



SCOPUS PUBLICATION



# **INTERNATIONAL CONFERENCE ON SUSTAINABILITY & INCLUSIVENESS: STRATEGIES TO DEVELOP RESILIENCE THROUGH BUSINESS ECOSYSTEMS**

21<sup>st</sup> and 22<sup>nd</sup> DECEMBER, 2024





## ABOUT THE CONFERENCE

The conference focuses on interdisciplinary intersection of sustainability, innovation, collaboration and digital transformation in business ecosystems. This conference brings together academicians, researchers, industries experts, and trainers from across the country and around the globe to ignite thought provoking insights on different dimensions of sustainability. The conference invites original, empirical and conceptual research papers on sustainability, inclusiveness, innovation, technology, collaboration and best business practices.

**The Conference provides you an opportunity to publish your research papers in the special/regular issues of Q3 journals indexed in Scopus.**

## CONFERENCE OBJECTIVES

1. To provide a platform for the researchers, academicians, industry people and policy makers to present their notion, research results, trends, concerns and opportunities.
2. To explore thought provoking Ideas blended with practical application of theories.
3. To trigger innovative and creative ideas from all the spheres of academic research leading to sustainable development.

Centre for Agri-Management (CAM), is dedicated to provide cutting-edge education that prepares students for successful careers in this dynamic and rapidly evolving field since 2006.

Centre for Agri Management was established in 2006 under the leadership of Dr. J P Singh (Ex-Director, MANAGE; Founder, CCS NIAM). CAM, Utkal University offers a two-year Post Graduate programme in Agribusiness Management, with a vision to nurture the students for achieving success in Agribusiness domain. With proven academic, corporate excellence and 100% Placement over 18 years, Centre for Agri Management continues to be one of the highly regarded choices for a student to pursue a career in agribusiness.

Utkal University, established in 1943, is a premier public research university located in Bhubaneswar, Odisha, India. It is the 17th oldest university in India with a strong commitment to academic excellence, the university offers a wide range of undergraduate, postgraduate, doctoral and research programs across various faculties, including Arts, Commerce, Science, Law, and Education. Recognized for its research contributions in Science, Technology, Social Sciences, and Humanities, Utkal University has been accredited with an "A+" grade by NAAC and ranked among the top 100 universities in India by NIRF. With a sprawling campus over 400 acres, state-of-the-art infrastructure, and a distinguished faculty, the university has nurtured many notable alumni who have made significant contributions in their respective fields. Utkal University continues to shape the minds of future generations and contributes to nation's growth and development.

### **CALL FOR PAPERS**

We welcome original empirical & conceptual research papers on Innovative and sustainable business practices. The conference will be having four tracks in various sub themes related to Marketing, Finance, HR, Operations & IT.

## SUB-THEMES

### 1. MARKETING

- Brand development in Digital Marketing
- Regenerative Marketing
- Sustainable consumption
- Ethical marketing practices
- Social & Digital Marketing
- Disruptive marketing and technology
- Influencer Marketing
- Green Marketing and Consumerism
- Sustainable Tourism
- E- commerce Marketing
- Rural Consumers and Marketing Strategies
- Marketing Analytics , Business Intelligence and Automation
- Agriculture & Food Marketing
- Farm Producer Organization
- Agriculture Marketing Services
- Agriculture Marketing Channels
- Sustainable Agriculture

### 2. FINANCE

- Sustainable Finance
- Green Finance
- Sustainable Micro – Finance and Rural Development
- Financial Inclusion
- Green Accounting
- Crypto Currency & Block Chain
- Corporate Social Responsibility & Finance
- Digital Banking practices and E- Wallet
- Fintech manufacturing



## SUB-THEMES

### 3. HUMAN RESOURCES

- Sustainable retention Strategies in Dynamic environment
- Sustainable green HRM practices
- Sustainable talent Management & Acquisition
- Work–life balance & stress management
- HR analytics for Sustainable Business
- Artificial Intelligence in HR
- Leadership and change management
- Developing organizational resilience
- Corporate Social Responsibility & HR
- Spirituality and Religious Practices in Sustainable Work Culture
- Diversity and Inclusion
- Organization culture and Employee engagement
- Confluence of HR practices and Social Innovation

### 4. OPERATIONS & IT

- Green Manufacturing
- Sustainable Supply Chain Management and Reverse Logistics
- Scheduling Problem in Manufacturing and Services Organization
- Quality control & Six Sigma Management
- Smart City and Urban Planning
- Role of AI for a sustainable Organisation.
- AI and Organisation culture.





## **GUIDELINES FOR THE SUBMISSION OF PAPER**

The title must contain paper title, Names of the authors, affiliation and e-mail address of the corresponding author.

The paper must contain an abstract (between 300 and 500 words) and 5-6 keywords. The main research papers should be double spaced, with one – inch margin on all sides and all pages must be numbered consecutively. The text should appear in 12 points Times New Roman. Paper must be submitted in PDF form.

The paper is to be mailed to the undersigned:  
mousumibbsr2018@gmail.com.  
shantanuraj022@gmail.com



## REGISTRATION FEES

ACADEMICIANS	INR 12,000/-
RESEARCH SCHOLARS	INR 10,000/-
CORPORATE/INDUSTRY	INR 15,000/-
STUDENTS	INR 1,000/-



## ONLINE PAYMENT DETAILS

NAME OF THE ACCOUNT: Centre for Agri-Management

BANK NAME: IDBI BANK

BRANCH NAME: Bhubaneswar Main

ACCOUNT NUMBER: 0042104000532914

IFSC CODE: IBKL0000042



Scan and Pay using any UPI App

Alternatively, you can use our UPI ID: 5rnyna07uigf@idbi

## IMPORTANT DATES

FULL PAPER SUBMISSION	30.09.2024
ACCEPTANCE OF PAPER	31.10.2024
REGISTRATION START DATE	15.11.2024
LAST DATE FOR REGISTRATION	15.12.2024



## ORGANIZING COMMITTEE

### CONVENOR

*Vice Chancellor, Utkal University*

### CONFERENCE COORDINATORS

**Dr. Mousumi Panda**

*Course Head, CAM*

**Dr. Shantanu Raj & Dr. Aditya Ranjan Samal**

*Asst. Professor, CAM*

*Asst. Professor, CAM*

### CONFERENCE ADVISORY COMMITTEE

**Dr. Sathyaswaroop Debashis**

*HOD, MBA, Utkal University*

**Dr. Tapan K. Panda.**

*Former Director, IIM Indore*

### CONFERENCE CONTACT PERSON

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