

## Call for Papers

The conference aims to provide a platform for academic and professional discourse by inviting experts to deliver keynote papers for each technical session. These keynote presentations will set the tone for these technical sessions, offering in-depth insights and perspectives on the conference's key theme. Following these expert presentations, authors of selected papers will be invited to present their research papers in parallel sessions, fostering a collaborative and interactive environment for discussion. We invite the submission of papers covering a wide range of topics, including but not limited to empirical research, conceptual explorations, practical experiences, and innovative ideas that are relevant to the conference theme. Contributions may include research studies, case studies, theoretical frameworks, and applications that explore new frontiers within the field. This conference provides an excellent opportunity for academicians, professionals, corporate executives, and researchers to share their knowledge, exchange ideas, and contribute to the collective advancement of the discipline. We encourage all interested individuals and institutions to submit their work for consideration. To facilitate a smooth and organized review process, we have established a submission criteria.

## Submission Criteria

The paper should align with the theme and sub-themes of the Conference. All submitted papers will undergo a peer review process. The reviewer's decision is final. The papers should be formatted according to the following guidelines:

Format: MS Word

Font: Times New Roman, size 12

Line Spacing: 1.5

Margins: 1 inch on all sides

Page Limit: Maximum of 12 pages, A4 size

Additionally, the paper must include a separate title page that clearly indicating the title of the paper, name(s) of the author(s), affiliations, complete mailing address, and mobile number. Each paper must also include an abstract and a maximum of 5 keywords. The reference list should strictly follow the APA style for citations and references.

- \* The selected papers will be published in a peer reviewed journal with a DOI. Publication fees must be paid by the authors.
- \* Papers should be submitted online to : [jsscacscomsem@gmail.com](mailto:jsscacscomsem@gmail.com)
- \* Paper presenters must submit two hard copies of their papers at the time of presentation.

## Registration Fees

For Faculty & Research Scholars: ₹400

For Faculty & Research Scholars with Paper Presentation : ₹500

For Students : ₹200

For Students with Paper Presentation : ₹300

## Registration & Fees Payment

Offline :

Spot registration is also available on the day of conference within 9.30 AM

REGISTER NOW

PAY NOW

<https://forms.gle/gwEqYnSbqJnHN39> <https://onlinesbi.bank.in/sbicollect/collecthome.htm?corpId=4748765>

## Important Dates

Abstract Submission : 10/01/2026.

Full Paper Submission : 20/01/2026.

Acceptance of Full Paper : 27/01/2026.

Last Date for Registration : 16/02/2026

Conference Date : 20/02/2026.

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Final Year M Com



**JSS MAHAVIDYAPEETHA**

**JSS COLLEGE OF ARTS, COMMERCE AND SCIENCE**

(Autonomous, NAAC A+ Grade with CGPA 3.30 and College with Potential for Excellence)

Ooty Road, Mysuru - 570 025

**One Day National Level Conference On**

**Digital Transformation and Sustainable Growth: Reengineering the Financial Ecosystem**



**Organised by  
PG Department of Commerce  
In association with IQAC**

20 February 2026

## General Instructions

- ▶ Certificate will be issued only to those who participate in the program completely.
- ▶ For Details Contact : 9902989083
- ▶ E-mail: [hodpgcommerce.jss@gmail.com](mailto:hodpgcommerce.jss@gmail.com)

### **About JSS Mahavidyapeetha**

JSS Mahavidyapeetha is a socio-cultural institution, that pioneered the concept of education as a tool for social change. It adopts a multipronged approach to ensuring a better quality of life through its network of over 350 diverse institutions. These institutions provide education to more than 1,00,000 students and also impart the lives of millions through a cascading effect. From its humble beginnings seven decades ago, JSS Mahavidyapeetha has grown into a social force that transcends boundaries and cultures. The present Pontiff, His Holiness Jagadguru Sri Shivarathri Deshikendra Mahaswamiji, the 24th Spiritual Head of Suttur Math and the President of JSS Mahavidyapeetha, continues to uphold its tradition of providing educational excellence.

