

## **INTERNATIONAL CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY FOR SUSTAINABILITY**

International Conference on Corporate Social Responsibility for Sustainability was conducted by the Department of Commerce and Management – B. Com/BBA – UG (BU) for 2 days on 11<sup>th</sup> & 12<sup>th</sup> December 2020 from 9:00 AM – 5:00 PM on the zoom platform.

The details of the Conference are as follows:

### **ICCSRS2020 COMMITTEE**

#### **PATRONS**

**Dr. D Hemachandra Sagar**, Chairman, Dayananda Sagar Institutions, Bengaluru

**Dr. D. Premachandra Sagar**, Vice Chairman, Dayananda Sagar Institutions, Bengaluru

**Shri. Galiswamy**, Secretary, Dayananda Sagar Institutions, Bengaluru

#### **CONFERENCE GENERAL CHAIR**

**Dr Nagaraj Shenoy**, Principal, DSCASC, Bengaluru

Prof. Sumandiran CSP, Founder and Managing Director, Coimbatore Research Forum

#### **CONFERENCE CONVENERS**

Dr. Suplab Kanti Podder, HOD, Department of BBA, DSCASC, Bengaluru

Prof. Murugesha B N, HOD, Department of B. Com, DSCASC, Bengaluru

#### **CONFERENCE COORDINATOR**

Mrs. Rashmi Akshay Yadav,

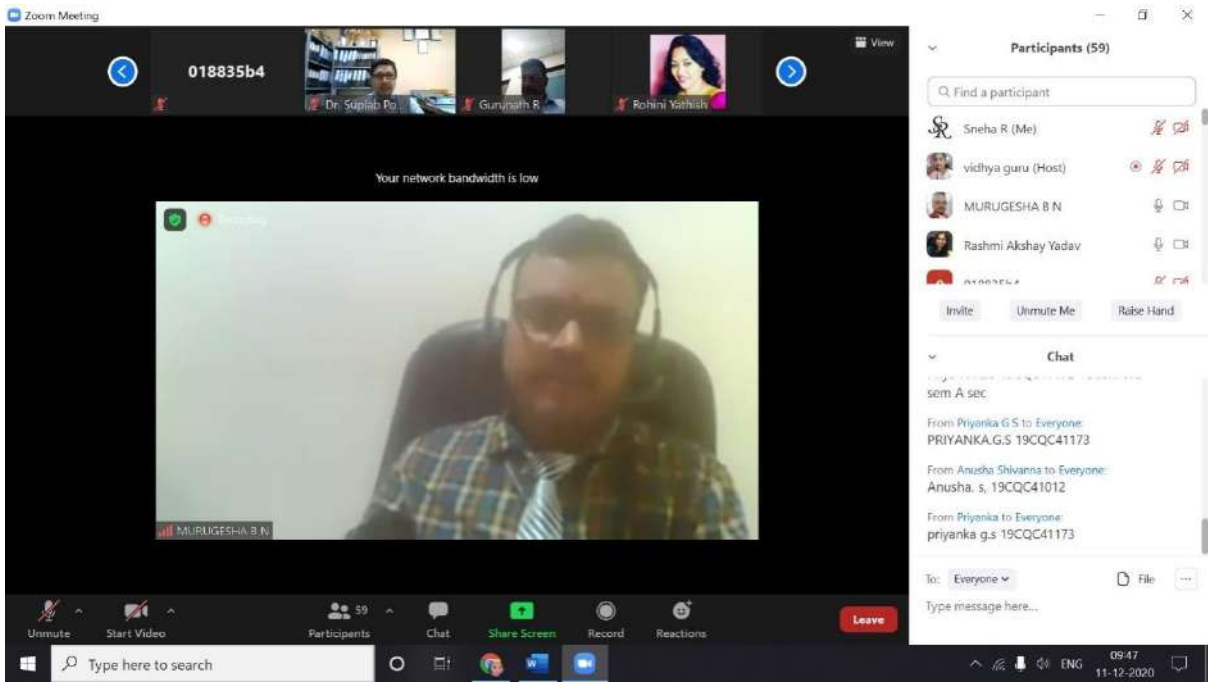
Assistant Professor, Department of Commerce and Management, DSCASC, Bengaluru

#### **CONFERENCE SECRETARIAT**

Prof. R Gurunath, IQAC Coordinator, DSCASC, Bengaluru

### **Day 1 – Summary**

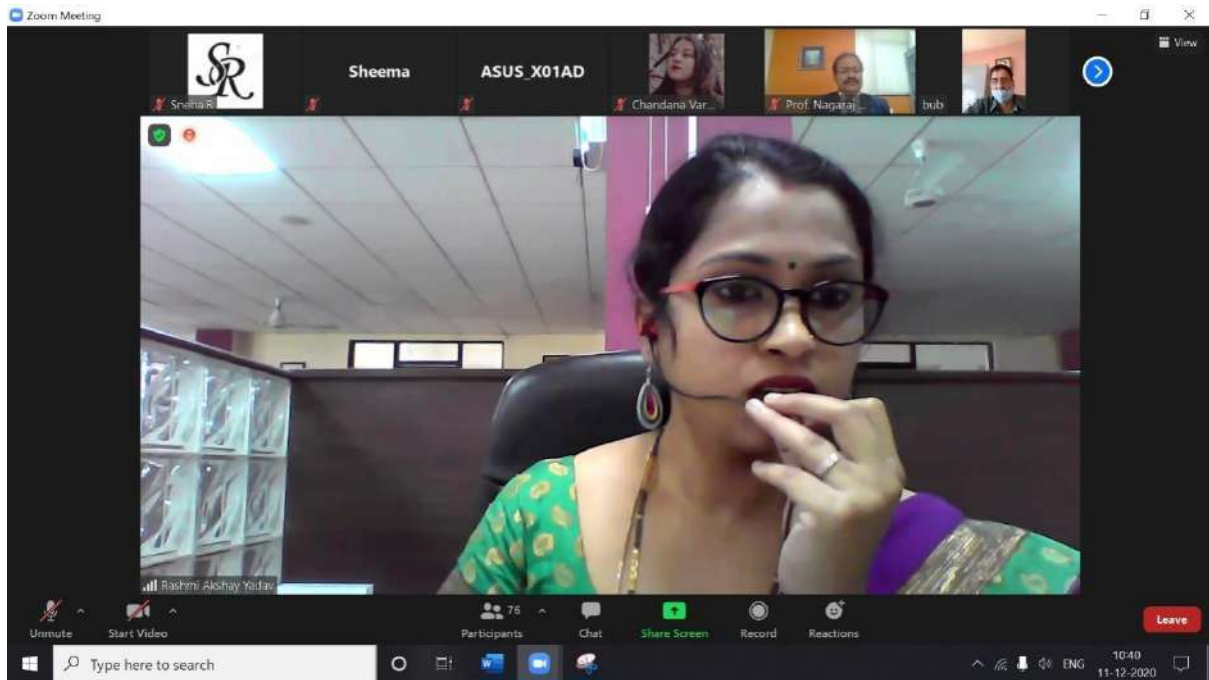
The conference began with a Welcome Address by Prof. Murugesha B N, HOD B. Com, DSCASC, followed by Inaugural Address by our beloved Principal, Dr Nagaraj Shenoy. The event was coordinated by Prof. Rashmi Akshay Yadav, Department B. Com/BBA



**1.1. Prof. Murugesha B.N. delivering the welcome address**



**1.2. Inaugural address by Dr. Nagaraj Shenoy, Principal, DSCASC**



**1.3. Prof.RashmiAkshayYadav, Coordinating the event**

### Key note address

The Keynote address was delivered by the following Guest Speakers.

*The session started with our first Guest Speakers Dr.RupaGunaseelan*



**Dr. Rupa Gunaseelan** Professor and Director incharge, Dean, Bharathiar University, Coimbatore. The speaker enlightened the gathering with proactive resilience for disaster management. She also spoke about the directions through which an organization can plan sustainable environmentally friendly operations.

*Followed by the Prof. Dr. S Sarangapani*



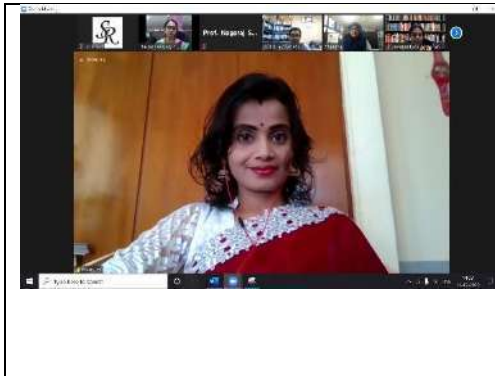
**Prof. Dr. S Sarangapani** , Department of Business Studies, University of Technology and Applied Sciences, Sultanate of Oman spoke on "**Innovation as a tool for organisational growth and CSR**"- He stressed his vision of sustainability of future youth is highly dependent on the level of creativity and innovation. His ideas were concentrating on novel approaches to problem solving techniques.

