders of firms: they have to integrate sustainable development considerations in their strategy. The natural gravity of business conditions forced the focus onto cost reduction opportunities, as large complacent companies were pressed to reexamine their competitiveness in previously comfortable national markets. Sustainable business management practices became the survival tool for companies fighting in a cutthroat world with little upside potential. The real goals were often expressed in terms of earnings improvement or stock price enhancement within a planning horizon of two to three years. For many, the cycle turned through several revolutions, with multiple rounds of layoffs and retrenchment. Many dramatic and indisputable benefits were realized from these efforts across a broad spectrum of companies. In this context, International Conference on “Reengineering Management Capabilities for a Sustainable Future” is going to be held on February, 10 & 11, 2022 in Kristu Jayanti International Symposium(KRISYM) series. The School of Management, Kristu Jayanti College, Bengaluru, India and Trinity Western University, Canada join hands to organise the Conference. It is going to be a platform for a worldwide blend of eminent management scholars, leading universities and research companies to share the coordinated efforts towards making \$5 trillion Indian Economy over a period of five years. The organisers intend to make this meeting an event of scientific excellence, attractive to both industrial and academic scholars. The presentation theme of the conference is based on the “virtuous cycle” of savings, investments and exports to transform India into a \$5 trillion economy in the next five years.



Kristu Jayanti College

AUTONOMOUS

Bengaluru

Reaccredited 'A++' Grade by NAAC | Affiliated to Bengaluru North University



SCHOOL OF MANAGEMENT

&



TRINITY WESTERN UNIVERSITY, CANADA

KRISYM 2022

15th International Conference on

Reengineering Management Capabilities for a Sustainable Future



February 10 & 11, 2022

About the Institution

Kristu Jayanti College, Autonomous, Bengaluru embodies the educational vision of St. Kuriakose Elias Chavara (1805-1871), the founder of the religious congregation, Carmelites of Mary Immaculate (CMI). Kristu Jayanti College was reaccredited by NAAC with 'A++' Grade in 2021 with a CGPA of 3.78 and is an Autonomous College under the Bengaluru North University. The College incorporates a traditional academic setting with a cutting edge technology. With refreshing environment, beautiful scenery and moderate climate, it provides an atmosphere which is conducive for effective training and learning programmes. The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment.



School of Management

The School of Management, Kristu Jayanti College, a pioneer institute to pursue knowledge beyond the traditional boundaries, offers MBA & MBA International Finance. The School has also received the International Accreditation in full from Accreditation Council for Business Schools and Programs (ACBSP), USA in 2020. MBA International Finance enables the students to obtain ACCA (Association of Chartered Certified Accountants), UK certification along with the MBA programme, which is accepted and recognized in 179 countries. MBA programme imparts quality professional education and training in various aspects of modern business management. The curriculum has both core and specialised content, thus equipping the students to adapt effortlessly to the demands of the Industry in their chosen field of specialization. The core and specialisation courses enrich their learning experience in a step-up manner in each trimester. The pedagogy comprises of a mix of theoretical learning, field based experiential learning and activity based learning. Jayantian MBA graduates have the strategic perspective, business knowledge and excellent management skills to deliver strong performance while making a positive impact on society and the environment. The college has been declared as 'Best Management College of the Year' by Higher Education Review 2015 & 2016. Kristu Jayanti School of Management is ranked among the top 100 B -Schools in the country & ranked 8th among the B-Schools in Bengaluru (India Today MDRA, B-School survey 2020). The innovative teaching pedagogy of the School was featured among the five finalists at the Indian Management Conclave by MBA Universe hosted at IIM, Bangalore in 2018.



Organising Committee



Patrons

Rev Dr Augustine George, CMI
Principal, Kristu Jayanti College

Dr Philip G Laird
Vice Provost, Trinity Western University, Canada

Advisors

Rev Fr Lijo P Thomas, CMI
Financial Administrator

Rev Fr Som Zacharias, CMI
Director, Infrastructure Development and Library & Information Centre

Rev Fr Emmanuel P J CMI
Director, Kristu Jayanti College of Law and Director, Jayantian Extension Services

Fr Joshy Mathew
Coordinator, Department of English (PG)

Fr Deepu Joy
Student Welfare Officer
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Prof Hemant Merchant

Professor, Kate Tiedemann College of Business,
University of South Florida, USA

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University under the Government of the Russian
Federation

Dr Fiona Moore

Professor, Business Anthropology, Royal Holloway,
University of London

Prof Jonathan Michael

Adjunct Faculty, Trinity Western University, Canada

Dr Dinesh S Dave

Professor, Walker College of Business, Appalachian
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Dr Aloysius Edward J

Dean, Faculty of Commerce and Management

Conference Co-chair

Dr M K Baby
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Conference Convener

Dr P Baba Ganakumar

Conference Co- Conveners

Prof Stephen Deepak

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**Faculty, School of Management
Members**

Dr Justin Nelson Michael

Prof Sen B Mathews

Dr P C Gita

Prof John Pradeep Kumar

Dr D Ravindran

Dr T P Sripriya

Dr J Peter Leo Deepak

Dr R Arthi

Participants	Participation Fee (Rs.) (inclusive of all taxes)	Participation Fee with ISSN Publication (Rs.) (inclusive of all taxes)
Faculty / Part-time Research Scholars	1200	2300
Full-time Research Scholars	1000	2100
Students	800	1900
Professionals/Corporate Executives/Entrepreneurs	2500	3600

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Call for papers and guidelines for submission

- 1.Original, unpublished research work not exceeding 5000 words or 12 pages may be submitted.
- 2.The manuscript has to be prepared in A4 size, Word format only, Times New Roman font with heading in font size 14 and text in font size 12 with 1.5 spacing.
- 3.APA guidelines of citation, documentation and referencing have to be followed.
- 4.Online registration may be done through the college website.
- 5.Email the attachment of the paper to krisym@kristujayanti.com
- 6.Last date for submission of paper: 31st January 2022.
- 7.Communication of acceptance of the paper: 3rd February, 2022 onwards.
- 8.Confirmation of participation and presentation may be done by sending the complete registration form, along with the registration fee.
- 9.All payments should be made through a Demand Draft in favour of "Principal, Kristu Jayanti College," Payable at Bangalore.
- 10.Each author must register separately and participate physically in KRISYM for the paper to be considered as a part of the conference.