



in association with



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Shavige Malleshwara Hills, 1st Stage,
Kumaraswamy Layout, Bengaluru, Karnataka 560078

Organizes



iccsrs 2020

**INTERNATIONAL CONFERENCE ON CORPORATE
SOCIAL RESPONSIBILITY FOR SUSTAINABILITY**

December 11th and 12th, 2020

ABOUT DAYANANDA SAGAR INSTITUTIONS



One of India's leading educational institutions, a front-runner in the field of education today, Dayananda Sagar Institutions (DSI) is run under the aegis of the Mahatma Gandhi VidyaPeetha Trust, Bangalore, India. Our institutions are characterized by the quality of education across a broad range of disciplines from pre-university courses to postgraduate and doctoral programs covering Engineering, Dental Sciences, Biological Sciences, Arts, Commerce, Sciences, Pharmacy, Nursing, Allied Health, Business Management and Information Technology.

Dayananda Sagar College of Arts, Science and Commerce was established in 1978. The college is affiliated to Bangalore University offering various professional courses like MBA, M.Com, MCA, BBA, B.Com, BCA and B.Sc. Our goal is to impart industry relevant education developing right skills and values. We aim to create better employability in our students by focussing on their overall development. This is achieved through developing communication skills, Cultural & Sports Activities and involving them in various management club activities. The students are trained to face the challenges of the future by exposing them to various options available in the outside world for them to explore. The add-on courses serve as boosters for filling the gap between the curriculum and industry requirements. The various co-curricular and extra-curricular activities help the overall development of the students in shaping them as responsible citizens of the country.

About Dayananda Sagar College of Arts, Science and Commerce

Department of Bachelor of Commerce (B.Com)

Dayananda Sagar College of Arts, Science and Commerce offers three-year Bachelor of Commerce, affiliated to Bangalore University with specialization including Finance and Accounting. The course puts forward the students to learn and execute various aspects of core accounts and financial aspects of the present commerce world. The course has a definite edge for the student who wants to get into the commerce world as it provides a focus on the knowledge and practices of trade and commerce activities. This program prepares the student for a job in the business world or pursue their own venture or pursue higher education anywhere in the world.

Department of Bachelor of Business Administration (BBA)

Dayananda Sagar College of Arts, Science and Commerce offers three-year Bachelor of Business Administration (BBA), affiliated to Bangalore University with specialization including Human Resource Management, Financial Management, and Marketing Management. The course familiarises students on various aspects of managing a business and entrepreneurship. The students are skilled in managerial proficiency and writing business plans and executing them. The students are exposed to the various current practices of the business world through various interactions with industry veterans, industrial visits and case studies. The students are so well prepared that after the program, they can pursue higher education, seek a job in the corporate world or venture into entrepreneurship.



ABOUT ACADENTS



Acadents (which stands for Academic Events) creates forums for sharing best practices and exchanging ideas; it also contributes to the better development of professional skills in an educational and academic environment. Acadents was developed by academicians for academics. Acadents provide professional academic event organization, create forums for sharing best practices and sharing ideas, and help initiate collaboration opportunities by working closely with faculty deans, professors, academic journals, research scientists, engineers, scholars, managers, university postgraduate and undergraduates. We are trusted by researchers and administrators to create quality academic interactions.

Acadents as a Professional Conference Organizer: We organize professional academic conferences, educational workshops and events. The focus is on gatherings where scholars, researchers, managers and anybody else who is willing to share, learn and expand their knowledge and skill set can easily participate.

Acadents Publishing opportunities: Publishing opportunities are a key advantage of these scientific and academic events. Our close collaborations with international scientific journals such as Thomson Reuters (ISI), SCOPUS and Elsevier SSRN enable researchers to get their research work recognized and read by a wider audience.

Acadents Worldwide Platform: We build a platform where all the players in the academic world can bring forward their latest research. Discussions, Q&A, team work, interactive presentations, and real world case studies are elements which make these events ever more practical in terms of addressing and solving world challenges.