*Followed by the Dr.Shivamurthaiah M*



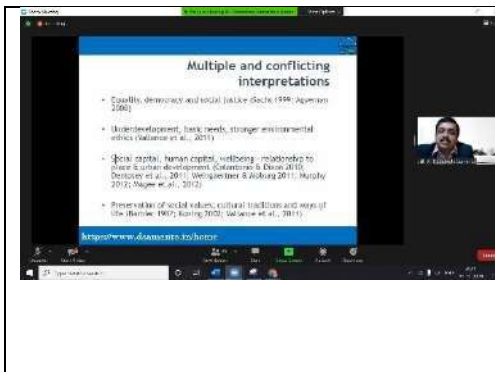
**Dr. Shivamurthiah M**, Assistant Professor, Garden City University, Bengaluru, he spoke about **"Impact of State Government Funds on Sustainable Development"**. Speaker stressed on the adaptability of 3R- Reduce, Reuse and Recycle and 3P's – People, planet and prosperity approach for sustainability. He also shared his personal experience of working with NGO and motivated the participants to take up their role for societal welfare.

*Post lunch the session was followed by Dr. Mausumi Goswami*



**Dr. Mausumi Goswami**, Associate Professor, CHRIST (Deemed to be University), Bengaluru. She spoke on **"Sustainable development as an individual social responsibility: A data science perspective"**. In her presentation she tried to connect Individual Social Responsibilities with sustainable development and Technology based computer science for training younger minds.

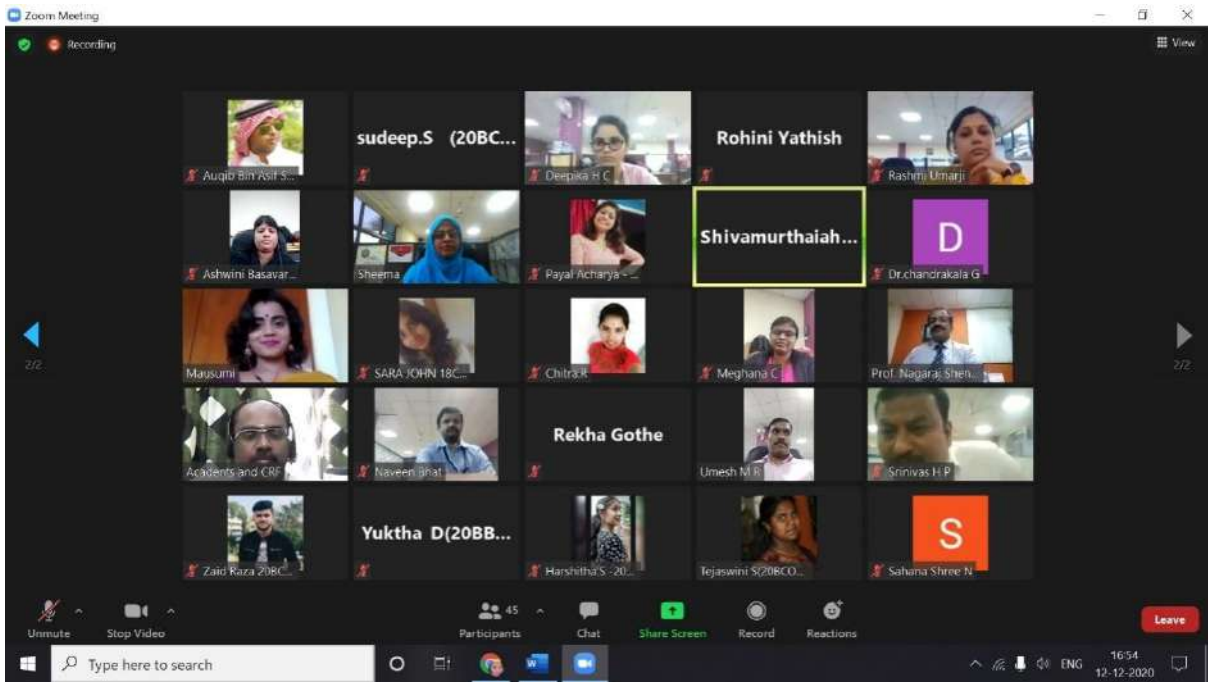
*The last Speaker for the day Dr. Debarata Samanta*



**Dr. Debarata Samanta**, Assistant Professor, Department of Computer Science, CHRIST (Deemed to be University), Bengaluru. He had an energetic presentation connecting **"Information Technology vs. Social Sustainability"**. His presentation stressed on Environmental protection, Business ethics and resource usage in a sustainable manner to avoid scarcity for the future generations.

Day 1 ended with the vote of thanks by the Conference Coordinator-

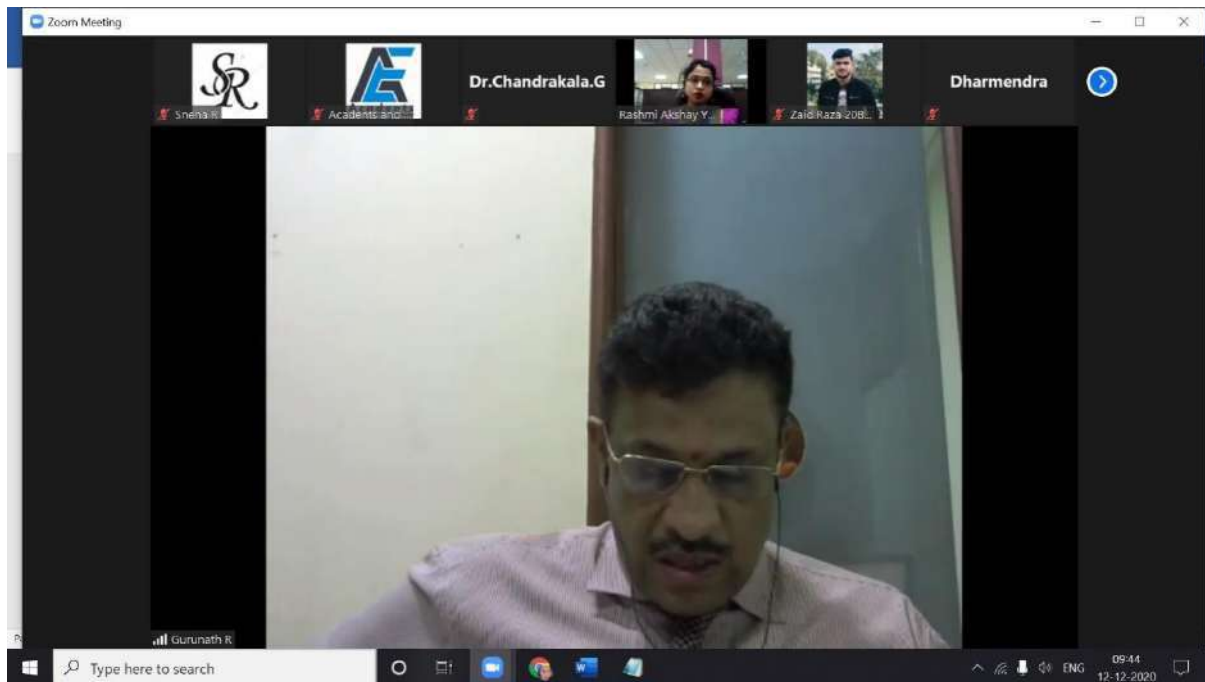
**Prof. Rashmi Akshay Yadav**



1.4 Participants on Day 1

## Day 2 – Conference Presentations

The Programme started with a welcome address by Prof. Gurunath, IQAC Coordinator, DSCASC.



