



# VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY, BALLARI

## Department of Studies in Commerce

Organizes

Two Days National Conference

on

### “Business Resilience in New Normal”



**14 -15 March, 2024**

**Venue:** Dr.B.R.AMBEDKAR Auditorium, Jnana Sagara Campus, VSKU Ballari.

#### WAY TO BALLARI

Ballari city is well connected by road, rail and air to major cities of Karnataka and neighboring states. Buses are available to all major cities of Karnataka and also from neighboring states. Train facilities are available from Bengaluru, Raichur, Tirupati, Hubballi, Guntakal, Vijaywada, etc. Guntakal is one of the important junctions near Ballari from where trains to major cities like Delhi, Chennai, Mumbai are available. Flights are also available to Jindal Airport from Bengaluru and Hyderabad.

## ABOUT THE UNIVERSITY

Vijayanagara Sri Krishnadevaraya University (VSKU), Ballari is a State-owned University established by the Government of Karnataka in 2010 under the Karnataka State Universities Act 2000. It is an affiliating University with 73 affiliated colleges offering undergraduate, post-graduate, and doctoral degree programmes. Ballari and Vijayanagara districts are under jurisdiction of this university. This region is considered economically and educationally backward as compared to national and the state average. The University hence, endeavours to embark on innovative means of higher education in order to make it both qualitative and affordable. The University has two post-graduate campuses. The main campus is located at Jnana Sagara, Ballari and the campus is spread over an area of about 95.37 acres. It houses all key administrative department of the University as well as 28 post-graduate programmes. The second campus is located at Nandihalli in Sandur Taluka of Ballari District. This lush green campus has 10 post-graduate programmes with adequate hostel facilities for students and adequate number of quarters for staff. A new campus has come up in Koppal in 2016, it has offered 10 programmes at present. In 2017, another PG Center has been established in Yalaburga of Koppal district, offering 7 programmes at the centre. The University has brought about rapid changes in curriculum. Placement Cell and Language Laboratory have an added advantage to learning process. The University also intends to provide selected crash courses, diplomas, certificate and value-added courses to meet the market requirements.

## ABOUT THE DEPARTMENT

The Department of Commerce was established in 1988, under the auspices of Gulbarga University, at the PG Centre, Nandihalli, and started another PG centre at Ballari in 2005. The latter evolved into the Department of Studies in Commerce under Vijayanagara Sri Krishnadevaraya University, which was formed on July 27<sup>th</sup>, 2010. The Department offers Post-graduate and doctoral programmes at all the campuses viz., Jnana Sagara, Ballari, Jnana Sarovara, Nandihalli, Koppal and Yalburga. M.com programme has been offered with specialization in Accounting and Taxation, Finance, Banking and Insurance. Currently, it accommodates 313 PG students with 58.78% being female, 41.22% male students and 64 scholars; 15 doctorates have been produced to date. The committed team of 14 faculty-members is dedicated to delivering quality education with strong emphasis on discipline and professional excellence. The department is unwavering in its commitment to fostering the academic growth of its students.

## BACKGROUND OF THE CONFERENCE

In the realm of business education and research, the need for understanding and addressing business resilience has become paramount within the frame work of the new normal. Academic institutions are compelled to equip future business leaders and researchers with the knowledge and skills necessary to navigate the complexities of an ever-evolving business environment. The new normal presents a unique opportunity for scholars to contribute to the development of theoretical frameworks and practical insights that further provides inputs to both curriculum design and industry practices. By integrating the principles of business resilience into educational programs, institutions can ensure that graduates are not only well-versed with traditional business concepts but also adept at responding to unforeseen challenges and contributing to organizational sustainability. The aim of the conference with the theme of "**Business Resilience in New normal**" is to provide a dynamic and comprehensive platform for scholars, industry professionals, and policy makers to converge and deliberate on strategies, insights, and best practices that foster resilience in the face of a rapidly changing business landscape. This conference endeavors to facilitate an exchange of ideas and experiences, exploring their multifaceted dimensions of business resilience, including risk mitigation, adaptability, and sustainable practices. By bringing together experts from academia and industry, the conference aims to bridge the gap between theory and application in fostering a collaborative environment that contributes to the development of innovative solutions and approaches.

