



TRANSCEND Degree College
... A revolution in COMMERCE education



Dr.BGR
Publications

International Conference on Contemporary Innovations and Futuristic Trends in Management Studies

Guest Editors

Prof. Ravikiran T N

Dr. Mohammed Farooq Pasha

Dr. Sowmya D N



2026



International Conference on Contemporary Innovations and Futuristic Trends in Management Studies

Guest Editors

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ABOUT THE COLLEGE

Transcend Degree College is a modern & student-focused institution offering quality higher education under Bangalore University. The campus provides a safe, well-equipped, and supportive learning environment that encourages academic excellence and personal growth. The college offers industry-aligned programs such as B.Com, BBA, and BCA, designed to meet evolving professional requirements.

Transcend emphasizes holistic development through a balanced focus on academics, skill-building, and personality development. Students gain practical exposure through workshops, internships, industry interactions, and value-added certification courses. The BBA and BCA programmes specifically nurture leadership, entrepreneurial thinking, and technical competence.

In addition, the college promotes co-curricular activities, student clubs, cultural events, and community engagement to develop teamwork and confidence. With dedicated faculty, strong mentoring support, and continuous career guidance, Transcend Degree College prepares students to become competent professionals and responsible individuals ready to succeed in their chosen careers.

ABOUT THE DEPARTMENT

The Department of Commerce and Management, established in 2019 under Bangalore University, is committed to academic excellence and holistic student development. It provides a strong foundation in commerce, finance, and management while nurturing leadership, analytical, and innovative skills. The department emphasizes quality teaching and industry-oriented, experiential learning through seminars, workshops, guest lectures, and project-based activities, preparing students to become competent, ethical, and responsible professionals in the dynamic business environment.

In addition, the department encourages research, interdisciplinary learning, and student participation in academic and co-curricular initiatives. It strives to create a supportive learning atmosphere that promotes continuous skill development and career readiness.

ABOUT CONFERENCE

Commerce and Management are undergoing rapid transformation led by Artificial Intelligence, FinTech, Big Data Analytics, Sustainability, Digital Commerce and evolving workforce needs. This national conference aims to bring together researchers, academicians, industry experts and students to discuss the latest innovations that are shaping the future of business. The conference provides a platform to present research papers, exchange ideas, and explore interdisciplinary collaborations across Finance, Marketing, HR, Analytics, Entrepreneurship Supply Chain and the others

- To discuss innovations transforming commerce and business practices.
- To understand the role of sustainability in modern commerce.
- To examine emerging trends in FinTech and digital business.
- To promote research and knowledge sharing among participants.
- To encourage collaboration between academia and industry.

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Prof. Anusha Balaji
Conference Co ordinator

Prof. Ravikiran T N
Principal

Chairman's Message

It gives me immense pleasure to present our first ever One-Day International Conference on Contemporary Innovations and Futuristic Trends in Management Studies “Uddeepana 2026” conference papers, which reflects our institution's unwavering commitment to academic excellence, innovation, and holistic development. Education today extends far beyond the boundaries of classrooms; it is about nurturing curiosity, encouraging critical thinking, and empowering learners to become responsible global citizens.



This publication at Dr. BGR Publication stands as a testament to the dedication, creativity, and scholarly efforts of our faculty members, researchers, and students. It showcases valuable insights, innovative ideas, and meaningful contributions that enrich the academic community and inspire lifelong learning.

At Transcend Degree College, we strongly believe that knowledge grows when it is shared. Such publications provide an excellent platform for intellectual exchange, fostering research culture, collaboration, and continuous improvement. I appreciate the editorial team, contributors, and everyone involved for their sincere efforts in bringing this publication to fruition.

I am confident that this publication will serve as a valuable resource for readers and motivate aspiring scholars to pursue excellence in their academic and professional journeys.

I extend my heartfelt congratulations to all the contributors and wish this publication great success.

With best wishes,

Dr. CA Siddharth KT

Chairman

General Secretary message

In today's rapidly evolving world, the exchange of knowledge and ideas is essential for academic and professional growth. This conference serves as a valuable platform for bringing together brilliant minds to share innovative research, engage in meaningful discussions, and explore solutions to contemporary challenges.

I sincerely appreciate the efforts of the organizing committee, keynote speakers, authors, and participants of Uddeepana 2026 whose commitment and enthusiasm have made this conference possible. Your contributions reflect the spirit of collaboration, excellence, and lifelong learning.

I hope this conference publication in Dr. BGR Publications becomes a source of inspiration and knowledge for researchers, educators, and students alike. May it encourage further exploration, innovation, and impactful research in the years to come.

I extend my heartfelt best wishes to everyone for a rewarding and enriching experience.

With Best wishes

Dr. Shwetha S

General Secretary



Director Operations Message

It gives me immense pleasure to congratulate all the participants of Uddeepana 2026, on the successful presentation and upcoming publication of their research papers in the esteemed Dr. BGR Publication.

This achievement reflects the dedication, hard work, and academic rigor that each of you brought to your research. Seeing our participants' contributions recognized and published is a proud moment for Transcend Degree College, and it reaffirms our commitment to fostering a culture of research and academic excellence.

I extend my heartfelt appreciation to the organizing committee, faculty coordinators, and reviewers whose efforts made this publication possible. I also thank Dr. BGR Publication for their continued support in promoting quality research and providing a valuable platform for scholars.

To all the authors congratulations once again. May this be the first of many milestones in your academic and research journey.

Warm regards,

CA Prasanna Kumar

Director, Transcend Degree College



Message from the Principal

It is with great pride and pleasure to present the proceedings of UDDEEPANA'26 – Ideas that Ignite, Impact, the One-Day International Conference on Contemporary Innovations and Futuristic Trends in Management Studies. This conference reflects Transcend Degree College's steadfast commitment to academic excellence, research, innovation, and the pursuit of knowledge.



In an era marked by rapid technological advancements and evolving business landscapes, education must inspire learners to think critically, innovate fearlessly, and contribute meaningfully to society. Conferences such as UDDEEPANA'26 provide an enriching platform for academicians, researchers, industry professionals, and students to exchange ideas, present scholarly work, and explore contemporary developments that shape the future of management education and practice.

The research papers featured in these proceedings represent the dedication, intellectual rigor, and innovative thinking of scholars who have addressed emerging challenges with practical and forward-looking perspectives. I am confident that these contributions will stimulate meaningful discussions, inspire collaborative research, and pave the way for impactful academic and professional advancements.

I extend my sincere appreciation to the Internal Quality Assurance Cell (IQAC), the Department of Commerce and Management, the organizing committee, reviewers, keynote speakers, authors, and participants for their unwavering commitment in making this international conference a grand success. Their collective efforts have strengthened our institution's culture of research, collaboration, and academic excellence.

I hope this publication serves as a valuable reference for researchers, educators, students, and professionals, encouraging continuous learning and fostering innovation. I wish UDDEEPANA'26 every success and extend my best wishes to all participants for a rewarding and intellectually enriching experience.

With warm regards,

Prof. Ravikiran TN

Editor – in – Chief

Principal

Transcend Degree College



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