



ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University | Electronics City, Bengaluru - 100

Accredited with NAAC "A" Grade || Recognised under 2(f) & 12(b) of the UGC Act
A FRANSALIAN INSTITUTE OF HIGHER LEARNING

A REPORT ON

INTERNATIONAL CONFERENCE ON

CREATIVITY, INNOVATION AND TECHNOLOGY AS A STRATEGY FOR GLOBAL BUSINESS: AN INTERDISCIPLINARY APPROACH

Date: 23 and 24 January 2019

Venue: Closed Auditorium

Conducted By: Department of Commerce and Research and IP cell

Organized by: St. Francis de Sales College, Electronic City, Bengaluru

Cynosure 2019 - International Conference on "Creativity, Innovation and Technology as a Strategy for Global Business: An Interdisciplinary Approach" was conducted by the Department of Commerce on 23 and 24 January 2019.

The term global in business not only refers to the collaborative marketplace encompassing many countries but also suggest uniformity in the way the market works. The key challenges for global business are the rapid changes in the technological, social and economic environment, the physical distance and unfamiliar culture, mastering the marketing, organisational communication, tariff and export human resources, choosing the right target area and many more.

The main objective of the seminar was to know and understand the challenges of global competitiveness and also to give significant platform for academicians and experts to deliberate and to suggest measures that are needed to enhance and commode global competitiveness with the help of other interdisciplinary approaches.



Electronics City P.O., Bengaluru - 560 100

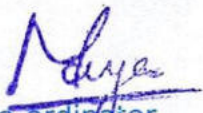
Tel: 080-27836065 / 27834611, Fax: 080-27832299, Email: sfscollege.ecity@gmail.com | sfscollege@rediffmail.com

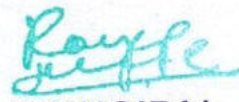
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A good number of foreign guests and delegates from various colleges participated in the event. The inaugural programme had the presence of Rev. Francis Johnston from Canada as the Chief Guest, Mr Mwiriki Charles from Kenya as the Keynote Speaker, Mr Jundie Sumagaysay from the Philippines and Mr Josaphat Jackson Bududu from Tanzania as the guest foreign participants. This was followed by the Technical Sessions with the following speakers: Prof Suresh – Mount Carmel College and Dr. Sajan, Alliance University. The panel discussion had the following members: Dr D Kumaresan, Principal, Laxmi Narayan College, Dharmapuri, CS Dr R V Thyagarajan and B Raghavendra Pai, Business Head, Wear Ceramics. Mr HR Jayaram, a social entrepreneur and Founder - Greenpath was the Chief Guest of the Valedictory Session. Around 240 participants with around 50 presenters from all over.

The Department of Commerce brought out a new book - Creativity, Innovation and Technology in Global Business: An Interdisciplinary Approach on 23 and 24 January 2019. The book was released on the occasion of Cynosure - 2019, the International Conference. The book was released by Rev Francis Johnston, Financial Administrator from Ontario, Canada, and the first copy was handed over to Mr Mwiriki Charles, Keynote Speaker from Kenya. The book has been edited by Prof Druva Kumar (HOD, Department of Commerce) and Prof Johnson Pereira (Coordinator, Department of Commerce). The book was published by SFS College Publications with the following ISBN Number: 978-81-85812-65-6.


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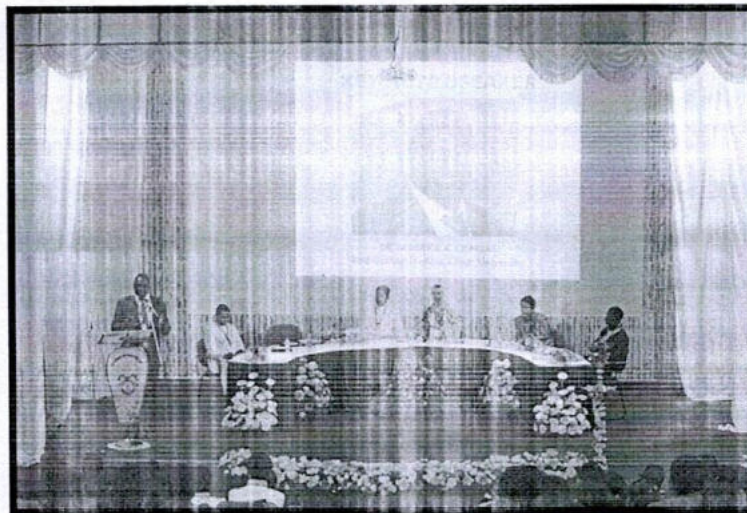


