NATIONAL SYMPOSIUM 2015
MARCH 21, 2015 | SATURDAY
overcoming challenges for sustainable corporate excellence

DEPARTMENT OF COMMERCE | M.COM AND B.COM
ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA
St. Xavier’s College (Autonomous), Kolkata

With a resplendent history spanning 155 glorious years, St. Xavier’s College (Autonomous), Kolkata, is today synonymous with paramount echelons of quality, given that it nurtures responsible and conscientious men and women for the society. Consistently ranked as one of the best protean co-educational institutions pan-India, St. Xavier’s College, Kolkata has been recognized as a Centre of Excellence (CE) by the UGC in 2014. St. Xavier’s College offers both UG and PG courses under five faculties: Arts, Science, Commerce, Business Administration, and Education. It also offers an array of professional degree and diploma courses under Career Oriented Programmes (COPs), IGNOU Convergence Scheme and Computer Centre. The prestigious temple of learning has battled the test of time, remaining unswerving in the midst of adversities. It emblematizes perennial commitment, care and service in all its future endeavours with the same binding spirit: “Nihil Ultra” (Nothing Beyond).
Post-Graduate Department of Commerce

Governed by the Ignatian Pedagogical Paradigm of ‘conscience, competence, compassion and commitment’, the Post-Graduate Department of Commerce, since its inception in 2007, has already carved a niche in the market. The department offers a holistic gamut of relevant contemporary issues, to help foster human resources with social values, which cater to the needs of the industry as well as the academia, both at the national and international level. The USP of this department, which has paralleled it to top-notch B-schools of our country, is its curriculum design and rigorous fieldwork. The department is planning to organize a plethora of seminars in the upcoming years, so as to enable and empower students to hone their organizational skills as well as be au fait with coeval developments in the world of management and commerce.

Department of Commerce

From a modest foundation in 1946, the Department of Commerce today, is the largest department of St. Xavier’s, catering to more than 3000 students. It continues to cherish a peerless status in this dynamic discipline, owing to its illustrious faculties, outstanding students as well as a plethora of rigorous academic and non-academic proceedings. Presently, it stands out as one of the top-notch commerce departments among the undergraduate colleges of our country. The department perennially seeks to bridge the gap between the academia and the industry through a year-round organization of seminars, conferences, workshops, management fests. These intensely enlightening scholastic endeavours beget a much-needed interface between eminent scholars, academicians or the oft-tagged ‘industry moguls’ and the students’ fraternity, thereby instilling in them the right blend of real-life education and demanded industrial skills. Further, a scientifically-administered process of internships empower final-year students to get a first-hand experience of the rigours of the industry. These final-year students are also permitted to specialize in any one of the functional disciplines: Accounting and Finance, Marketing Management and E-Commerce. The whole idea is to sustain the department’s excellent reputation in education at the cutting edge of economic, institutional and organizational aspects of commerce.
In an increasingly hypercompetitive business milieu, more and more enterprises are adopting short-cut avenues to achieve success, in order to stay afloat amidst the turmoil. This myopic vision has eclipsed all concerns for sustainability in corporate undertakings. Corporate sustainability, often delineated as the art and science of managing the triple bottom line (3BL), is epitomised by the degree of buoyancy over the breath of time, in addition to the adoption of sustainable business practices that conceive superior businesses, better relationships and a healthier world. Sustainable businesses are those which can withstand shocks, since they share a profound liaison with healthy economic, social and environmental systems, thereby generating economic value and contributing to the development of robust ecosystems and potent communities. Sustainability needs to move ahead from its present status as a business jargon and orient itself to initiatives underlining growth, development and prosperity. For corporate development to be deemed as sustainable, pertinent issues must be addressed at the macro level, in terms of economic efficacy, social equivalence, ecological accountability, financial transparency and marketing integrity. Best practices to germinate corporate sustainability are the need of the hour. Be it stakeholder engagement, reporting and disclosure standards or life cycle analysis or comprehensive marketing metrics, they must all meet the needs of individuals today without compromising the ability of future generations to meet their own needs. A long-term and inclusive approach would go a long way in driving success by carving competitive advantage through brand innovation and developing market opportunities.
## Important Dates

<table>
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<tr>
<th>Event</th>
<th>Date</th>
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<tr>
<td>Extended Abstract Submission Deadline</td>
<td>February 16, 2015</td>
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<tr>
<td>Confirmation of Acceptance of Extended Abstract</td>
<td>February 21, 2015</td>
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<tr>
<td>Full Paper Submission</td>
<td>March 5, 2015</td>
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<tr>
<td>Confirmation of Acceptance of Full Paper for Publication</td>
<td>March 7, 2015</td>
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<td>Last Date for Registration</td>
<td>March 8, 2015</td>
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<tr>
<td>Symposium Date</td>
<td>March 21, 2015</td>
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**Note:** Only full papers of participants received until March 5, 2015 and registered until March 8, 2015 will be accepted for publication in a Conference Volume subsequently.
All original, previously unpublished papers or case studies of empirical nature (not scheduled for presentation before the conference date) are solicited for presentation at the National Symposium, 2015. We cordially invite researchers, academicians and practitioners to submit their abstracts with reference to the broad theme of the conference, addressing their paper to one of the following conference sub-themes:

**Suggestive Sub-Themes**

**TRACK I**

| (a) | Accounting Issues and Challenges in Emerging Economies |
| (b) | Environmental Reporting |
| (c) | Forensic Accounting and Fraud Management Strategy |
| (d) | Social Accounting |
| (e) | Sustainable Accounting Practices |
| (f) | Corporate Governance |