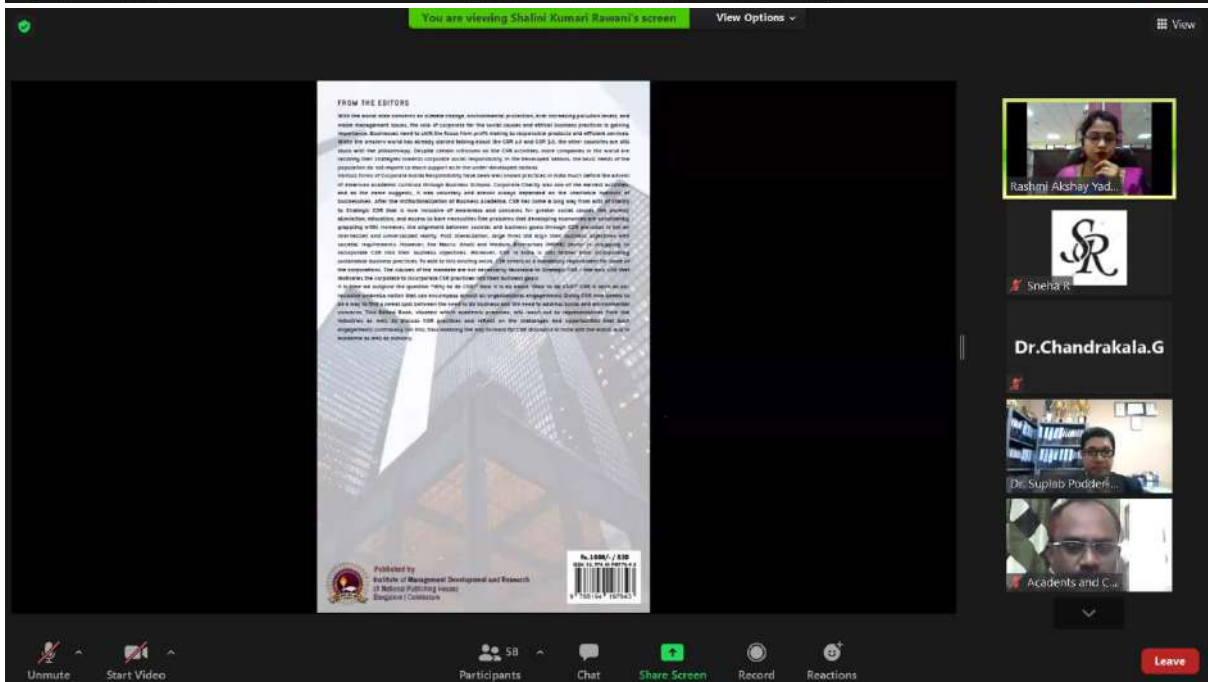
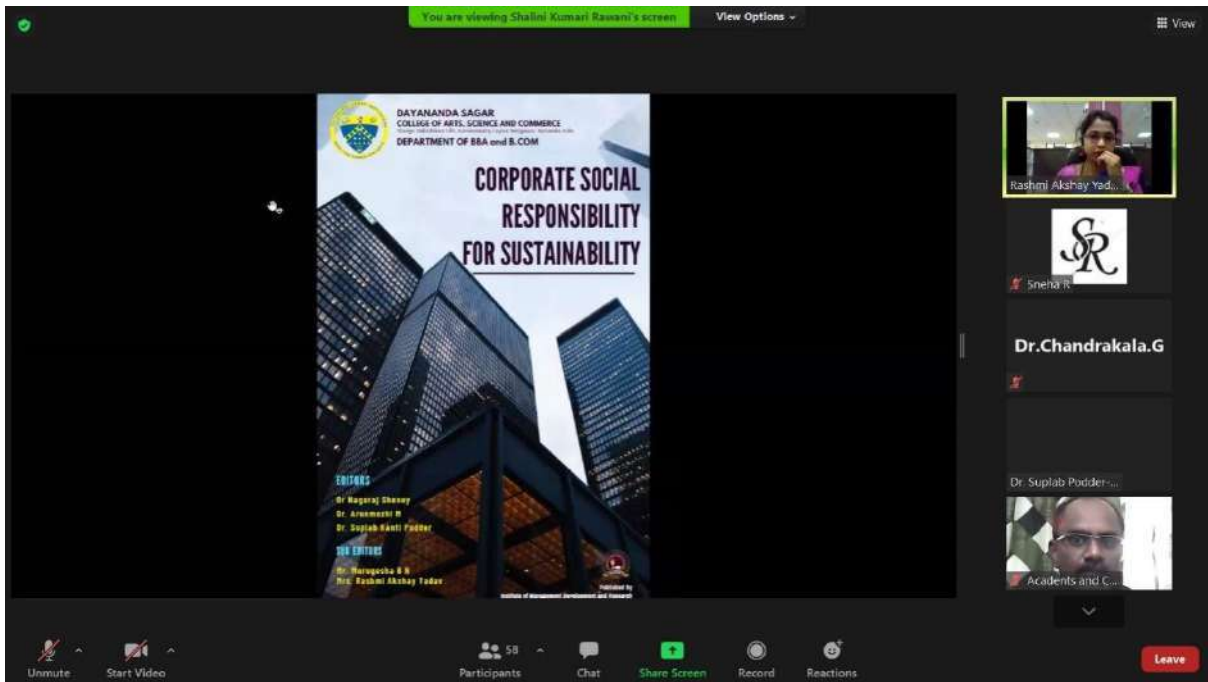
**2.1. Welcome Address by Prof.Gurunath**

The conference theme address was delivered by Dr. Suplab Kanti Podder, HOD, BBA, DSCASC



**2.2. Conference Theme Address by Dr. Suplab Kanti Podder**

ISBN Book of “INTERNATIONAL CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY FOR SUSTAINABILITY” was released by the Conference Team.



### 2.3. ISBN Book Release

The Book release was followed by Track sessions and presentations.

#### *Session 1 – 10:00 AM – 12 :00 PM*

The Session 1 was coordinated by Prof. Dikshitha Gujarkar, Prof. Deepika H C and Prof. Sahana Shree N.

The Session Chairs for Track 1- CSR in Business and Management were

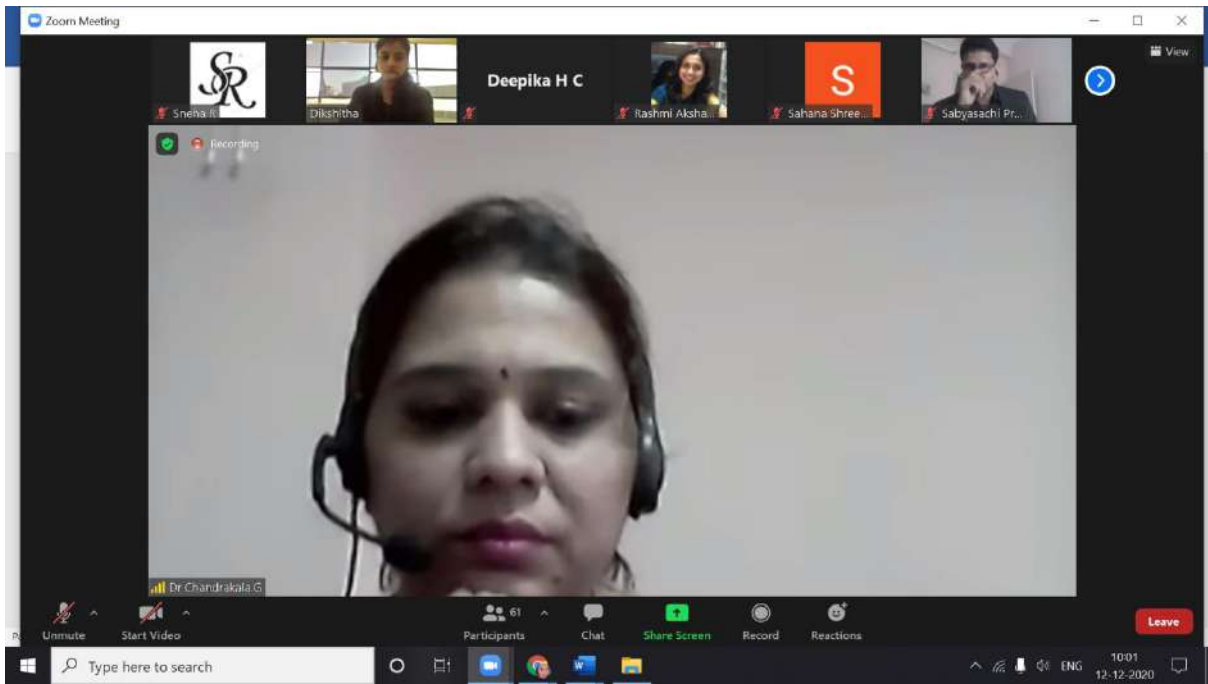
- **Dr. Sabyasachi Pramanik**, Assistant Professor, Haldia Institute of Technology, West Bengal
- **Dr Chandrakala G**, Assistant Professor, Dayananda Sagar University, Bengaluru