The organising Team & the cover page of the book “Creativity, Innovation and Technology in Global Business: an interdisciplinary approach”





The chief guest, Rev Francis Johnston unveiling the book

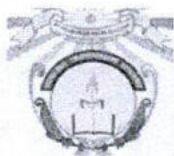


The keynote address by Mr Mwiriki Charles



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ATTENDANCE LIST

EVENT NAME: INNOVATION AND TECHNOLOGY AS A STRATEGY FOR GLOBAL BUSINESS			
CLASS: B COM			
DATE: 23/01/2019 to 24/01/2019			
RESOURCE PERSON: Dr. Ambika N, Assistant Professor, SSMRV College			
SL.NO	NAME	ROLL NO	Signature
1	ABHISHEK J ANGELLO	19NCSB7001	Abhishek
2	ABHISHEK. N	19NCSB7002	Abhishek
3	AKSHAY KUMAR P	19NCSB7003	Akshay Kumar
4	ALTAF HUSSAIN	19NCSB7004	Altah Hussain
5	ANDREWS WILLIAM K	19NCSB7005	Andrews
6	ANJALI. A	19NCSB7006	Anjali
7	ARPITH CHINNASWAMY. R	19NCSB7007	Anjali
8	ASHWINI. P	19NCSB7008	Ashwini
9	B S VANDANA	19NCSB7009	Vandana
10	BHAGHYA. B.M	19NCSB7010	Bhagy
11	BHAVANA. R	19NCSB7011	Bhavana
12	DAISY. D	19NCSB7012	Daisy.D
13	DEEPAK KUMAR. P	19NCSB7013	Deepak Kumar
14	DILEEP. R	19NCSB7014	Dileep
15	DIVYA BALARANI. D	19NCSB7015	Divya
16	DIVYA. M	19NCSB7016	Divya
17	FEBIN CHANDY THOMAS	19NCSB7017	Febin
18	GEO SAGAI MELVIN	19NCSB7018	GEO Sagai
19	GODLY BIJU THOMAS	19NCSB7019	Godly
20	HARSHITHA J	19NCSB7020	Harshitha J.
21	HEMANTH M	19NCSB7021	Hemant
22	HEMASHREE. G	19NCSB7022	Hemashree
23	HEPSIBAH JEBARANI. J	19NCSB7023	Hepsibah
24	HINDUSHREE. R	19NCSB7024	Hindushree
25	JULIE EMIMAL. T	19NCSB7025	Julie Emimal
26	MADHUSHREE. R	19NCSB7026	Madhushree
27	MAMATHA. V	19NCSB7027	Mamatha
28	MD INTAKHAB ALAM	19NCSB7028	Intakhab
29	MOHAMMADABRAR T	19NCSB7029	Mohammed
30	MUKESH KANNA S	19NCSB7030	Mukesh Kanna
31	NAYEEM BAIG J	19NCSB7031	Nayeen Baig
32	NIKHIL GEORGE.I.J	19NCSB7032	Nikhil