**TRACK II**

| (a) | Corporate Social Responsibility and Financial Performance |
| (b) | Social Return on Investment |
| (c) | Financial Inclusion |
| (d) | Risk Management |
| (e) | Reforms in Insurance |
| (f) | International Finance in Emerging Economies |

**TRACK III**

| (a) | Corporate Social Responsibility and Stakeholder Engagement |
| (b) | Sustainable Marketing Practices |
| (c) | Sustainability Strategy for Competitive Advantage |
| (d) | Sustainability role of Social Media |
| (e) | Social Entrepreneurship |
| (f) | Green Marketing |

Note: Although the areas suggested in the conference highlight the objective of the conference, we would appreciate if you think beyond but address your subject matter to the broad theme of the Symposium.
Abstract Submission Guidelines

The selection of papers will be based on their significance and interest to a broad array of delegates. Please indicate which of the conference themes your paper fits best. Papers represent the majority of the submission and form the scholarly sessions of the program. Please adhere to the following guidelines for the preparation of the extended abstract:

1. The first page of your submission should encompass the following details:
   - A concise and informative title
   - The name(s) of the author(s)
   - The affiliation(s) and contact information of the author(s)
   - The e-mail address of the corresponding author
   - The Track ID to which your subject conforms to
   - A Brief Biography (Maximum 5 lines which summarizes the author(s) academic accomplishments in the recent past)
   
   Please note that any form of identification information must NOT be mentioned in the remainder of the document.

2. All submissions should be in Times New Roman, with a font size of 12 (except Title of the paper, which should be 15 point size), double-spacing, with 1 inch (2.54 cm) margin on all sides

3. The Extended Abstracts should consist of a maximum of 1500 words (excluding references, tables, figures and appendices) and should include discrete segments on:
   - Introduction (including problem specification, terse appraisal of related literature, expected contribution(s) of the research, scope and limitations)
   - Objectives of your research (Hypothesis Formulation, Experimental Techniques in Methodology of the study)
   - Key findings and principal conclusions ensuing from your study

4. All documents should be mailed to conferencesxc2015@gmail.com in Microsoft Word (Compatibility Mode)

5. For Referencing, use only APA Style of Referencing (For Clarification, refer: http://apastyle.apa.org)

6. Use a maximum of 6 keywords separated by semi-colons.
Full Paper Submission Guidelines

On acceptance of your extended abstract, authors must submit the final paper within the stipulated deadline. No papers shall be accepted for publication post-deadline. Please refer to the following guidelines for submission of the full-length paper:

1. The papers should be of 4000-5000 words in length (excluding tables, figures, references and appendices).
2. The submission should contain distinct sections of the following:
   - Introduction (including problem definition)
   - Review of Literature
   - Objectives or Hypothesis Formulations (if any)
   - Research Methodology adopted
   - Findings and Analysis of the Study
   - Conclusions ensuing from the Study
   - Limitations of the Study
   - Future Research possibilities, and
   - References (APA Style)

Registration Modalities

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<tr>
<th>Participant Profile</th>
<th>Amount (in ₹) to be submitted by 02.03.2015</th>
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<tr>
<td>Academic Delegates</td>
<td>₹ 200.00</td>
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<tr>
<td>Corporate Delegates</td>
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<tr>
<td>Research Scholars</td>
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Registration can be done by submitting the Bank Demand Draft/Cheque in favour of St. Xavier’s College, payable at Kolkata.
Edited Volume

The best of the selected papers will be compiled in a conference volume along with ISBN/ISSN Number.

Symposium Organization Committee

Patron
Rev. Fr. Dr. J. Felix Raj, S.J.

Conveners:
- Rev. Fr. Dr. Dominic Savio, S. J. [Rector and Vice-Principal, Department of Commerce (Morning) and Business Administration]
- Dr. (Prof.) Madhusree Mukherjee [Vice-Principal, Department of Commerce (Evening)]

Co-Conveners:
- Prof. Amitava Ghose [Dean, Department of Commerce (Evening)]
- Prof. Swapan Banerjee [Dean, Department of Commerce (Morning)]

Organizing Secretary:
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- Prof. Subir Srimani
- Dr. Shivaji Banerjee
- Mr. Anirban Ghosal
- Ms. Soma Nath
- Mr. Sumanta Dutta
- Mr. Soumya Saha
Kolkata is the capital of the Indian state of West Bengal. It is also the commercial capital of East India, located on the east bank of the Hooghly River. The city of Kolkata has 4.5 million residents, and the metropolitan area, including suburbs, has a population of approximately 15.7 million, making it the third most populous metropolitan area in India and the 13th most populous urban area in the world. The city is also classified as the 8th largest urban agglomeration in the world. It is the first city in India to boast of the underground metro railways and in a stud, Kolkata topped Indian cities in terms of public transport versatility and accessibility. The weather in Kolkata in the month of March will be on the warmer side. The afternoon sun may be strong, so carrying an umbrella would be advisable. There are chances of rain as well, given that the Nor’westers (Kali Baishakhi) are not far away.
Send in your extended abstracts/ full papers at:

conferencesxc2015@gmail.com

For any queries you can also mail us at:

pgcommerce@sxccal.edu

Contact Number (from 3pm to 8pm):

(Landline) 033-2255-1248/49
(Mobile) 09903935396/ 09830388920

St. Xavier’s College (Autonomous), Kolkata
30 Park Street (Mother Teresa Sarani Road)
Kolkata, West Bengal
Pin: 700016
Website: www.sxccal.edu

We cordially solicit your wholehearted participation in this Symposium!