



**Mahajana Education Society (R)**

Education to Excel

**SBRR Mahajana First Grade College (Autonomous)**

Jayalakshmpuram, Mysuru - 570 012 Karnataka, India

Affiliated to University of Mysore

Re-Accredited by NAAC with 'A' Grade

College with Potential for Excellence

**Department of Commerce**

and

**Business Administration in association with IQAC  
organise**

**ONE-DAY STATE LEVEL CONFERENCE**



***Emerging Paradigms in Management  
Commerce and Sustainable Development***

**Date:** 26.02.2026, Thursday

**Time:** 10 AM **Venue:** AVC-II

*All are Cordially Invited*

**Dr. Devaraja T.M.**

**HoD & Staff**

Dept. of Commerce

& Business Administration

**Dr. B.R. Jayakumari**

**Principal**

# INAUGURATION

Time: 10 AM

## Presided by

**Dr. T. Vijayalakshmi Muralidhar**

Hon. Secretary  
Mahajana Education Society (R)  
Mysuru

## Keynote Address

**Dr. D. Anand**

Professor  
B.N. Bahadur Institute of Management Sciences  
Manasagangotri  
University of Mysore  
Mysuru

## Prime Invitees

**Dr. B.R. Jayakumari**

Principal  
SBRR Mahajana First Grade College (A)  
Mysuru

**Dr. S.R. Ramesh**

CEO & Academic Advisor  
SBRR Mahajana First Grade College (A)  
Mysuru



## PLENARY LECTURES

### SESSION I

**11:30 AM to 12:15 PM**

**Topic** : Sustainable Accounting, Carbon Markets and their Impact on Corporate Valuation

**Speaker** : **Dr. G. Sudarsana Reddy**  
Senior Professor  
Dept. of Studies & Research in Commerce  
Tumkur University, Tumkur

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### SESSION II

**12:20 PM to 1:05 PM**

**Topic** : Digital Transformation in Commerce

**Speaker** : **Dr. V. Rajesh Kumar**  
Professor  
ICFAI Foundation for Higher Education  
Off-Campus Center, Bengaluru

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### SESSION III

**1:10 PM to 1:50 PM**

**Topic** : Artificial Intelligence Driven Organisations : Transforming People Management and Consumer Engagement

**Speaker** : **Dr. Mohammed Farooq Pasha**  
Associate Professor  
Head of the Dept. of Commerce & Management  
Government First Grade College, Bengaluru

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## PAPER PRESENTATION 2:30 to 3:30 PM

**Chairpersons** : **Dr. Preetham D**  
Assistant Professor  
Maharani's Women's Commerce & Management College, Mysuru

**Dr. N Roopesh Kumar**  
Head of the Dept. DoS in Commerce  
SBRR MFGC (A), PG Wing, PBMMEC  
KRS Road, Metagalli, Mysuru

# **VALEDICTORY**

4 PM to 4:30 PM

## **Presided by**

**Prof. N Nagaraja**

Registrar (Evaluation)  
University of Mysore  
Mysuru

## **Valedictory Address**

**Prof. K Nagendra Babu**

Dean of Commerce  
Manasagangotri, University of Mysore  
Mysuru

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