33	P.N.VISHNU	19NCSB7033	Vishnu
34	PRADEEP N C	19NCSB7034	Pradeep
35	PRAVEEN KUMAR M	19NCSB7035	Kumar
36	PRAVEEN KUMAR V	19NCSB7036	Praveen
37	PREETHA. E	19NCSB7037	Preetha
38	R SUBRAMANYAM REDDY RAMA BAL REDDY	19NCSB7038	Subsamyam
39	RAKSHITHA S	19NCSB7039	Rakshitha
40	RASHMI K M	19NCSB7040	Rashmi K M
41	RAVI KUMAR. S	19NCSB7041	Ravi Kumar
42	RICKY PETER PEREIRA	19NCSB7042	Ricky
43	ROHITH V	19NCSB7043	Rohith
44	SANGEETHA NAYAK	19NCSB7044	Sangeetha
45	SHALINI. K	19NCSB7045	Shalini
46	SHALOM S BASILIEA	19NCSB7046	Shalom S
47	SHILPA P	19NCSB7047	Shilpa P
48	SHOBITHA. S SUKUMAR	19NCSB7048	Shobitha
49	SHOBITHA. S SHOBHA	19NCSB7049	Shobitha
50	SHWETHA. S	19NCSB7050	Shwetha S
51	SINDHU D	19NCSB7051	Sindhu
52	SMITA KUMARI	19NCSB7052	Smita Kumari
53	SOWMIYA. R	19NCSB7053	Somya
54	STELLA MARY R	19NCSB7054	Stella
55	SURESHKUMAR. G	19NCSB7055	Suresh
56	ABHIJITH P SURESH	19NCS85001	Abhishek
57	ABHINASH SHAILESH M	19NCS85002	Abhinash
58	ABIRAMI V	19NCS85003	Abirami
59	ALEX ROBINSON A	19NCS85004	Alex
60	ARAVINTHA JINESH B S	19NCS85005	Aravintha
61	BOOMIKA M G	19NCS85006	Boomika
62	CHAITHRA K	19NCS85007	Chaitra K
63	D BHUVANESHREE	19NCS85008	Bhuvaneshree
64	DHARUN VIJAY R	19NCS85009	Dharun Vijay
65	FLORINA JOSEPH	19NCS85010	Florina
66	GURUKIRAN R	19NCS85011	Gurukiran
67	HARSHITHA B S	19NCS85012	Harshitha
68	JAGADISHWAR REDDY S	19NCS85013	Jagadishwar
69	JANHAMI M	19NCS85014	Janhavi M
70	JASHWANTH L	19NCS85015	Jashwanth
71	JAYASHREE R	19NCS85016	Jayashree
72	JENSON JOSH Y	19NCS85017	Jenson
73	JOEFERNANDES N	19NCS85018	Joefernandes
74	JOEL SHIJU	19NCS85019	Joel Shiju
75	JOYAL V ALEX	19NCS85020	Joyal V Alex
76	KARTHIK S	19NCS85021	Karthik S



77	KOMALA M	19NCS85022	Komala
78	MADHUSHREE M	19NCS85023	madhushree
79	MADHUSUDAN P K	19NCS85024	madhusudan.p.k.
80	MATHEW ALAN X	19NCS85025	Mathew Alan
81	MOHAMED TUFAIL M	19NCS85026	Mohamed tufail
82	MOHAMMED ADIL K	19NCS85027	Mohammed Adil
83	NANDEM MOHAN CHAITHANYA	19NCS85028	nandem Mohan
84	NANDINI Y	19NCS85029	Nandini. Y.
85	NAVYA R	19NCS85030	Navya
86	PHILJOE JOSEPH	19NCS85031	Phil Joe
87	POOJA R T	19NCS85032	Pooja
88	RENCY MATHEW	19NCSB85033	Rency
89	ROHIT V	19NCS85034	Rohit
90	SAHIL GEORGE KUNJUR	19NCS85035	Sahil
91	SAIKISHORE L	19NCS85036	Saikishore
92	SAI RAM V	19NCS85037	Sai ram v
93	SANJAY K	19NCS85038	Sanjay. K
94	SANTHOSH KUMAR V	19NCS85039	Santhosh
95	SHASHIDHAR D E	19NCS85040	Shashidhar
96	SHRI NISARGA	19NCS85041	Shri Nisarga
97	SHYAM KUMAR	19NCS85042	Shyam Kumar
98	SWETHA B A	19NCS85043	Swetha
99	T TEJAVATHI	19NCS85044	T Tejavathi
100	TEJA K	19NCS85045	Teja K
101	TEJASWINI S	19NCS85046	Tejaswini
102	VIDHYASHREE A	19NCS85047	vidhya shree
103	VIKAS E	19NCS85048	Vikas E
104	YOGESWARY. M	19NCS85049	Yogeshwary M.
105	AMRUTHA K	19NCS85050	Amrutha