The session details are as follows:

**Track 1: CSR in Business and Management (Presenters)**

<b>Sl. No.</b>	<b>Code</b>	<b>Name of the first Author</b>	<b>Title of the paper</b>	<b>Institution</b>
1	COT1001	Prof. M Mahadeva	Corporate Social Responsibility in India: A Roadmap for Corporate Entities to Pay Back to the Society	Institute of Finance and International Management (IFIM)
2	COT1002	Vidhyashree S	Impact of COVID 19 on Consumer Behaviour	Dayananda Sagar College of Arts, Science and Commerce
3	COT1003	Rohini Yatish	Corporate Social Responsibility Activities towards Higher Education Sector	Dayananda Sagar College of Arts, Science and Commerce
4	COT1004	Sheema Shaheen	CSR Initiatives at Higher Education Institutions - Stakeholders Theory Perspective	Dayananda Sagar College of Arts, Science and Commerce
5	COT1005	V R Rajendra Kumar	Corporate Social Responsibility in Indian perspective - Issues and Challenges	Dayananda Sagar College of Arts, Science and Commerce
6	COT1006	Pratheep K	Social Issues in Management	University Institute of technology
7	COT1007	Dr. R Meenakshi Devi	CRM - Brand Congruency of Dettol Handwash and Whisper sanitary Napkin	Mannar Thirumalai Naicker College

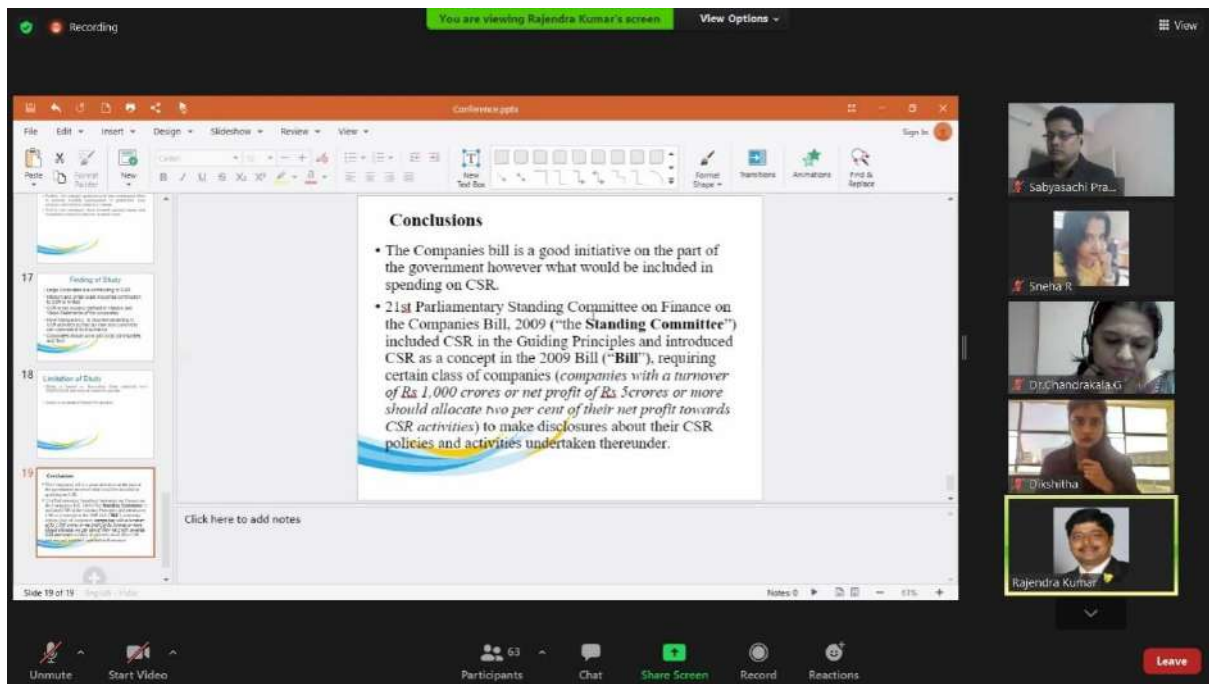




**2.4. Track 1 Session Chair Dr. Chandrakala G**



**2.5. Track 1 Session Chair Dr. Sabyasachi Pramanik**



### 2.6. Presentation by Track 1 Participants

#### Session 2 – 12:00 PM – 1:20 PM

Session 2 was coordinated by Prof. Rohini Yathish, Prof Niveditha K and Prof. Rashmi M Umarji.

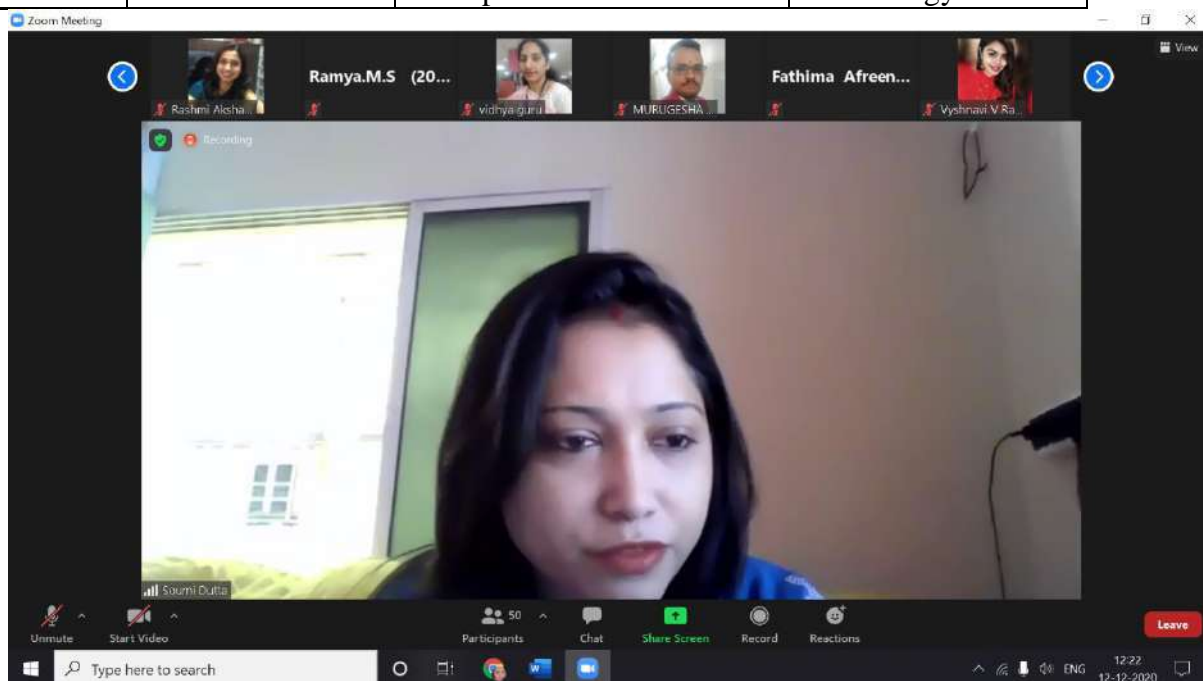
The Session Chairs for Track 2- CSR in Finance, Accounting, Banking, and Economics were

- **Dr. Sunanda Vincent J**, Assistant Professor, CHRIST (Deemed to be University), Bengaluru
- **Dr. Soumi Dutta**, Associate Professor and Assistant HOD, Institute of Engineering & Management.