Acadents organize professional academic conferences, educational workshops and events—any gathering where scholars, researchers, managers and others who are passionate about learning can share, learn and expand their knowledge and skill set can easily participate. Organizing academic events requires a particular set of skills and a dedication to professionalism. Acadents manage pre-event planning and organizes guest speakers, coordinate suppliers, respond to client queries, manage the budget, arrange peer review teams and discussion groups, and come up with relevant team building activities. Acadents respect the work of scientists and scholars, and through these gathering we hope to honor and value the work which is being done on the ground. We hope to convert these meetings and conferences into impactful opportunities for to tackling world issues.



**INTERNATIONAL CONFERENCE ON CORPORATE
SOCIAL RESPONSIBILITY FOR SUSTAINABILITY**
December 11th and 12th, 2020



Conference Co-powered by



ICCSRS2020 COMMITTEE

PATRONS

Dr. D Hemachandra Sagar, Chairman, Dayananda Sagar Institutions, Bengaluru
Dr. D. Premachandra Sagar, Vice Chairman, Dayananda Sagar Institutions, Bengaluru
Shri. Galiswamy, Secretary, Dayananda Sagar Institutions, Bengaluru

CONFERENCE GENERAL CHAIR

Dr Nagaraj Shenoy, Principal, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru
Prof. Sumandiran CSP, Founder and Managing Director, Coimbatore Research Forum

CONFERENCE CONVENERS

Dr. Suplab Kanti Podder, HOD, Department of BBA, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru
Prof. Murugesha B N, HOD, Department of Commerce, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

CONFERENCE COORDINATOR

Ms. Rashmi Akshay Yadav, Assistant Professor, Department of Commerce and Management,
Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

CONFERENCE SECRETARIAT

Prof. R Gurunath, IQAC Coordinator, DSCASC, Bengaluru

CONFERENCE REVIEW COMMITTEE BOARD

Dr. C.K. Muthukumar, Associate Professor, Alagappa Institute of Management, Alagappa University, Karaikudi, Tamil Nadu
Dr. Arunmozhi. M, Guest Faculty, BSMED, Bharathiar University, Coimbatore, Tamil Nadu & Technical Trainer and Consultant, IOTG, Serbia
Dr. Naveen Bhat, Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru
Ms. Rekha Gothe, Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

CONFERENCE ADVISORY COMMITTEE

Dr. S. Rajamohan, Senior Professor & Director i/c, Alagappa Institute of Management, Alagappa University, Karaikudi, Tamil Nadu
Dr. U. Bhojanna, Professor and Head, Department of MBA, RNS Institute of Technology, Bengaluru
Dr. Anand Nayyar, Professor, Researcher and Scientist, Graduate School, Duy Tan University, Da Nang, Vietnam
Dr. Anand S, Director, Post Graduate Studies and Research Department, College of Banking and Financial Studies, Muscat, Sultanate of Oman.
Dr. Ahmed A Elngar, Assistant Professor, Faculty of Computers and Artificial Intelligence, Beni-Suef University, Beni Suef City, Egypt
Dr. Shankar Muthukumar, Senior Lecturer, Bahrain Training Institute, Isa Town, The Kingdom of Bahrain



**INTERNATIONAL CONFERENCE ON CORPORATE
SOCIAL RESPONSIBILITY FOR SUSTAINABILITY**

December 11th and 12th, 2020

PUBLIC RELATIONS COMMITTEE

Mr. N. Selvakumar, Managing Director, RiteWord, Coimbatore

Ms. Shalini Kumari Rawani, Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru



CONFERENCE REGISTRATION AND ONLINE SUPPORT COMMITTEE

Ms. Usha C.R, Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

Mr. Shreenivas H.P, Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

Mr. Umesh M.R, Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

ISBN CONFERENCE PROCEEDINGS

Mr. Gokul G, Assistant Professor, Department of Management, East Point College of Higher Education, Bengaluru & Senior Academic Consultant, Coimbatore Research Forum

CONFERENCE SESSION COORDINATORS

Ms. Dikshitha Gujarkar, Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

Ms. Rohini T.H, Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

Ms. Sheema Shaheen, Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

Ms. Rashmi S, Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

Ms. Rekha M.P, Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

Mr. Mukesh Soni, Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

Ms. Meghana C, Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

Ms. Sneha R, Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

Ms. Vidhya Shree S, Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

CONFERENCE ONLINE LIVE STREAMING

Mr. Dharmendra Rao Jadav V, Senior Manager, IQAC, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

