



KALYAN NAGAR, BANGALORE
AFFILIATED TO BENGALURU NORTH UNIVERSITY , TAMAKA, KOLAR &
APPROVED BY AICTE

Invites You To The Two-Day National Conference



“A Convergence of Technology, Commerce & Management”

18th & 19th October 2024

Venue: East Point Academy Quadrangle; Time: 9.00am

Email: conference@epcm.edu.in

Contact no: 9632220512; 9886868884; 9945325909

EAST POINT COLLEGE OF MANAGEMENT is a co-educational institution, located in the heart of Bangalore Urban, catering to students across all strata of society in and around East Bangalore. It was established in the year 2007 under the patronage of M G Charitable Trust, founded by educationist and philanthropist, Dr. S M Venkatapathi. It is recognized by the Govt. of Karnataka, approved by AICTE and Affiliated to Bangalore North University offering BCOM, BBA and BCA undergraduate course with emphasis on the skill development and employability training of the students.

TechComm'24 is about understanding and leveraging the convergence of three domains. The convergence of technology, commerce, and management creates a powerful synergy that drives innovation, efficiency, and strategic advantage. Technology is a driving force behind transformation across all industries. From artificial intelligence and machine learning to block chain and cyber security, technological innovations are not just enhancing operational efficiency but also creating new opportunities. The scope of commerce is evolving with the rise of digital platforms, e-commerce, and global trade. The integration of technology into commerce practices is transforming how businesses engage with customers, manage supply chains, and operate on a global scale. TechComm 24 addresses how management practices are evolving in response to technological advancements and shifts in the commercial environment.

OBJECTIVES OF THE CONFERENCE

1. Provide a platform for thought leaders to present insights, case studies, and research related to the integration and impact of technology in commerce and management.
2. Encourage the development of new ideas and frameworks that address current and future challenges in these areas.
3. Investigate how technology is reshaping consumer behaviour, market dynamics, and competitive strategies in commerce and management practices, including decision-making, leadership, and organizational structure in management.
4. To understand the synergy between commerce, management and technology.
5. Explore the impact of technology in commerce.
6. Identify opportunities for leveraging technology in e-commerce.
7. To showcase innovation in tech enabled commerce.

IMPORTANT DATES

Last date to submit abstract -30th September 2024

Last date to submit full paper -10th October 2024

Acceptance notification -15th October 2024

Event day -18th and 19th October 2024

SUB-THEMES OF THE CONFERENCE

FINANCE & BANKING

- Finternet
- Block chain and Crypto currency
- Fintech
- Behavioral Finance
- Financial Risk Management
- Microfinance
- International Finance
- Optimization Methods in Finance
- Earnings and Stock returns
- Portfolio Management
- Financial Inclusion

SOCIAL MEDIA

- The Evolution of Social Media Platforms
- Artificial Intelligence in Social Media
- Data Privacy and Security
- Augmented and Virtual Reality
- Social Media Algorithms
- The Impact of 5G on Social Media Usage
- User-Generated Content and Community Building
- E-commerce and Social Media Integration
- Ethical Considerations in Social Media Technology
- Social Media Metrics and Analytics
- Social Media for Remote Work and Collaboration

HUMAN RESOURCE MANAGEMENT

- Organizational Change and Development
- Future of Work
- Emotional Intelligence
- Employee Engagement
- Employee Turnover & Attrition
- Performance Management
- Job satisfaction and Employee Morale
- Training & Development
- Quality of Work Life

ENTREPRENEURSHIP

- Business Management in Digital World
- Small Business Entrepreneurship
- IT-enabled Entrepreneurship
- Entrepreneurial Culture
- Women Entrepreneurship
- Impact of COVID-19 on Business Start-Ups
- Social Entrepreneurship
- Green & Sustainable Entrepreneurship
- Entrepreneurial Finance for new & growing businesses

MARKETING

- Open Network for Digital Commerce (ONDC)
- Green and Sustainable Marketing
- Brand Management & Brand Equity
- Advertising, Sales Promotion & Public Relations
- Digital Marketing & Analytics
- Customer Relationship Management
- Market Structure and Pricing
- Marketing during Crisis - Influential & Affiliated Marketing

COMPUTER SCIENCE

- Next Generation Networks
- Ethical Hacking
- Image Processing
- Ubiquitous Computing
- Grids & Clouds
- Computer Graphics and Virtual Realities
- Quantum Computing
- Data-Driven Approach and Future Technologies
- Applications of Business Intelligence and Analytics
- Artificial Intelligence, Machine Learning and Emerging Technologies and Applications
- Business Intelligence Cycle
- Drivers of Digital Transformation
- Information Technology Management

GUIDELINES FOR PAPER PRESENTATION

- All papers must be original and not published in any other journal/conferences. Submitted papers shall be checked for plagiarism (less than 10%) and papers which are not satisfying the criteria shall be summarily rejected.
- Font style of the paper must be in Times New Roman, font size 12, headings 14 and with 1.5 line spacing.
- Abstract should be of maximum 200-250 words with 4-5 keywords and full paper 8-10 pages
- Author/ Co-author's Name, Designation, Name of the Institution, E-mail address and contact number should be provided below the title of the paper.
- A maximum of three authors is allowed per paper.
- Author & Co-authors shall register separately on the acceptance of the abstract.
- Registration will be confirmed only after the receipt of registration fee.
- Abstract and full paper should be submitted to the email: conference@epcm.edu.in
- For accepted papers, one of the authors is expected to present the paper in the conference.
- Best paper will be awarded.

Selected papers will be published in UGC care list/WOS/Scopus at additional cost

REGISTRATION FEES

Category	Participation	Paper presentation & Online Publication	Paper presentation & hard copy of Publication
UG/PG Student	500	1250	1500
Research Scholar	500	1250	1500
Academician / Corporate	500	1250	1500
In-house	500	1050	1200

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Chief Guest

Dr.S.Muralidhar,
Chariman BoS-BNU
Professor, HOD Commerce, GFGC, Kolar

Guests of Honour

Dr.Sairam A
Member BoS-BNU
Asst Prof, GFGC, Vemagal

Valedictory Guest

Dr.Sandhya.S
Principal – Koshys Institute of Management

Chief Patron

Mrs B.L Ramadevi Venkatpathi-
Chairperson EPGI

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Mr Pramod Gowda, CEO- EPGI
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General Chair

Dr. Rupa Padmanabhan – Principal EPCM

Keynote Speaker & Technical Chair**Dr.Fatin**

Asst Prof-St Claret College

Dr.Shree Vamshi

Associate Prof

Dayananda Sagar College of Engineering

Dr.Savitha

Associate Prof-National School of Business

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