#### Track 2: CSR in Finance, Accounting, Banking, and Economics (Presenters)

Sl. No.	Code	Name of the first Author	Title of the paper	Institution
1	COT2 003	Sara John	Corporate Social Responsibility undertaking's effect on employees in Banking sector in India and Bahrain	Dayananda Sagar College of Arts, Science and Commerce
2	COT2 004	Dr.Sangappa Mamanshetty	Monetary Policy in India COVID 19 - 2020	Government First Grade College Chincholi
3	COT2 005	B Rammya	Corporate Social Responsibility versus Financial performance in Selected Construction companies in India	ISBR Research center

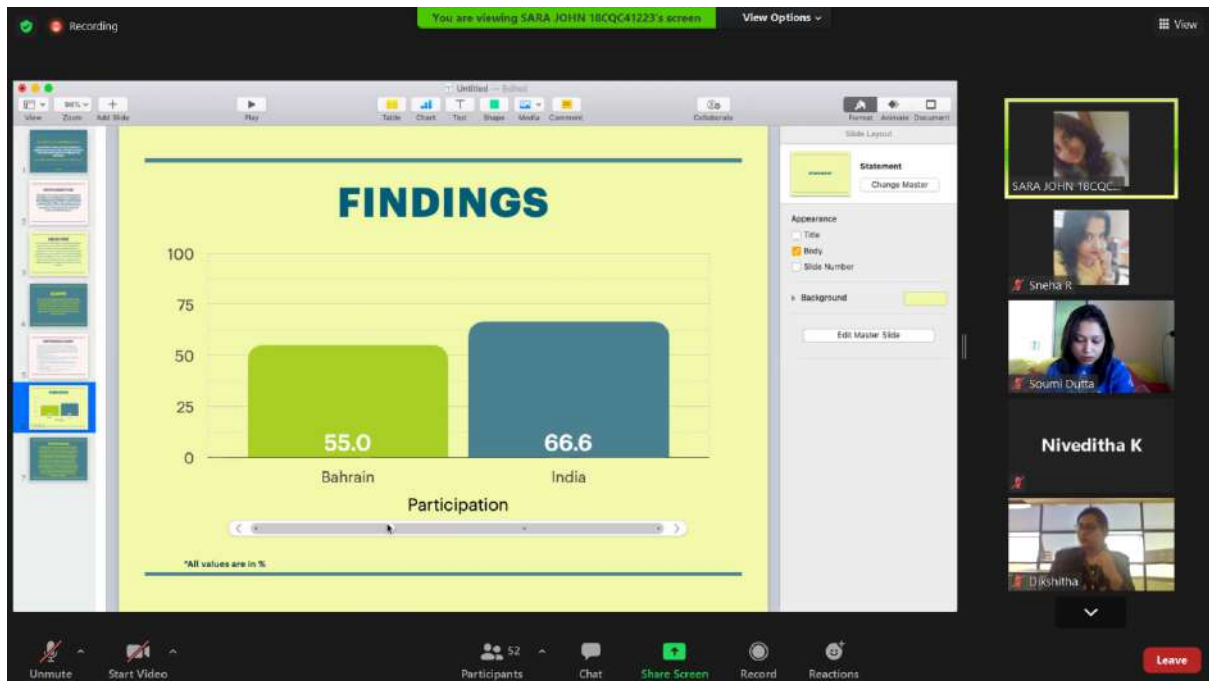
4	COT2 007	Rashmi M Umarji	Innovative Practices in Banking Sector	Dayananda Sagar College of Arts, Science and Commerce
5	COT2 008	Roopa T	Role of Herd Behaviour on investment decision of mutual fund investors in India - An Emperical Study	Jnana Vikas Institute of Management studies and Commerce
6	COT2 009	Roopadevi V	Accounting and Auditing system in the selected Grampanchyats in Karnataka - An Analytical Study	Tumkur University
7	COT2 011	Shobha B G	WHY BANCASSURNCE BUSINESS FOR INDIA?	ShivanandaSarma Memorial R V College
8	COT2 012	Dr.Tamizharasi D	The Covid 19 Outbreak and its Impact on Stock Market	Centre R N S Institute of Technology



**2.7.Track 2 Session Chair Dr.SoumiDutta**



**2.8. Track 2 Session Chair Dr. Sunanda Vincent J**



**2.9. Presentation by Track 2 Participants**

***Session 3 – 1:30 PM –3:00 PM***

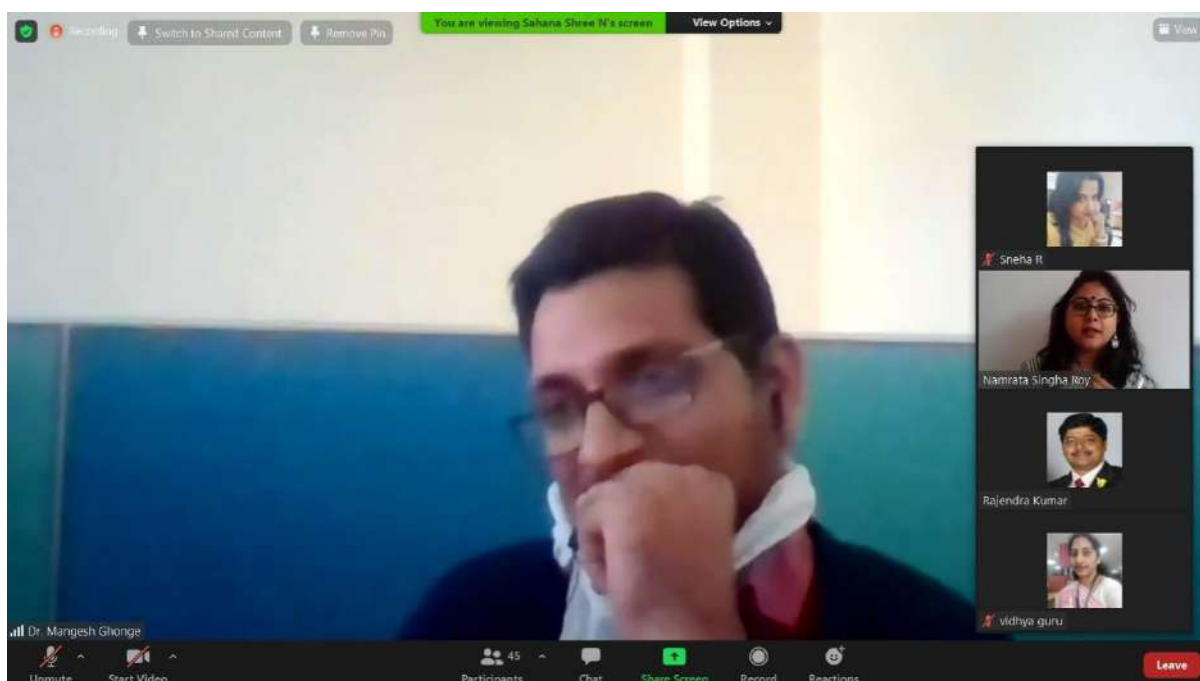
Session 3 was coordinated by Prof. Sneha R, Prof. Vinutha K and Prof. V R Rajendra.

The Session Chairs for Track 3- Role of Social Science in CSR were

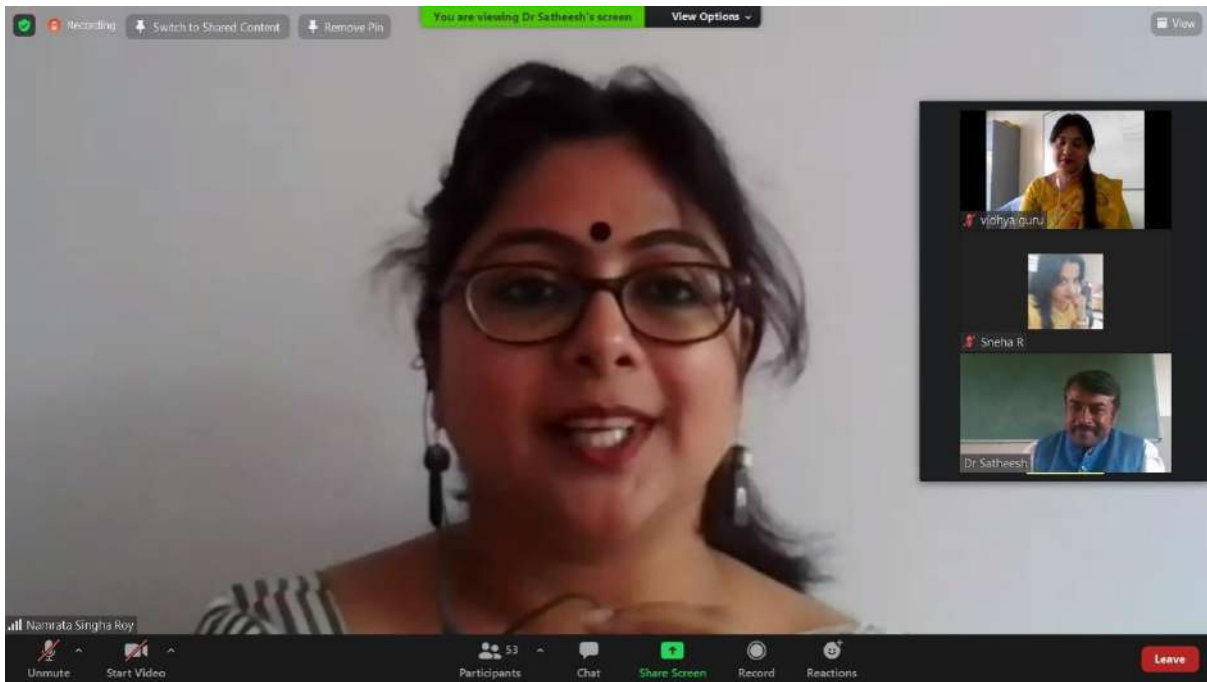
- Dr. Namrata Singha Roy, Assistant Professor, CHRIST (Deemed to be University), Bengaluru
- Dr. Mangesh Ghonge, Assistant Professor, Sandip Institute of Technology & Research Centre

