



TERESIAN COLLEGE

Affiliated to University of Mysore and Approved by AICTE
Re-Accredited by NAAC at 'A+' Grade with CGPA of 3.45 in IV Cycle
No. 1824, Bannur Road, Siddharthanagara, Mysuru-570 011
Ph. No. 0821-247 1316, www.teresiancollege.ac.in

TWO-DAY NATIONAL CONFERENCE ON “CONSUMER BEHAVIOUR: TRENDS AND CHALLENGES”

Organised by
Department of Commerce (UG & PG)
and
Internal Quality Assurance Cell

17th and 18th March, 2025

Venue
Ave Maria Golden Jubilee Auditorium,
Teresian College, Mysuru – 570 011

Registration Link

<https://forms.gle/5pwwgkdoJrbMZNKc6>

BROCHURE

In today's rapidly changing market landscape, understanding consumer behaviour has never been more critical. The Two-Day National Conference on Consumer Behaviour: Trends and Challenges aims to highlight the significant importance of consumer insights in driving business success. As consumers become more informed and empowered, their preferences and behaviour are evolving, making it essential for businesses to stay ahead of these changes. This conference serves as a platform to explore and discuss the latest trends, challenges, and best practices in the field of consumer behaviour.

The conference will delve into the latest trends that are shaping consumer behaviour in the modern era. From digital transformation and the rise of e-commerce to the increasing importance of sustainability and ethical consumerism, the sessions will cover a wide range of topics that reflect the current state of the market. Participants will gain valuable insights into how technological innovations, data analytics, and personalisation strategies are influencing consumer decisions and enhancing customer experiences.

However, navigating these trends also comes with its own set of challenges. The conference will address key issues such as building and maintaining consumer trust, understanding the psychological drivers of consumer behaviour, and managing the cultural and socioeconomic influences that impact consumer decisions. By examining these challenges, attendees will be better equipped to develop strategies that effectively respond to the complex and dynamic nature of consumer behaviour.

The primary objective of organising this conference is to foster a deeper understanding of consumer behaviour and provide participants with the knowledge and tools necessary to excel in their respective fields. Through engaging sessions, and presentations, the conference aims to facilitate meaningful exchange of ideas and experiences among professionals, academicians, researchers, and students. By bringing together a diverse group of stakeholders, the conference seeks to inspire innovative solutions and promote a collaborative approach to understand the trends and challenges in consumer behaviour.

ABOUT US

Teresian College was established by the Carmelite Sisters of St. Teresa (CSST) in 1963 with the goal of empowering women through value-based education. The Institution is the first women's college under the private management in the heritage city of Mysuru, housed in a sprawling 20-acre campus. The college is named after St. Teresa of Avila, a mystic saint of the 16th century who symbolised selfless dedication and devotion to humanity.

The College is affiliated to the University of Mysore. The College offers Under-Graduate programmes such as B.A., B.Sc., B.Com., B.B.A., B.C.A. and Post-Graduate courses like M.Sc. in Biotechnology, M.Com., M.Sc. in Psychology, and M.Sc. in Botany. The College has a well-established research Centre in Biotechnology and Commerce. Courses like Diploma in Health Care and Fashion Designing are offered in Community College. The College has been granted the UGC recognition under 2(f) and 12(B) and NAAC Accreditation at A+ Grade with CGPA of 3.45 in IV Cycle. Teresian College strives to impart quality education without the distinction of religion, caste and creed.

THEME

The broad theme of the Conference is **“Consumer Behaviour: Trends and Challenges”**

The sub themes are listed below;

1. Technological Impact on Consumer Behaviour:

- Digital Transformation and Consumer Behaviour
- Technological Innovations in Consumer Experience
- Data Analytics and Consumer Insights
- Role of AI in Shaping Consumer Behaviour
- Omnichannel Strategies and Consumer Engagement
- Evolution of E-commerce and Consumer Trends
- Impact of Social Media on Consumer Choices
- Personalization and Customisation in Consumer Experiences

2. Social and Psychological Influences on Consumer Behaviour:

- Sustainability and Ethical Consumerism
- Psychological Drivers of Consumer Decisions
- Cultural Influences on Consumer Behaviour
- Socioeconomic Factors and Consumer Preferences
- Building and Maintaining Consumer Trust
- Consumer Behaviour in Emerging Markets

3. Consumer Protection Act and Rights:

- Consumer Protection Act, 2019
- Consumer Rights and Responsibilities
- Unfair trade Practices and Consumer Protection
- Role of regulatory Bodies and Consumer organization
- Digital and E-commerce Consumer Protection
- Emerging Challenges in Consumer Protection
- Cross Border Consumer Protection

4. Any other topics related to the broad theme of the conference

CALL FOR PAPERS

Papers are invited in the areas related to the theme and sub themes for presentation. Participants are requested to send their full-length paper along with abstract, typed in MS Word, Times New Roman, 12 Font with 1 line spacing, APA reference style on A4 Size paper with author affiliation and email ID. Authors are requested to send their full-length paper not exceeding 3500 words including references to the following email ID: **comconference2025@gmail.com**

IMPORTANT DATES

PARTICULARS	DATE
Commencement of Registration	28-02-2025
Last date for submission of full-length papers	14-03-2025

REGISTRATION FEE

Students		Rs. 200
Academicians & Research Scholars	Participation	Rs. 500
	Participation & Presentation	Rs. 700
Professionals		Rs. 1,000

Co-authors also need to be registered

“Spot Registration facility will be available”

OOD FACILITY IS AVAILABLE

Selected full length papers will be published in an edited book with ISBN after peer review
Publication charge Rs. 1,200
Additional copy of the book Rs. 500

ACCOUNT DETAILS

A/C Number	044804491903195001
IFSC Code	CSBK0000448
Bank	Catholic Syrian Bank
Branch	Teresian College, Mysuru

PATRONS

Dr. Sr. Juanita
Director

Dr. Sr. Rohini
Principal

Mr. Vivek Charles
IQAC Co-ordinator

Dr. Veena M. D'Almeida
Associate Professor & Head

ORGANISING SECRETARY

Mr. W. Arun Devapura
Assistant Professor

CO-ORDINATORS

Dr. P. M. Shiva Prasad
Mrs. S. Tanuja
Mrs. L. Megha Urs

Mrs. C. R. Sahana
Ms. G. R. Anusha
Mrs. Shilpashree Yadav

CONTACT

Mr. W. Arun Devapura : +91 96203 52201

Mrs. L. Megha Urs : +91 81478 19830

Dr. P. M. Shiva Prasad : +91 78929 47195

Email : comconference2025@gmail.com