

# International Conference on Banking, Finance & Accounting (ICBFA-2023)

**Organised by**  
**Department of Business Administration**  
**and**  
**Department of Commerce**



**St. Paul's College, Kalamassery**  
Archdiocese of Verapoly  
Affiliated to the Mahatma Gandhi University, Kottayam

**In Association With**  
**In-Depth Communication, New Delhi**

**VENUE:**  
**Acoustic Theatre**  
**(St. Paul's College,**  
**Kalamassery)**

**DATE:**  
**25<sup>th</sup> & 26<sup>th</sup>**  
**September**  
**2023**

[bba@stpauls.ac.in](mailto:bba@stpauls.ac.in)



[www.stpauls.ac.in/icbfa-2023/](http://www.stpauls.ac.in/icbfa-2023/)



9847008732, 8848251536



## SUB TOPICS

### FINANCE

1. Behavioural Finance
2. Financial Risk Management
3. Corporate Social Responsibility
4. International Finance
5. Public Finance
6. Private Finance
7. Financial Markets
8. Derivatives and Risk Management

### MARKETING

1. E-commerce
2. Marketing Research
3. Digital Marketing in the era of Technological Disruption
4. Customer Relationship Management
5. Consumer Behaviour
6. Supply Chain and Logistics Management
7. International Business
8. Innovative Marketing Techniques

**NB : Papers from other related areas are welcome**

## SUB TOPICS

### HUMAN RESOURCE

1. Work Life Balance
2. Stress Management
3. HR Trends
4. Diversity and Inclusion
5. Transforming Culture
6. Mental Health Wellness
7. Knowledge Management
8. Talent Acquisition and Development

### MEDIA AND COMMUNICATION

1. Cross-platform Distribution Channels
2. Audience Analysis and Targeting
3. Digital Media and Emerging Technologies
4. AI and Automation In Media Management
5. Data-driven Decision Making
6. Cyber Security and Privacy Issues
7. Copyright and Intellectual Property Rights
8. Media Representation and Diversity

## INVITED SPEAKERS



### **PROF. MANISH VARMA**

Professor of Media and  
Vice President  
(Academic Affairs)  
University College of Bahrain,  
Bahrain

#### **Topic :**

Future of  
Social Media Marketing



### **MR. A.K MURALIDHARAN**

Editor, Asianet News Online  
and Fact Checking Trainer at  
Google News Initiative

#### **Topic :**

Digital Space as Alternative  
and Mainstream Media



### **DR. M.C DILEEPKUMAR**

Former Vice- chancellor of  
Sreesankaracharya University  
of Sanskrit Kalady,  
Former vice-chancellor of  
Kalamandalam Deemed to be  
University.

#### **Topic :**

Sustainable Investing  
Prospects and Trends

**DR. S. SANTHOSH KUMAR**  
Professor, School of Management Studies,  
Cochin University of Science and Technology.

**Topic :** New Age Banking



**DR. ASHA ELIZABETH THOMAS**  
Dean - Academics, Assistant Professor and  
Head, PG Department of Commerce, St. Paul's College, Kalamassery.

**Topic :** Digital Solutions : The Rise of Climate Fintech



INVITED SPEAKERS

## ST. PAUL'S COLLEGE KALAMASSERY

St. Paul's College, is a prestigious arts and science college which functions under the Archdiocese of Verapoly and is affiliated to Mahatma Gandhi University, Kottayam and recognised by the University Grants Commission. The College made a humble beginning on 13th July 1965 offering 2 year Pre-Degree courses. Today the college is a force to reckon with in the Education Scenario in Kerala with 16 Under Graduate Courses, 6 Post Graduate Courses and a research centre. The College Accredited with 'A' grade by NAAC in the year 2016. The motto of the college is "Life Nobly Lived" epitomizes the altruistic vision of our enlightened patrons; to instill noble values in everyone through education and experiences in life. The college is committed to the inclusive transformation of young men and women to lead an exemplary life.

## GUIDELINES FOR PAPER PRESENTATION

- ❖ Conference will be conducted in hybrid mode.
- ❖ Faculty members, Industry Persons, Research Scholars and PG Students can participate in the Conference.
- ❖ Papers should be of original in nature based on Primary data or Secondary Data or both.
- ❖ Conceptual papers are also encouraged.
- ❖ Paper presentation can be done individually or in a group of two.
- ❖ Each paper should include an introduction, Statement of the problem, Review of literature, Objectives, Methodology, Findings and Suggestions.
- ❖ Full paper should be around 2000-5000 words.
- ❖ The paper submission should be word format with Times New Roman, font size-12 and line spacing of 1.5. Please ensure that mathematical expressions are in Italics and not bolded.

## GUIDELINES

- ❖ The Name of the authors should be mentioned with detailed affiliations and there is no need for separate submission if there are multiple authors.
- ❖ The acceptable level of Plagiarism is 15%.
- ❖ The APA Reference format (7th Edition) is to be followed while preparing the papers.
- ❖ Paper Presentation can be done either online or offline mode

PUBLICATION PARTNER  
**IN-DEPTH COMMUNICATION NEW DELHI**

Send your paper to this email id  
[bba@stpauls.ac.in](mailto:bba@stpauls.ac.in)

For Any Queries, Contat: 9847008732 **BICHU. S. NAIR**  
(Assistant professor Department of BBA)

## PUBLICATION OPPORTUNITIES

### There will be 2 edited ISBN books

- 1 E - Book of all selected abstracts for the conference
- 2 E - Book of all papers submitted on time after review

LAST DATE OF RECEIVING ABSTRACT: **15<sup>th</sup> August 2023**

LAST DATE OF RECEIVING FULL PAPER: **15<sup>th</sup> September 2023**

Conference Date: **25<sup>th</sup> & 26<sup>th</sup> September 2023**

### REGISTRATION FEE

SL.No	Participant Type	Participation	Participation + Presentation	Publication of Full Paper After Review
1	Faculty	₹.500	₹.1000	₹.500
2	Industry Person	₹.1000	₹.1000	₹.500
3	Research Scholars + PG Students	₹.200	₹.300	₹.300

Note : Publication without presentation is not allowed

### ADVISORY COMMITTEE

**Dr.Savitha K.S**

Principal  
(St.paul's College)

**Fr.Varghese Valiyaparambil**

Manager  
(St.paul's College)

**Fr.Felix Chullickal**

Co-ordinator Public Relation  
(St Paul's College)

**Fr.Raphel Kalluveetil**

Assistant Manager  
(St Paul's College)

For Payment of  
Registration Fee



UPI Id : 8848251536@upi



**PROGRAMME CONVENOR;**

**Mr.Bichu S Nair**

(Assistant Professor, Department of BBA)

**STUDENT COORDINATORS :**

**Risaldar CR, Ann Mary**

**ORGANISING COMMITTEE:**

1. Mr. Jijo Paul  
{Assistant Professor and HOD Department of BBA}
2. Ms. Theja Tresa  
{Assistant Professor, Department of BBA}
3. Ms. Anju Sreenivas  
{Assistant Professor, Department of BBA}
4. Ms. Chinthu Jose  
{Assistant Professor, Department of BBA}

**St. Paul's College, Kalamassery**

382H+XF5, HMT Colony, P.O, Kalamassery,  
Ernakulam, Kerala 683503

Website : [www.stpauls.ac.in/icbfa-2023/](http://www.stpauls.ac.in/icbfa-2023/)