### Details of Track 3: Role of Social Science in CSR (Presenters)

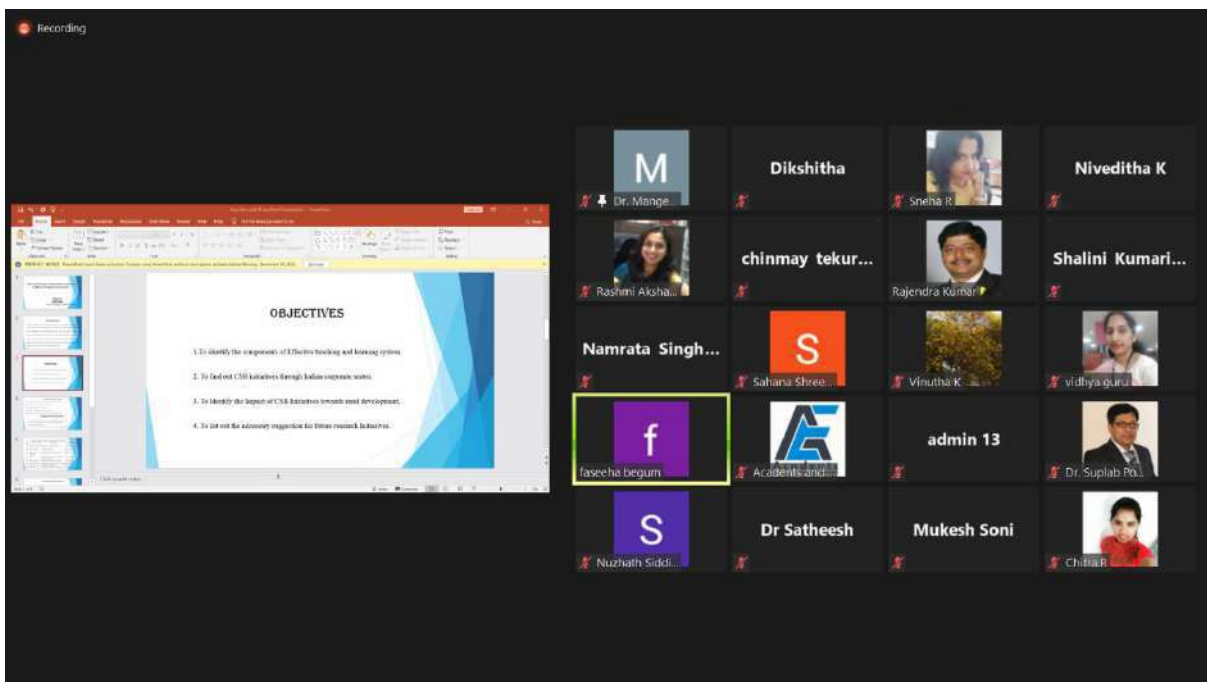
Sl. No.	Code	Name of the first Author	Title of the paper	Institution
1	COT3 001	Sahana Shree N	A study on Stakeholder's perception towards CSR initiatives of Indian Organizations	Dayananda Sagar College of Arts, Science and Commerce
2	COT3 002	Faseeha	Impact of CSR Initiatives Through Indian Corporate Sector for Effective Teaching and Learning System	Dayananda Sagar College of Arts, Science and Commerce
3	COT3 003	Hanumantha G	Assessment of Welfare Schemes of Contract Labours in Hyderabad Karnataka Region (Kalyana Karnataka)	Vijayanagara Sri Krishnadeveraya University
4	COT3 004	Deepika H C	Role of CSR initiatives on E-learning during and after COVID -19	Dayananda Sagar College of Arts, Science and Commerce
5	COT3 005	Niveditha K	"The Role of CSR in Higher Education - Special Reference to Universities"	Dayananda Sagar College of Arts, Science and Commerce



2.10. Track 3 Session Chair Dr.MangeshGhonge



**2.11. Track 3 Session Chair Dr. Namrata Singha Roy**



**2.12. Presentation by Track 3 Participant**

***Session 4 – 3:00 PM – 4:00 PM***

Session 3 was coordinated by Prof. Vidhya Shree S, Prof. MukeshSoni and Prof.Faseeha.

The Session Chairs for Track 3- Role of Environmental Science in CSR were

- Dr. MausumiGoswami, Associate Professor, CHRIST (Deemed to be University), Bengaluru
- Dr. Shivamurthaiah M, Assistant Professor, Garden City University, Bangalore, India.

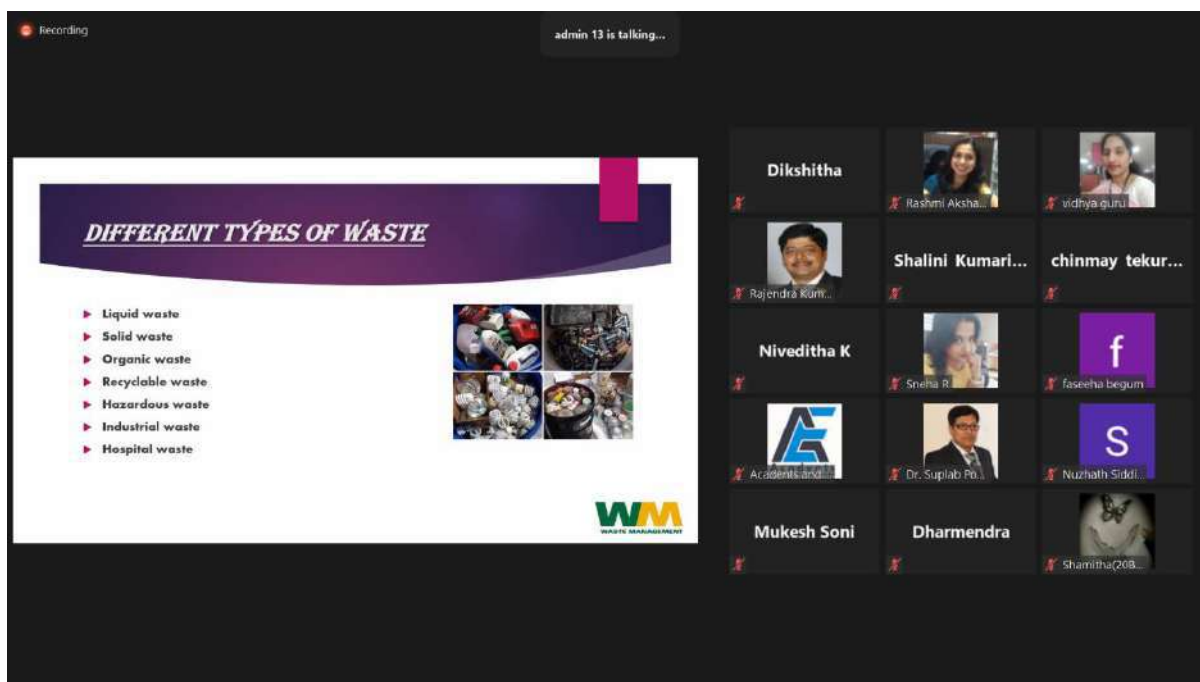
Presenters details of Track 4: Role of Environmental Science in CSR

Sl. No.	Code	Name of the first Author	Title of the paper	Institution
1	COT4 001	Dr. Hemanth Kumar S	Factors Affecting the Production Capacity of Coal Chemicles - A Study at Bhilai Steel Plant	CMS Business School, Jain (Deemed-to-be-university)
2	COT4 002	VishruthVidyadhar Prasad	Corporate Social Responsibility in Waste Management	RR Institution of Management Studies
3	COT4 003	VINUTHA K	Waste Management through CSR- An enriching opportunity for Corporate India	Dayananda Sagar College of Arts, Science and Commerce
4	COT4 004	Dr. Suplab Kanti Podder	Impact of CSR contributions for developing and implementing ICT based Teaching and Learning: Initiatives for Sustainability	Dayananda Sagar College of Arts, Science and Commerce
5	COT4 005	Rajendra Kumar	Corporate Social Responsibility in Indian Perspective-Issues and Challenges	Dayananda Sagar College of Arts, Science and Commerce
6	COT4 006	Dikshitha Gujarkar	Driving Decarbonisation through Mobility Transformation	Dayananda Sagar College of Arts, Science and Commerce