## CALL FOR PAPERS

Abstracts and full papers on the topics related to the themes of the conference have to be mailed to the email id [comcon.vsku@gmail.com](mailto:comcon.vsku@gmail.com). The full paper should be submitted in A4 size, Microsoft word format with Times New Roman font style, heading (Bold) in font size- 14, text of the paper in font size- 12, 1.5 single line spacing with justified alignment, and Margin Space-1cm. Proper citation for reference (APA 7th Edition) must be used. Submission should include a separate page containing the title of the paper, sub-theme, name of authors, institution name, contact address, WhatsApp mobile number and email ID. Selected papers will be published in Peer reviewed journal with good indexing. Publication charge has to be paid separately.

## KEY THEMES

- E-Commerce and Digital Transformation
- Sustainable Accounting and Reporting
- Data Driven Marketing and Analytics
- HR Integration and Diversity Management
- Business Strategies for Sustainable Commerce
- Entrepreneurships and Startups
- Financial Market Dynamics and Regulatory Landscape
- Digital Transformation and Innovations in Banking
- Emerging Trends in Taxation
- Data Science and Business Intelligence
- Eco Friendly and Digital Marketing
- Sustainability Innovations and Green Economy

Papers on any other allied themes will also be considered.

Note: All research papers will undergo plagiarism check.

## PARTICIPANTS

Corporate Delegates, Academicians, Policy Makers, Faculty Members, Research Scholars and PG Students

## REGISTRATION FEE IS PAYABLE THROUGH NEFT/RTGS

Category of Delegates	Fee without Accommodation	Fee with Accommodation
Corporate/Faculty Members	₹1000	₹2000
Research Scholars	₹500	₹1500
Students	₹200	₹1200

Name of the Account holder: Finance Officer

Account Number: 3866101000033

IFSC: CNRB0003866

Bank: Canara

Bank Branch: VSKDU Campus, Ballari

Last date for submission of Abstract	20 <sup>th</sup> February 2024
Last date for submission of Full paper	25 <sup>th</sup> February 2024
Acceptance Intimation	29 <sup>th</sup> February 2024
Last date for Registration	5 <sup>th</sup> March 2024
Dates of Conference	14 <sup>th</sup> and 15 <sup>th</sup> March 2024
Registration Link - <a href="https://forms.gle/4sSZAtKHfkQVoQp8">https://forms.gle/4sSZAtKHfkQVoQp8</a>	

## Chief Patron

**Dr. Anant L. Zandekar**

Hon'ble Vice-Chancellor,  
Vijayanagara Sri Krishnadevaraya University, Ballari

## Patrons

**Sri. Rudresh S.N.K.A.S**

Registrar, VSK University, Ballari

**Prof. Ramesh O.Olekar**

Registrar (Evaluation), VSK University, Ballari

**Prof. Sadyojathappa S**

Finance Officer, VSK University, Ballari

**Dr. G.P Dinesh**

Professor and Dean,  
Faculty of Business Studies,  
VSK University, Ballari

**Dr. Bheemanagouda**

Professor  
Department of Studies in Commerce,  
VSK University, Ballari

## Organizing Secretary

**CMA Dr. Jeelan Basha V**

Professor and Chairman,  
Department of Studies in Commerce,  
Vijayanagara Sri Krishnadevaraya University, Ballari

## Organizing Committee

**Dr. Ravi B**

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Assistant Professor

**Dr. Jyothilinga V**

Assistant Professor

**Sri. Basavaraj E**

Assistant Professor

**All are cordially invited**

*by*

Teaching, Non-teaching Staff, Research Scholars and Students  
Department of Studies in Commerce

Help Desk Numbers

8073951591, 9449985525, 8105012547, 9535354589



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To,

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From :

**Chairman,**

Department of Studies in Commerce,

Vijayanagara Sri Krishnadevaraya University,

Jnana Sagara Campus, Cantonment, Ballari - 583105.