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

ACBSP
GLOBAL BUSINESS ACCREDITATION

KRISTU JAYANTI INSTITUTE OF MANAGEMENT (KJIM)

&

TRINITY WESTERN UNIVERSITY, CANADA

Organise

KRISYM 2027

TWO-DAY INTERNATIONAL CONFERENCE (20th Edition)

on

NATIONAL PRIORITIES IN A GLOBAL ERA: EMBRACING TECHNOLOGY FOR SUSTAINABLE WELL-BEING, QUALITY, AND INCLUSIVE GROWTH

29 & 30 January 2027



www.kristujayanti.edu.in

KRISTU JAYANTI UNIVERSITY

Kristu Jayanti (Deemed to be University), established in 1999, is a distinguished centre of learning, innovation and societal impact. Managed by St. Joseph Province, Kottayam, Kerala, of the Carmelites of Mary Immaculate (CMI), the first indigenous Catholic religious congregation in India, the University has evolved into a prominent institution of higher education. It was conferred the status of Deemed to be University under Section 3 of the UGC Act, 1956, by the Department of Higher Education, Ministry of Education, Government of India, under the General Category. The University offers undergraduate, postgraduate and doctoral programmes in Arts, Science, Management and Commerce, along with integrated Law programmes. It was reaccredited with the highest grade 'A++' by NAAC in the Third Cycle of Accreditation (2021).

In the NIRF 2025 rankings, it secured 34th position, placing it among the top 100 colleges in India. The programmes of the Kristu Jayanti Institute of Management are internationally accredited by ACBSP, USA. The University was also accorded DBT Star College status in 2020. Committed to scholarship, leadership and societal transformation, Kristu Jayanti strives to provide inclusive educational opportunities while fostering academic excellence, ethical values, civic responsibility, environmental consciousness and global competencies.

TRINITY WESTERN UNIVERSITY (CANADA)

Trinity Western University (TWU), founded in 1962, is a private Christian liberal arts university located in Langley, British Columbia, Canada. Known for integrating faith with academic excellence, TWU offers over 100 undergraduate and graduate programs in disciplines such as business, education, nursing, arts, and sciences. The university emphasizes holistic development, combining intellectual, spiritual, and leadership growth. With a strong focus on research, community engagement, and global learning opportunities, TWU attracts students from over 80 countries. Its small class sizes and supportive environment foster personal attention and academic success, preparing graduates to serve and lead in diverse professional fields.

KRISTU JAYANTI INSTITUTE OF MANAGEMENT (KJIM)

Kristu Jayanti Institute of Management has evolved into one of the leading business schools in India since its inception in 2002, celebrated for its commitment to academic excellence and ethical leadership. With a clear vision and steadfast mission, it has nurtured a generation of wise, innovative business leaders and dynamic entrepreneurs who now span the globe. The institute runs three robust two-year full-time postgraduate programmes viz.,

(I) Master of Business Administration (MBA) - Accredited by ACBSP, USA

(ii) MBA in Fintech in collaboration with National Stock Exchange (NSE) Academy

(iii) MBA in International Business

The Institute offers 6 elective streams with the traditional Finance, HR and Marketing streams along with

- International Finance in collaboration with the Association of Chartered Certified Accountants (ACCA), UK;
- Business Analytics in collaboration with Institute of Analytics, UK;
- Strategic Finance benchmarked with Certified Public Accountant (CPA) curriculum.

Additionally, KJIM offers two more programmes:

(i) Master of Business Administration (For Working Professionals)

(ii) Post Graduate Diploma in Banking and Finance (PGDBF)

The MBA programme follows a rigorous trimester system, with a current intake of 390 students, ensuring comprehensive education tailored to meet modern-day business challenges. With a thrust on employability skills and entrepreneurial skills, Kristu Jayanti Institute of Management has an excellent track of placements and is ranked in the top 5 B-Schools in Bengaluru as per Fortune Survey 2025 and top 20 B-Schools in the Southern Region as per the Fortune; Business Today-MDRA; and The Week Best B Schools Survey 2025.

ABOUT THE CONFERENCE

The International Conference on "National Priorities in a Global Era: Embracing Technology for Sustainable Well-being, Quality, and Inclusive Growth" aims to provide a dynamic platform for academics, researchers, industry professionals, policymakers, and practitioners to exchange knowledge and insights on emerging global and national priorities. The conference will explore the transformative role of technology in promoting sustainable development, enhancing quality of life, and fostering inclusive economic growth. It will deliberate on innovative technological solutions addressing contemporary challenges in business, education, finance, healthcare, sustainability, and society. The conference will also highlight the importance of emerging technologies in building resilient and inclusive communities. Discussions will focus on aligning technological advancements with national development goals and the Sustainable Development Goals (SDGs). The event will encourage interdisciplinary research and collaboration among academia, industry, government, and other stakeholders. It will provide opportunities to present cutting-edge research, share best practices, and identify emerging research directions. Special emphasis will be placed on technology-driven solutions that promote equity, accessibility, environmental sustainability, and social well-being. The conference seeks to facilitate meaningful dialogue on balancing technological progress with ethical, social, and environmental considerations. Ultimately, it aims to contribute to a future-oriented vision of sustainable and inclusive growth in An increasingly interconnected world.