### **About the College**

JSS College of Arts, Commerce and Science, started in 1964, is one of the 350 institutions run by JSS Mahavidyapeetha. The college has been re-accredited by NAAC with A+ Grade. It is recognised by the UGC as a 'College with Potential for Excellence'. The College is also recognised under the schemes -DDU Kaushal Kendra, Kausalya Karnataka and BiSEP, sanctioned by the Central and State Governments. The college is situated on a sprawling 7.08 acre campus, with a spacious building and hostel set in picturesque surrounding at the foot of Chamundi Hill. The college offers 26 UG programmes, 15 PG programmes and 11 Ph.D programmes in various disciplines. The college adopted CBCS from the academic year 2010-11 for PG programmes and from 2017-18 for UG programmes. The institution implemented NEP 2020 for UG programmes from the academic year 2021-22.

### **About the Department**

The Postgraduate Department of Commerce, established in the academic year 2010-11, has further strengthened the department's academic foundation by offering a Ph.D degree program recognised by the University of Mysore. The department emphasizes practical learning, through hands-on experience in business, accountancy, and finance. Over the past 16 years, the Department has flourished, witnessing substantial student enrollment and introducing specialized subjects such as Cost Management and Business Taxation. Beyond academics, the department is dedicated to the holistic development of students through special lectures, workshops, industrial tours, and extension programmes, providing students with practical exposure and professional networking opportunities. The department offers a wide range of career opportunities for students, supported by a dedicated placement cell, that provides guidance and assistance. With a legacy of over 16 years, a strong academic framework, and a research-driven approach, the Department continues to inspire and shape future business leaders, equipping them with the knowledge, skills, and experience needed to thrive in an ever-evolving global economy.

### **About the Conference**

The Contemporary financial world is undergoing an unprecedented transformation driven by rapid advancements in digital technologies and a growing emphasis on sustainability. In response to these emerging trends the college is organizing a one day national level conference on **"Digital Transformation and Sustainable Growth: Reengineering the Financial Ecosystem"**. The conference aims to explore the intersection of technology and sustainability in reshaping modern finance. The conference provides a platform for academicians, researchers, industry professionals, and students to discuss how digital innovations-such as fintech, blockchain and artificial intelligence are transforming financial systems. The conference also emphasises the role of digital transformation in promoting financial inclusion, transparency, and long-term sustainability.

By encouraging dialogue and sharing research insights, the conference seeks to foster collaborative approaches for building a resilient, technologies-driven and sustainable financial ecosystem that aligns with evolving global economic and environmental priorities, contributing to inclusive development and national economic progress.

### **Technical Sessions**

1. Role of Artificial Intelligence (AI) in Financial System Reforms
2. Financial Inclusion for Achieving Sustainable Development Goals (SDGs)
3. Digital Finance and Cyber Security Challenges in the AI Era

### **Conference Sub-Themes**

1. AI and Fin Tech Innovations for Financial Inclusion
2. Investment Decision-Making in the Age of Risk, Uncertainty, and Big Data
3. Financial Literacy and Digital Empowerment for Inclusive Growth
4. Sustainable Financial Practices and Green Investment Strategies
5. Block chain and Crypto currency
6. Corporate Governance and ESG (Environmental, Social, and Governance)
7. Climate Finance and Carbon Accounting in the New Economy
8. Ethical and Responsible AI Applications in Financial Decision-Making
9. Role of Fintech in Startups and Redefining Financial Services
10. Data-Driven policy making for Sustainable Economic Development
11. Digital Transformation and its Impact on the Banking and Insurance Sector
12. Role of AI in Auditing and Financial Fraud Detection
13. Inclusive Finance for Women and Rural Entrepreneurs
14. Internet of Things ( IOT ) in the Financial Eco system