



KRISTU JAYANTI
(DEEMED TO BE UNIVERSITY)
Under Section 3 of UGC Act 1956
A CMI INSTITUTION | BENGALURU | INDIA

SCHOOL OF COMMERCE, ACCOUNTING AND FINANCE

DEPARTMENT OF COMMERCE

In collaboration with

HO CHI MINH CITY UNIVERSITY OF ECONOMICS AND FINANCE VIETNAM



Organises

11th International Conference on

GREEN GROWTH: PATHWAYS TO SUSTAINABLE ECONOMIES WITHIN DIGITAL TRANSFORMATION

24th & 25th September 2026



www.kristujayanti.edu.in

Kristu Jayanti (Deemed to be) University

Kristu Jayanti (Deemed to be University) is a beacon of learning and innovation since its inception from 1999 as an affiliated institution under Bangalore University. The Institution is managed by St. Joseph Province Kottayam, Kerala of Carmelites of Mary Immaculate (CMI), the first indigenous catholic religious congregation in India. Marking a significant milestone in its journey, Kristu Jayanti attained the 'Autonomous' status in the year 2013. As per the notification dated July 08, 2025, vide letter No. 9-13/2025 - U.3(A), Kristu Jayanti has been conferred the status of Deemed to be University under section 3 of UGC Act, 1956, by the Department of Higher Education, Ministry of Education, Government of India under General Category. The institution was reaccredited with the highest grade A⁺⁺ by the National Assessment and Accreditation Council (NAAC) in the Third Cycle of Accreditation in 2021.

In the National Institutions Ranking Framework 2025, the institution has been ranked 34th place and is one of the top 100 colleges in the country. In the India Today - MDRA survey 2025, the college was honoured as the Best Emerging College of the Century at the national level. It has also achieved rankings such as 4th Best in BCA, 11th Best in MSW, 18th Best in BBA, 19th Best in Commerce and Arts, 26th Best in Science, and 23rd Best in Mass Communication College at National Level in India Today Best Colleges Ranking. In Bengaluru, the college is ranked 2nd Best in MSW and BCA, 3rd Best in Commerce, 4th Best in Science & Arts and Mass Communication and 5th Best in BBA among colleges. Moreover, the programmes of the Institute of Management are internationally accredited by the Accreditation Council for Business Schools and Programs [ACBSP], USA. The Institution was accorded "DBT Star College" status under the strengthening component by the Department of Biotechnology, Ministry of Science & Technology, Government of India during the year 2020. Kristu Jayanti has consistently featured as one of the top institutions in rankings and surveys conducted by various agencies. The institution strives to fulfil its mission to provide educational opportunities for all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility, inculcating environmental concern and building global competencies in a dynamic environment.

Ho Chi Minh City University of Economics and Finance

Ho Chi Minh City University of Economics and Finance (UEF) was established on September 24, 2007, under Decision No. 1272/QĐ-TTg issued by the Prime Minister. UEF pursues the goal of becoming a leading university in Vietnam and aims to meet international education standards, guided by the philosophy of Comprehensive Education - Lifelong Learning. According to the 2024 evaluation cycle, UEF is the first university in Vietnam to be assessed under the new QS Stars

Version 6.0 framework, which was officially released in February 2024. In this evaluation, the University achieved 5 stars in 5 out of 9 categories, including: Diversity, Equity and Inclusion, Employability, Good Governance, Teaching, and Facilities. Notably, Good Governance is a newly introduced criterion that evaluates a university's strategic development, risk management, satisfaction of faculty and staff, quality assurance, alignment with the United Nations' sustainable development policies, as well as transparency and gender equality. The QS Stars 4-Star international certification, in its second evaluation cycle, together with the achievement of 5-Star ratings in key categories, once again affirms the University's training quality and its position on the global education map. This recognition highlights UEF as a highly internationalized institution, demonstrating excellence in both research and teaching, and providing an outstanding learning and working environment for students and faculty. UEF has recently achieved international accreditation from FIBAA (Foundation for International Business Administration Accreditation) for two Bachelor programs: English Language and Finance - Banking. FIBAA is an organization established to promote the quality and transparency of educational programs globally. For students enrolled in FIBAA-accredited programs, there are many practical benefits, such as globally recognized qualifications, expanded career opportunities, international competitiveness, and learning within a system committed to continuous improvement. In its strong areas of business and business-related fields, in November 2022, UEF became a member of the ACBSP (Accreditation Council for Business Schools and Programs) – the largest global accreditation organization for business schools and programs in the United States. This organization is recognized by CHEA (Council for Higher Education Accreditation), USA.