OBJECTIVES OF KRISYM 2027

- To analyse the role of emerging technologies in addressing national priorities and contemporary global challenges.
- To facilitate knowledge sharing and collaboration among academicians, researchers, industry professionals, policymakers, and other stakeholders.
- To exploring opportunities and strategies for leveraging technology to achieve resilient, equitable, and sustainable development aligned with the Sustainable Development Goals
- To promote research and innovative solutions that support sustainable development, quality of life, and inclusive growth.

CONFERENCE THEMES AND SUB-THEMES (NOT LIMITED TO)

Theme 1- Technology, Digital Transformation and Sustainable Development

- Artificial Intelligence and Emerging Technologies for Sustainable Growth
- Digital Transformation and Industry 5.0
- Technology for Sustainable and Inclusive Development
- Digital Innovation and Entrepreneurship
- Cybersecurity, Data Privacy and Responsible Technology
- Smart Technologies for Social and Economic Well-being

Theme 2- Finance, FinTech and Sustainable Financial Growth

- FinTech and Digital Transformation in Financial Services
- Sustainable Finance, ESG and Green Investments
- AI and Data Analytics in Financial Decision-Making
- Digital Banking, Payments and Financial Inclusion
- Risk Management and Financial Resilience

Theme 3- Human Resource Management and Future of Work

- AI and Technology in Human Resource Management
- Future of Work, Workforce Transformation and Industry 5.0
- Employee Well-being, Engagement and Productivity
- Digital Learning, Upskilling and Reskilling
- Diversity, Equity, Inclusion and Sustainable Workplaces
- Leadership, Talent Management and Organizational Resilience

Theme 4- Marketing, Consumer Behaviour and Digital Innovation

- AI and Analytics in Marketing Decision-Making
- Digital Marketing, Social Media and Influencer Marketing
- Changing Consumer Behaviour in the Digital Era
- Sustainable and Green Marketing
- Customer Experience, Personalization and Relationship Marketing
- E-commerce, Omnichannel Marketing and Emerging Market Trends

Theme 5- General Management, Innovation and Entrepreneurship

- Strategic Management in a Technology-Driven Global Economy
- Innovation, Entrepreneurship and Start-up Ecosystems
- Business Model Innovation and Digital Transformation
- Leadership and Organizational Resilience
- Corporate Governance, Ethics and Responsible Business
- Globalization, Competitiveness and Sustainable Business Strategies

Theme 6- Inclusive Growth, Sustainability and National Development

- Sustainable Development and the Circular Economy
- Inclusive Growth, Financial Inclusion and Social Equity
- ESG, Corporate Sustainability and Responsible Business
- Technology for Rural Development and Community Empowerment
- Climate Change, Green Innovation and Environmental Management
- Public Policy, National Priorities and Sustainable Development Goals (SDGs)

CALL FOR PAPERS AND GUIDELINES FOR SUBMISSION-PRESENTATION

Original and unpublished research papers not exceeding 5,000 words or 10 pages are invited for submission. The manuscript should be prepared in A4 size, in MS Word format only, using Times New Roman font with headings in size 14 and the main text in size 12, with 1.5 line spacing. Authors are required to follow APA guidelines for citation, documentation, and referencing. Each paper must include the title, the author's name, institutional affiliation and address, mobile number, and e-mail address. The completed manuscript should be submitted as an email attachment to krisym@kristujayanti.com, and online registration may be done through the college website. The last date for submission of papers is 15th December 2026, and the communication of acceptance will be sent from 8 th Januray 2027 onwards. Confirmation of participation and presentation should be completed by submitting the registration form alongwith the prescribed registration fee, with all payments to be made exclusively through the online registration portal. Each author is required to register separately, and any one of the authors should present the paper offline, at KRISYM 2027.

PUBLICATION OPPORTUNITY

Papers accepted for KRISYM 2027, after undergoing a double-blind peer review process, will be facilitated considered for publication in the Scopus indexed conference proceedings (Springer Nature), subject to additional publication charges.

Based on the authors' preference, other selected papers may be recommended for publication in relevant peer-reviewed or Scopus/WoS-indexed journals, or as part of ISBN proceedings, subject to applicable conditions and additional charges, if any (details will be communicated after the review). Authors are advised to independently clarify and verify the publication and indexing details with the respective journals or publishers before the final submission.

IMPORTANT DATES:

- Last date for submission of full paper 15/12/2026
- Intimation of Acceptance for presentation 08/01/2027
- Last date for Payment of Registration Fee 15/12/2026

Category of Participants	Only Participation (per author)	With Presentation (per author)	Publication Charges Springer Nature / Scopus Indexed / ABDC / Wos/ Emerald
Full Time Research Scholars / Students	Rs. 700	Rs. 1000	As per Journal Publishing Norms
Academicians /Part Time Scholars/ Industry Delegates / Professionals	Rs. 1200	Rs. 1500	
International Delegates (USD)	50		

- Registration and Payment can be done through the Registration Portal Link
- The registration fee includes Lunch, Conference Kit and Refreshments.
- No TA / DA shall be provided to the participants.

Accommodation - Twin Sharing

Executive Room (Non-A/C): Rs. 800/-, Executive (A/C): Rs. 1100/-

Dormitory for the students: Rs. 100/-All rates

Quoted are excluding GST and it is for per person, per day.

Accommodation for outstation participants will be arranged upon prior request on or before 11th January, for accommodation from the evening of 28th January.

Scan to Register

REGISTER NOW!

Registration Link:

https://kjusys-events.kristujayanti.edu.in/#/?id=6ac516202fcb9f410df64e20

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