Mr. H.T. Srinivas, Office Superintendent, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

CONFERENCE PUBLICATION COMMITTEE

Mr. Prasanna Kumar H K, Office Assistant, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

Mrs. Elvin Premalatha, Office Assistant, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

Mrs. Sunitha A, Office Assistant, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

Mrs. Ravikala, Office Assistant, Dayananda Sagar College of Arts, Science and Commerce, Bengaluru



**INTERNATIONAL CONFERENCE ON CORPORATE
SOCIAL RESPONSIBILITY FOR SUSTAINABILITY**

December 11th and 12th, 2020

INTERNATIONAL CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY FOR SUSTAINABILITY (ICCSRS 2020)

With the world wide concerns on climate change, environmental protection, ever increasing pollution levels, and waste management issues, the role of corporate for the social causes and ethical business practices is gaining importance. Businesses need to shift the focus from profit making to responsible products and efficient services. Many countries have duly drafted their CSR policies but many other are still struggling to give it a formal shape. While the western world has already started talking about the CSR 2.0 and CSR 3.0, the other countries are still stuck with the philanthropy. Despite certain criticisms on the CSR activities, more companies in the world are inclining their strategies towards corporate social responsibility. The CSR Executives have the task of reconciling the various programs, quantifying their benefits, or at least sketching a logical connection to the business, and securing the support of business line counterparts. CSR can not only refer to the compliance of human right standards, labor and social security arrangements, but also to the fight against climate change, sustainable management of natural resources and consumer protection. In the Developed nations, the basic needs of the population do not require so much support as in the under-developed nations.

This Conference is designed to understand and deal with the unprecedented impacts of CSR on the working population, society and environment and therefore to elaborate the various frameworks for it with a view towards developing its practice in an evolutionary way.

This International Conference hosted by the Department of Commerce and Management of Dayananda Sagar College of Arts, Science and Commerce, Bengaluru will give new direction to the deliberations from eminent speakers from different parts of the world and also at the same time from the researchers from All over the world. The world needs to come together to make the earth a better place to live.

CALL FOR PAPERS

The conference will focus on the following tracks with focus more on an academic perspective with presentation of research in the CSR area. However, the conference sessions will have mixed presentations from both the tracks, for benefit of all.

Conference Main Tracks

Chapters/Topics of interest include but are not limited to the following:

Track 1 : Role of CSR in Business and Management

Track 2: Role of CSR Finance, Accounting, Banking and Economics

Track 3: Role of CSR in Social Sciences

Track 4: Environmental Science in CSR



INTERNATIONAL CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY FOR SUSTAINABILITY
December 11th and 12th, 2020

INTERNATIONAL CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY FOR SUSTAINABILITY

TRACK 1: CSR in BUSINESS AND MANAGEMENT

International Business and Globalization
Organization Behavior and Development
Organization Culture and Values
Operations & Supply Chain Management
Project Management
Human Resource Management
Marketing Management
Hospitality and Tourism
Advertising and Branding,
Promotion & Marketing Communication,
Consumer Behavior
Social Entrepreneurship
SME - In Globalization, Challenges & Issues
Social Issues in Management

TRACK 2: CSR in FINANCE, ACCOUNTING, BANKING AND ECONOMICS

Financial Accounting
Innovative practices in Banking and Insurance
Management Accounting
Auditing Tax Accounting
Accounting Information Systems
Islamic Banking and Finance
Financial Markets
International Finance
Derivatives & Foreign Exchange
Portfolio & Funds Management
Behavioral Finance
International Economics
Public Finance (GST & Taxes)
Monetary Economics
Macroeconomic Issues.



iccsrs 2020

INTERNATIONAL CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY FOR SUSTAINABILITY

December 11th and 12th, 2020

Submit your Papers

<https://forms.gle/F7BAbauznxGZQTh46>

DATES TO REMEMBER

Abstract Submission

November 12th 2020

Acceptance Notification

November 12th 2020

Last Date for Registration

November 25th 2020

Final Paper Submission

November 30th 2020

TRACK 3: ROLE OF SOCIAL SCIENCES IN CSR

Adult Education
Distance Education
Education Systems and Politics
E-learning
Higher Education
Teaching and learning
Vocational Education
Arts and Humanities
Interdisciplinary & Multidisciplinary studies
Philosophy
Psychology
Anthropology
Sociology
Culture and Civics.