The image shows a Zoom meeting interface. At the top, it says "Recording" and "You are viewing Nuziath Siddiqua's screen". The main content is a presentation slide titled "PURPOSE OF STUDY" with the following bullet points:

- Coal - as a source of energy
- Critical in daily application and B2B industries
- Bhilai steel plant is the company with coal mines
- Coal chemical products are benzene, toluene, xylene, which are all major coal byproducts
- It has been estimated that there are over 861 billion tonnes of proven coal reserves worldwide which means that there is enough coal to last us around 112 years.
- Coal reserves are available in almost every country worldwide, with recoverable reserves in around 70 countries. The largest reserves are in the USA, Russia, China and India.
- Gap in the demand and supply of coal

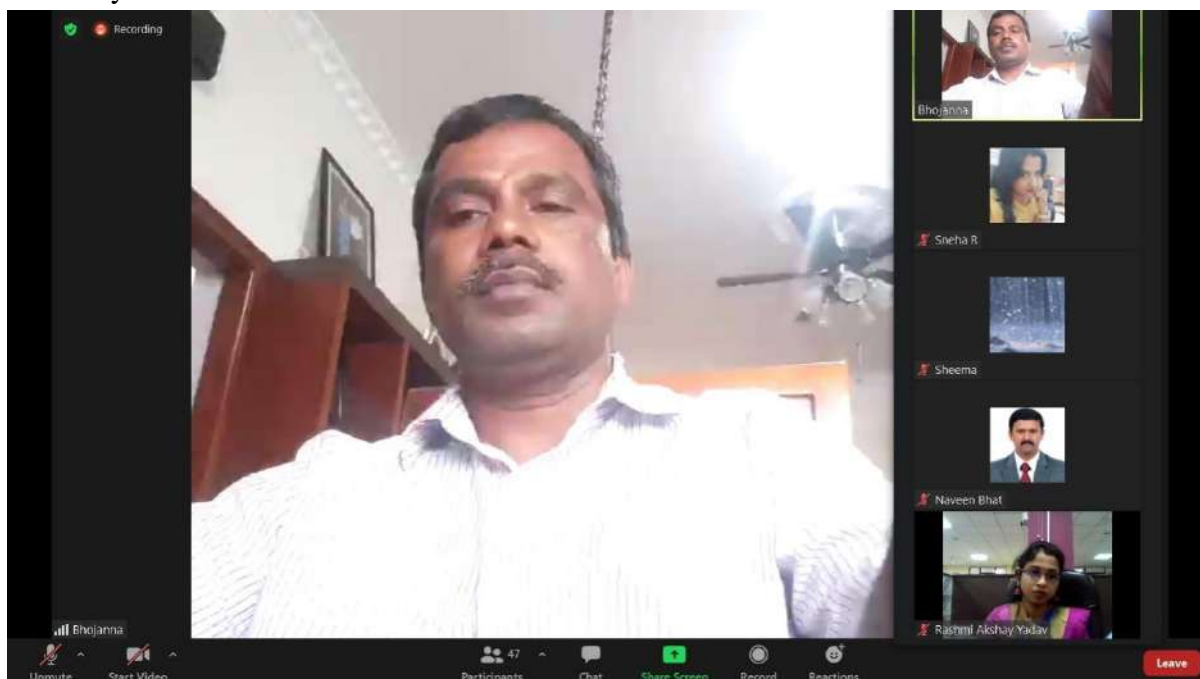
On the right side, there is a video feed of a woman, identified as Nuziath Siddiqua. The bottom of the screen shows the Zoom control bar with options like Unmute, Start Video, Participants (52), Chat, Share Screen, Record, Reactions, and a Leave button.



2.13. Presentation by Track 4 Participant

### Valedictory Address

The session ended with a valedictory address by Dr. U. Bhojanna, Professor and Head, Department of MBA, RNS Institute of Technology, Bengaluru and ICCSRS 2020 Conference Advisory Committee Member.



2.14. Valedictory address by Dr. U. Bhojanna



The program concluded with a vote of thanks by Prof. Sumandiran C S P, Founder and Managing Director, Coimbatore Research Forum



### 2.15. Vote of Thanks by Prof. Sumandiran C S P

The success of the International Conference is evident with publication of 51 papers in the ISBN book . Out of the 51 papers received for the conference, 31 papers were from Authors across India and 20 papers were from International Authors.

11 papers were reviewed and published by UGC Care Journal in the December 2020 edition with ISSN No.: 1750-4554. The link for the same is mentioned below.

<https://adonis-abbey-ajber.com/current-issue/>



editor@adonis-abbey-ajber.com <https://www.scopus.com/sourceid/21100891790>

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BUSINESS AND ECONOMIC RESEARCH**

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E-ISSN:1750-4562

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#### Current Issue

**Corporate Social Responsibility in India: A Roadmap for Corporate Entities to Pay Back to The Society**

M Mahadeva, S Baskaran

DOI/10.31920/1750-4562/2020/12/20n3a24

**Monetary Policy in India: Covid 19 -2020**

Sangappa V Mammashetty

DOI/10.31920/1750-4562/2020/12/20n3a25

**Employee Engagement In Higher Educational Institutions in India – A Prespective**

Deepa K, Bhojanna U

DOI/10.31920/1750-4562/2020/12/20n3a26

**Women Entrepreneurship – A Socio Economic Powerhouse**

Nagaveena M, U Bhojanna

DOI/10.31920/1750-4562/2020/12/20n3a27

### 2.16. Publication of Papers in UGC Care Journal

6 papers were reviewed and published in Scopus Q3 - Journal in the December 2020 edition,with ISSN No.: 1303-9709. The link for the same is mentioned below.



**Publishing**

- Call for Research Papers
- Review Process
- Article Processing Fee
- Author Guidelines
- Publication Ethics and Malpractice Statement

**Current Issue - December 2020**

The Impact on Compliance and Spending Pattern of Corporate Social Responsibility among Selected Indian Industries  
Pages 001 – 024  
Devi SANGAMITRA

The Role of Non-Financial Institutions in Aiding Women Entrepreneurs  
Pages 025 – 030  
K.K. Ramachandran, N. Ramani

Supply Chain Management in Manufacturing Industry Sector to Supporting Local Taxes Revenue: Evidence in Indonesia  
Pages 039 – 048  
Dede Jejereng SUYAMAN, Gusgandis Suria MANDA, Mochamad Faizal RIZKI

Consumer Behaviour Towards Online Products During Covid-19: Study on Select Brands  
Pages 049 – 063  
K.G. Muralidhara, Jamuna A.S.

**2.17. Publication of Papers in Scopus Q3 Journal**

All the Guest Speakers, Session Chairs, Authors / Presenters and Participants were awarded with Certificates.

The certificate is a colorful document with a blue and red diagonal design on the left. It features logos for Dayananda Sagar Institute, DSCASC, Acadents, and Coimbatore Research Forum. The main text reads: 'INTERNATIONAL CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY FOR SUSTAINABILITY Certificate of Recognition This is proudly given to Dr Soumi Dutta Associate Professor and Assistant HOD, Institute of Engineering & Management for being part of our Panel of Moderators for the Session 2 in the International Conference on Corporate Social Responsibility for Sustainability 2020, held on December 12th.' It is signed by Dr. Nagaraj Shenoy, Jeff Buston AC, and Prof. Sumandiran CSP.