Department of Commerce, Kristu Jayanti University

The Department of Commerce was started in the year 2000. The Department of Commerce at Kristu Jayanti (Deemed to be University) is recognised as a centre of academic excellence, committed to developing future business leaders, guided by a mission to provide an integrative educational experience. The department offers a solid academic framework infused with real-world training. The UG, PG and PhD programmes distinguishers itself through their combination of rigorous academics and experiential learning. Leveraging modern teaching practices, industry partnership and research initiatives, the curriculum equips students with skill and competencies needed for the evolving business landscape. This comprehensive approach ensures that graduates and post- graduates of the commerce department at Kristu Jayanti (Deemed to be University) are well-prepared, confident professionals, ready to excel in their careers. Bachelors of Commerce in Business Process Management, Logistics and Supply Chain Management, Block Chain and Fintech, Banking, Financial Services and Insurance

and Enterprise Resource Management and Master Programme in International Taxation and Applied Finance and Financial Analysis and Doctoral in Commerce are the programmes offered by the department.

Green Growth: Pathways to Sustainable Economies within Digital Transformation

The world is experiencing rapid technological advancement alongside growing environmental concerns such as climate change, resource depletion, pollution, and biodiversity loss. In this context, green growth has emerged as a strategic approach that promotes economic development while ensuring environmental sustainability and social well-being. Simultaneously, digital transformation is reshaping industries, governance, education, healthcare, finance, agriculture, and commerce through technologies such as Artificial Intelligence (AI), Internet of Things (IoT), Big Data, Blockchain, Cloud Computing, and Smart Automation. The conference on "Green Growth: Pathways to Sustainable Economies within Digital Transformation" aims to explore how digital technologies can transform sustainable economic models, improve resource efficiency, encourage clean energy adoption, and foster inclusive development.

Participants' Profile

- Academicians, Research Scholar, Corporate Professionals, Entrepreneurs and Students.

Conference Themes

This conference seeks to provide a platform to the participants for insightful and original discussion and to present their research work on building and sustaining business capabilities for the future. Papers are also invited on the following sub-themes and other related topics:

1. Green Economy and Sustainable Development

- Principles of Green Growth and Sustainable Business Practices
- Circular Economy Models in Business and Supply Chain Management
- Sustainable Consumption, Production, and Responsible Marketing
- Resource Efficiency, Waste Management, and Corporate Sustainability
- Green Entrepreneurship, Sustainable Innovation, and Emerging Green Careers
- Sustainable Development Goals (SDGs) and Their Implications for Business and Management

2. Sustainability in Digital Transformation

- Sustainability and Digital Economy
- Industry 4.0 and Green Manufacturing

- Smart Technologies for Environmental Management
- Artificial Intelligence for Climate Solutions
- Big Data analytics for sustainability
- Blockchain for transparent supply chains

3. Renewable Energy and Smart Infrastructure

- Renewable Energy Markets and Business Opportunities
- Energy Efficiency, Smart Grid Economics, and Sustainable Business Practices
- Green Real Estate, Sustainable Infrastructure, and Investment Strategies
- Electric Vehicle Industry: Market Trends and Commercial Prospects
- Sustainable Transportation, Logistics, and Supply Chain Management
- Energy Storage Technologies: Economic Viability and Business Applications

4. Sustainable Business and Green Finance

- ESG Reporting and Sustainable Corporate Governance
- Green Banking, Sustainable Finance, and Responsible Investment
Carbon Trading, Climate Finance, and Environmental Markets
- Sustainable Supply Chain and Operations Management
- Corporate Social Responsibility (CSR) in the Digital Business Environment
- Green Marketing Strategies and Ethical Consumer Behavior

5. Agriculture, Food Security and Rural Sustainability

- Smart Agribusiness and Precision Farming for Enhanced Productivity
- Digital Technologies and IoT Applications in Agricultural Business
Water Resource Management and Sustainable Agricultural Practices
- Sustainable Food Supply Chains and Agri-Food Business Systems
- Digital Platforms, E-Commerce, and Market Access for Farmers
- Climate-Resilient Agriculture and Sustainable Agribusiness Development