TRACK 4: ROLE OF ENVIRONMENTAL SCIENCE IN CSR

Low-Carbon Energy and Sustainable Industry
Socially responsible products
Corporate Governance
Waste Management
Human Rights and Business Sustainability
The Role of Governments in Business
Corporate Graft and Whistleblowers
The Role of NGOs
Multi National Enterprises and CSR adoption
Sustainable Agriculture and Food Systems
Digital Transformation of Education
Sustainable Smart City Development
Green Human Resource Management
ICT in Effective Sustainable Reporting

SCOPUS Q3 INDEXED JOURNAL

Please visit

<https://www.scopus.com/sourceid/17700155802>

Verify the Validity and Authenticity of Journal

Visit: <https://gujs.org/>

Submit your papers directly and wait for
Acceptance.

Once Acceptance Received then you can proceed
with the Next Step.

UGC CARE GROUP I JOURNAL

African Journal of Business and Economic Research

Visit

<https://www.scopus.com/sourceid/21100891790>

Alternatively

Visit

<https://ugccare.unipune.ac.in/apps1/home/index>

And Check the UGC CARE GROUP I LIST

Visit: _

<https://adonis-abbey-ajber.com/>

and submit the Research papers online to the
editor@adonis-abbey-ajber.com



iccsrs 2020

INTERNATIONAL CONFERENCE ON CORPORATE
SOCIAL RESPONSIBILITY FOR SUSTAINABILITY

December 11th and 12th, 2020

PUBLICATION SUPPORT

Submit your papers directly to
the Publisher of the Journal
Mentioned below and send us
the proof of Acceptance Letter
from the Journal.

ONLY PAPERS ACCEPTED FOR
PUBLICATION IN ANY OF THE
JOURNALS MENTIONED BELOW
SHALL BE PERMITTED TO
PRESENT THEIR PAPERS IN THE
CONFERENCE.

Mention the code

DSICONF2020

in the subject while sending the
papers for the Journals to Avail the
Discounted Article Processing Fee



ELSEVIER SSRN PROCEEDINGS

Research Manuscripts which are
submitted and accepted in
SCOPUS Journal (www.gujs.org)
with plagiarism less than 20 %
will ONLY be considered for
Elsevier SSRN Proceedings.

The COST for the SSRN
Proceedings will be intimated
after the Conference.

SSRN Proceedings will happen
only After January 2021.

REGISTRATION FEE

CONFERENCE REGISTRATION FEE

For Indian Authors

Rs.700/- (Upto 3 Authors)

For International Authors

\$30 (Upto 3 Authors)

CLICK BELOW TO PAY THE

Conference Registration Fee

<https://rzp.io/I/ACADENTS>

FOR FURTHER QUERIES

For Calls & Whatsapp

+91 72049 75457

Calls and WhatsApp will be answered from
10 AM to 4 PM.

Emails to

dsjbsconf2020@dayanandasagar.edu

FOR FURTHER DETAILS

www.acadents.in



iccsrs 2020

**INTERNATIONAL CONFERENCE ON CORPORATE
SOCIAL RESPONSIBILITY FOR SUSTAINABILITY**

December 11th and 12th, 2020

Organized by

Department of Commerce and Management
Dayananda Sagar College of Arts, Science and Commerce,
Shavige Malleshwara Hills, 1st Stage,
Kumaraswamy Layout, Bengaluru, Karnataka 560078

STEP WISE PROCEDURE FOR PAPER SUBMISSION:

Step 1: Choose your Track

Step 2: Register your Title and Name at

<https://forms.gle/F7BAbauznxGZQTh46>

Step 3: Submit your Full Paper to either
Scopus or UGC CARE Journal and wait for
acceptance.

Step 4: On receipt of Acceptance from
the Journal Make your Article Processing
Fee with the CODE given (**DSICONF2020**)
for availing Discounted Price.

Step 5: Submit your FULL paper to the
Conference Email:

dsjbsconf2020@dayanandasagar.edu

Step 6: Pay your Conference Registration
fee at

<https://rzp.io/I/ACADENTS>