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Proceedings of National level conference

On

**“EMERGING TRENDS AND CHALLENGES IN COMMERCE &
MANAGEMENT”**

Organized by Department of Commerce, Bharathi College (Autonomous), in association
with IQAC

held on 25th January, 2025.

DEPARTMENT OF COMMERCE

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-:Note:-

It is great pleasure that BHARATHI COLLEGE Department of commerce is being hosted national level conference on “EMERGING TRENDS AND CHALLENGES IN COMMERCE & MANAGEMENT” 25th January 2025. In fact, this topic is very relevant and important to ensure inclusive growth and also creating critical thinking about new phenomena about trends in business. It is important to create stakeholder’s participation in business for betterment of future business and creating social capital is most important. I am sure that this conference will provide a useful platform to deliberate on issues and challenges in commerce and management with carried changes according to technological innovation in business. In this context, I find that the topic for deliberation in the conference have been wisely chosen to highlight challenges for commerce and management in present context. I am hopeful that outcomes of this conference will open new vistas for institutions, practitioners, researchers, academicians, entrepreneurs. I congratulate the organisers of this National level conference and wish them great success.

Vice Chancellor,
Vice-Chancellor
Mandya University
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Editorial

It is with great pleasure that we present the proceedings of the National Conference on Emerging Trends and Challenges in Commerce and Management, organized by the Department of Commerce, Bharathi College, on 25th January 2025. This conference served as a pivotal platform for esteemed academicians, researchers, and industry experts to exchange insights and research findings on contemporary issues in commerce and management.

The conference featured four technical sessions, five keynote addresses, and fifty paper presentations, encompassing a diverse array of topics such as digital transformation, financial inclusion, sustainability, marketing, human resource management, and entrepreneurship. These discussions and presentations underscored the dynamic nature of the field and highlighted innovative approaches to addressing emerging challenges.

This volume of proceedings includes seventeen carefully selected and peer-reviewed papers, which reflect the depth and breadth of research presented at the conference. These contributions provide valuable insights and are expected to make significant additions to the existing body of knowledge in commerce and management.

We express our profound gratitude to our beloved Chairman, Sri Madhu G. Madegowda, MLC, Government of Karnataka, Sri B. M. Nanjgowda, Secretary, Bharathi Education Trust, Sri G. M. Ashay, CEO, Bharathi Education Trust, and all the Trust members for their unwavering support and encouragement in organizing this conference.

Our heartfelt thanks go to the keynote speakers—Dr. V. Rajesh Kumar, Director (PG Programs), RV University, Bangalore, Dr. Gowrisha, Director, Centre for Educational and Social Studies, Bangalore, Prof. Divyashree Hegde, Professor, Alliance University, Bangalore, and Dr. Chinnaiah, Associate Professor, Department of Management Studies, KSOU, Mysore—for their invaluable contributions and thought-provoking addresses.

We also extend our gratitude to the paper presenters, session chairs, and the members of the conference advisory committee for their commitment and guidance, which have greatly enriched this endeavor.

We hope that this proceedings volume serves as a significant academic resource, fostering further research and innovation in the field of commerce and management.

-Editorial Board

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