

## Registration Fee

Academicians	₹ 500
Foreign Participants	₹ 750
Research Scholars	₹ 300
Students	₹ 200

## Journal Publication

Indian Authors	₹ 1000
Foreign Authors	₹ 1000

## Important Dates

Registration Date	From 1st November, 2024
Abstract submission	15th December, 2024
Full paper submission	10th January, 2025
Notification of acceptance	13th January, 2025

## Payment Details

College Name : St. Francis College  
 Name of the Bank : Federal Bank  
 Branch : Wipro Park, Koramangala  
 Account No : 21990100073201  
 IFSC CODE : FDRL0002199

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Registration



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## Call For Papers

1. Research papers from academicians, research scholars, and students are invited.
2. Empirical and conceptual research papers are invited from academicians, research scholars, students, consultants, and industry experts related to the themes mentioned.
3. However research paper can also be submitted in any related area or discipline under the broad theme of the conference.

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### Conference Convener

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## St. Francis College

Koramangala, Bengaluru, Karnataka -560034  
 Affiliated to Bengaluru City University (BCU)  
 Approved by AICTE  
 Recognized by Govt. of Karnataka

## Department of Commerce, Management & Computer Applications (UG & PG) &



**Eudoxia Research University, USA**  
Organises



## TWO-DAY INTERNATIONAL CONFERENCE ON

**Leveraging Technology and Analytics for Sustainable Business Growth: Innovations in Management, AI, and CSR**

**Date: 23rd & 24th January, 2025**  
**Hybrid Mode**



[www.stfranciscollege.edu.in](http://www.stfranciscollege.edu.in)

## About Franciscan Brothers

The Congregation of the Franciscan Missionary Brothers was founded by Rev. Bro. Paulus Moritz of Germany, in India, in 1901. Since then the Congregation has devoted itself in the service of the humanity through its various schools, colleges, orphanages and technical institutes in a number of states all over the country. In addition to these institutions the Franciscan Congregation has its branches spread in many other countries like Germany, Switzerland, USA, Canada, Ghana, Sri Lanka etc.

## About St. Francis College

St. Francis College Bangalore, is a Minority Christian College, managed by the Franciscan Brothers and nurtured by the principles of moral uprightness, social responsibility and pursuit for excellence. As a leading educational institution, St. Francis College is dedicated to providing a stimulating and inclusive environment that nurtures the intellectual and personal development of every individual. We firmly believe in the power of education to shape lives and communities, and we strive to empower our students with the skills and knowledge they need to thrive in today's ever-evolving world.

## Eudoxia Research University, USA

Eudoxia Research University, USA aims to foster a culture of innovation and research, enabling academicians and researchers to transform their ideas into a reality. The systematic research and collaboration will help to reduce unemployment problem in the world and bring about a renaissance in skill development through professional goal oriented courses.

## About the Conference

The theme "Leveraging Technology and Analytics for Sustainable Growth: Innovations in Management, AI and CSR" underscores how technology and analytics are vital for sustainable business practices. With increased complexity of business models, machine intelligence and analytics ensure informed decision making, sustainable growth and resilience. The conference examines the potential of leveraging AI to drive innovation and maintain a competitive edge. This conference will bring together researchers, academicians, and students to explore the multi-faceted influence of AI on business and society.

## Sub Themes

### Business Management:

- Strategic Leadership in the Era of Digital Transformation
- Adapting Business Models for the Digital Economy
- The Role of Technology for sustainable business practices.

### Data Analytics:

- Big Data Analytics for Informed Decision Making.
- Predictive Analytics for Customer Behavior and Market Trends
- Leveraging Data Analytics to Drive Business Innovation and Growth

### Marketing:

- Personalization in Marketing: The Power of AI and Data Analytics
- Consumer Insights and Predictive Analytics in Marketing Strategies.
- Digital Marketing Trends: AI and Data as Game Changers.

### Artificial Intelligence & Machine Learning (AI & ML):

- AI for Sustainable Development: Smart Cities and Environmental Monitoring
- Autonomous Systems and Robotics: Advancements in AI for Self-Driving Cars
- AI in Education
- AI in Cybersecurity: Real-time Threat Detection Using Machine Learning
- AI for Financial Market Predictions: From Stock Forecasting to Fraud Detection
- Deep Learning models: For Computer Vision and Text Analytics
- Transfer Learning: A Paradigm Shift in Model Training
- Reinforcement Learning in Real-World Applications
- Natural Language Processing with LLMs/Transformer.
- AI-Driven Business Models
- AI for Enhanced Customer Experiences
- Ethics in AI
- AI for Operational Efficiency: Reducing Costs and Increasing Productivity.

### Business Intelligence (BI):

- Business Intelligence Tools for Enhancing Strategic Planning
- The Role of BI in Competitive Market Analysis
- Optimizing Business Processes through BI Platforms

- Business Intelligence in Driving Data-Driven Decision Making.

### Corporate Social Responsibility (CSR):

- Technology-Driven CSR: Using AI and Analytics for Social Impact
- Sustainability Reporting and Analytics for CSR Effectiveness
- The Role of CSR in Enhancing Corporate Reputation in the Digital Era
- Innovative CSR Strategies for Addressing Global Challenges

## Guidelines For Abstract And Paper Submission

1. Paper format: Single Column, A4 Size single line spacing; Font size: 12, Font style: Times New Roman.
2. Full paper should not exceed more than 3000 words / 10 pages.
3. Abstract not be more than 500 words. The purpose of the work, research methods used, key findings and major conclusions should be clearly stated.
4. At least one of the authors of the selected research papers should present the paper in conference.
5. Abstract/Research Papers should be submitted to **[sfconference2025@stfranciscollege.edu.in](mailto:sfconference2025@stfranciscollege.edu.in)**

## Publication Details

1. All the accepted papers will be published in International Journal of Multidisciplinary Educational Research (IJMER) journal with ISSN: 2277 - 7881, Open Access, Double Blind Peer reviewed.
2. Selected papers will be published in UGC care listed journal. There is **no further publication charge**.
3. Papers accepted for publication in UGC Care listed journals will be based on scrutiny of the publishers.
4. Paper will undergo blind review by review committee. Selected papers will adhere double blind review process.
5. E-Certificate will be given to all presenters and participants.



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