6. Smart Cities and Urban Sustainability

- Smart City Governance and Urban Economic Development
- Urban Waste Management and Circular Economy Practices
- Sustainable Urban Planning and Infrastructure Investment
- Digital Public Services and E-Governance for Business Efficiency
- Green Transportation Systems and Sustainable Urban Mobility
- IoT-Driven Environmental Monitoring and Smart Resource Management

7. Education, Innovation, and Human Capital

- Digital Learning and Sustainability Education for Business Excellence
- Green Skills Development and Future-Ready Workforce Management
- Innovation and Entrepreneurship Ecosystems for Sustainable Economic Growth
- Research, Development, and Commercialization of Green Innovations
- Capacity Building for Digital Transformation and Sustainable Business Practices

8. Cybersecurity, Ethics, and Governance

- Ethical Artificial Intelligence and Responsible Technology Management
- Data Privacy, Digital Governance, and Regulatory Compliance
- Cybersecurity Risk Management in Digital Business Ecosystems
- Policy and Regulatory Frameworks for Sustainable Digital Economies
- Global Partnerships and International Cooperation for Sustainable Digital Transformation

Publication Opportunity:

- Selected papers will be published in Scopus Indexed Journal / ABDC Journal / ISSN Peer-reviewed Journal subject to adherence of review process, norms of the journal and based on applicable publication fees.
- Quality papers will be published in Emerald Publication (Open access Journal) subject to adherence of review process, norms of the journal and based on applicable publication fees and remaining papers will be published in the conference proceedings bearing an ISBN.
- Publication duration – 06 months to 12 months (from the date of 26.09.2026).

Guidelines for Paper Submission

1. All the research papers should be submitted in MS – Word format only with Times New Roman with a heading in font size 14 and remaining text size 12 with 1.5 spacing.
2. The research paper should be at most 5,000 words.
3. The full paper should be sent to comconference@kristujayanti.com on or before 31st August 2026. Research papers submitted after 31st August 2026 will not be considered for publication.
4. The cover page should state only the title of the page, name, official address, e-mail ID, phone / fax numbers of the author(s), a brief biographical note of the author(s) and acknowledgements (if any).

5. PowerPoint Presentation of the paper should be confirmed on or before 14th September 2026 by sending the completed registration form along with the registration fee.
6. All joint participants must register and present for the paper to be considered as a part of the conference and for publication.
7. Participants who attend both the days of conference will be getting the certificates and it will be issued on the second day of the conference after Valedictory Ceremony.

Important Dates

- Full Paper Submission : 31st August, 2026
- Early Bird Registration Closes on : 31st August, 2026
- Intimation of Acceptance for presentation : 05th September, 2026
- Payment of Registration Fee : 10th September, 2026
- Conference Dates : 24th and 25th September, 2026

The registration fee is payable by each author and co-authors of the paper individually and separately as detailed below:

Participants Profile	Participation Only	Participation and Presentation	
		Early Bird Registration	Regular Registration
Faculty Members	Rs. 1000 (inclusive of GST)	Rs. 1500 (inclusive of GST)	Rs. 2000 (inclusive of GST)
Research Scholars	Rs. 700 (inclusive of GST)	Rs. 1000 (inclusive of GST)	Rs. 1200 (inclusive of GST)
UG and PG Students	Rs. 300 (inclusive of GST)	Rs. 500 (inclusive of GST)	Rs. 700 (inclusive of GST)
International Delegates	USD 25	USD 50	USD 55

Registration and Payment can be done through the registration portal:

<https://kjusys-events.kristujayanti.edu.in/#/?id=6a327efc30c11842d77d4826>



- The Registration fees include Lunch, Conference Kit, and Refreshments. No DA / TA shall be provided to the participants.
- Accommodation for outstation participants can be arranged based on the request

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How to reach Kristu Jayanti (Deemed to be University), Bengaluru

- ✦ Majestic BMTC Bus Stand: Platform 19: Bus Route-292 B & C
- ✦ K.R. Market: Bus Route: 292, 292 B, 293 C, 292 D, 292 F, 293
- ✦ C Nearest Railway station: Bangalore East (8 km) / Cantonment (10 km)
- ✦ By Air, Bengaluru International Airport (22 Km)

For Further Communication Contact

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