**2.18. Copy of Certificate to Session Chairs**



**DAYANANDA SAGAR**  
**COLLEGE OF ARTS, SCIENCE AND COMMERCE**  
**Department of BBA and B.Com**  
 Shavige Malleshwara Hills, 1st Stage, Kumaraswamy Layout, Bengaluru, Karnataka

in association  
with



**INTERNATIONAL CONFERENCE ON  
 CORPORATE SOCIAL RESPONSIBILITY FOR SUSTAINABILITY**

**Certificate of Participation**

**Dikshitha Gujarkar**

Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce

has participated and presented research paper on

**Driving Decarbonisation through Mobility  
 Transformation**

held on 11th and 12th December 2020

**Dr. Nagaraj Shenoy**  
 Principal, DSCASC, Bengaluru  
 Conference General Chair

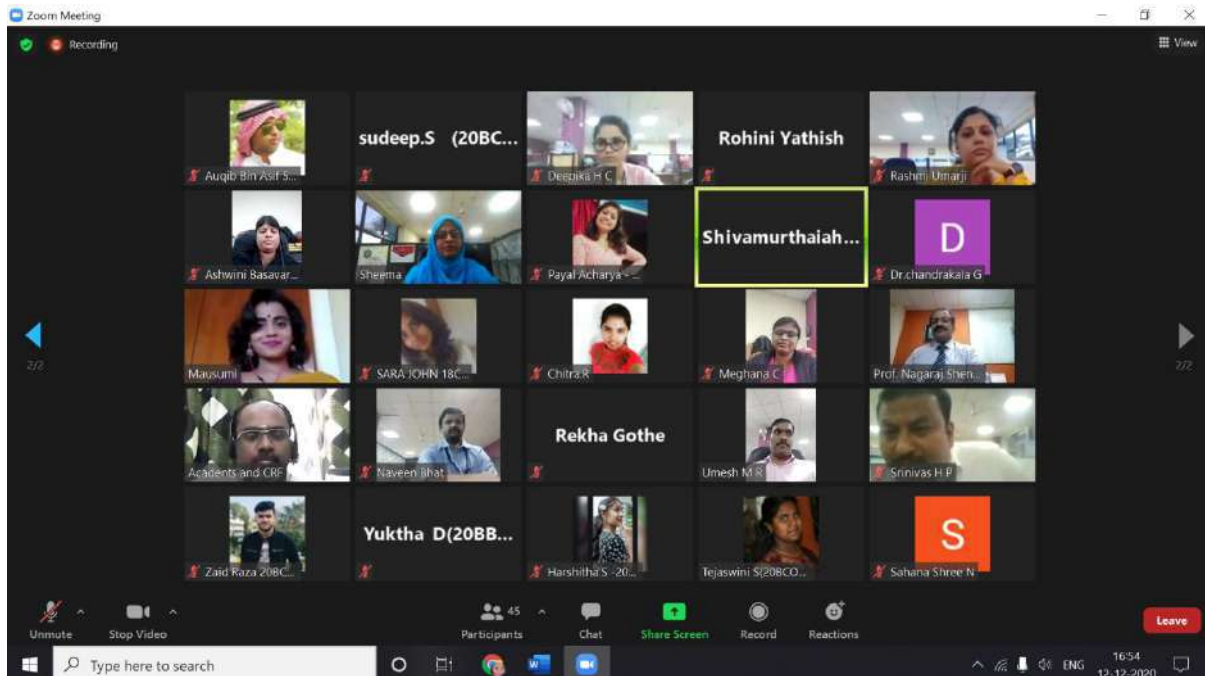
**Jeff Buston AC**  
 Executive Director - HR  
 IOTG Serbia

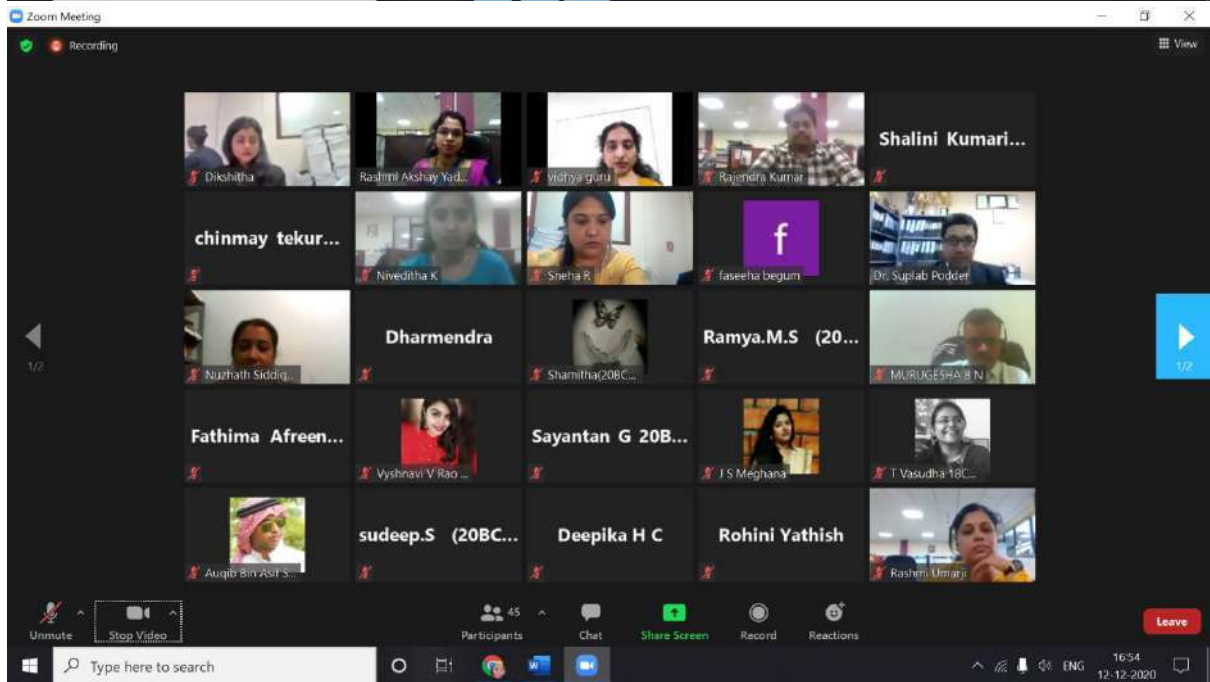
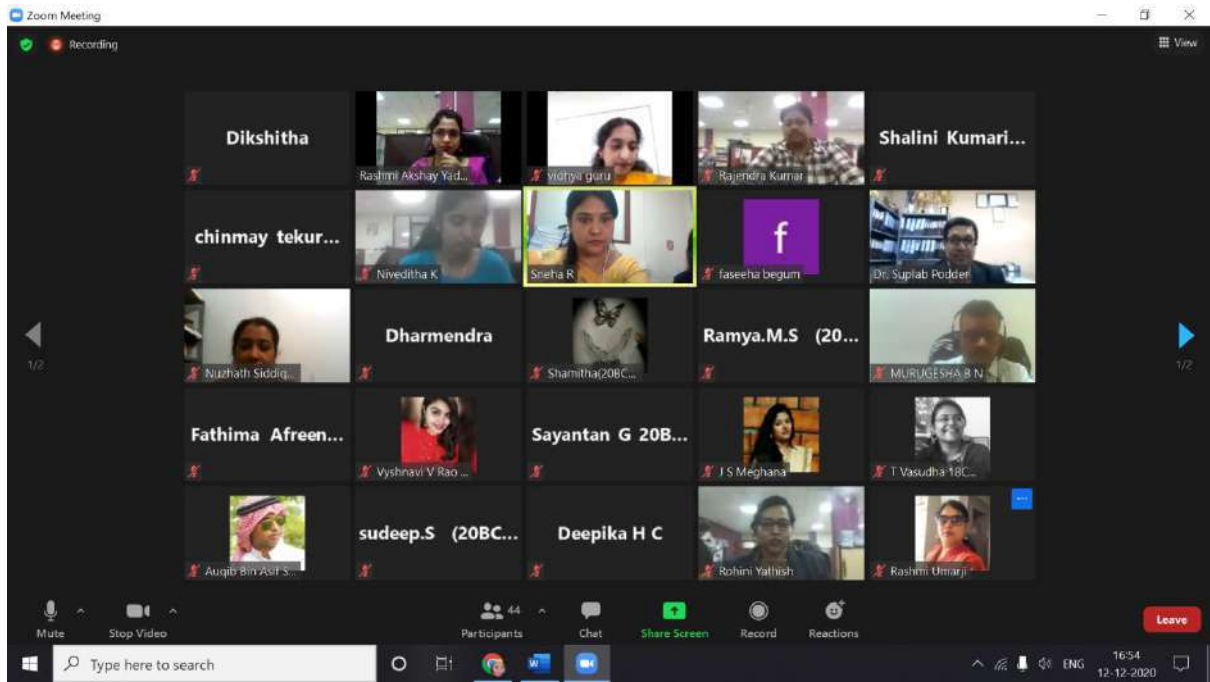
**Prof. Sumandiran CSP**  
 Founder and Managing Director,  
 Coimbatore Research Forum  
 Conference General Chair

Conference Co-powered by



2.19. Copy of Certificate to Participants





2.20. Participants on Day 2