

NAV-PRABANDHAN

Online Management Conference
On
**Responsiveness and Innovation for
Sustainable Business: Prospects and
Challenges**

September 22-23, 2023



Organized by
SHRI VAISHNAV SCHOOL OF MANAGEMENT
SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA
Indore-Ujjain State Highway, Indore-453111
Website: www.svvv.edu.in

ABOUT INDORE

Indore is an important centre of Madhya Pradesh. It boasts of well developed industrial areas like Dewas and Pithampur where major industrial houses have production facilities. Indore is the only city in India to house both, Indian Institute of Technology and Indian Institute of Management. Major IT giants such as TCS and Infosys have setup their new ventures at Super Corridor. Super Corridor is new industrial area, developed by M.P. Government as IT and Medical Hub. Indore has been recognized as the cleanest city of India third in a row and is also in the first 20 cities to be developed as smart city. Two of the twelve JYOTIRLINGAS of our country, the Mahakaleshwar Jyotirlinga and the Omkareshwar Jyotirlinga are situated 50 and 85 Kilo meters respectively from Indore. Indore is well-connected by road, rail and air routes.

ABOUT SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA

Shri Vaishnav Vidyapeeth Vishwavidyalaya is a private university established under Madhya Pradesh Niji Vishwavidyalaya (Sthapana Avam Sinhala) Adhiniyam in 2015 at Indore (India). The University has been established with a vision to be leader in shaping better future for mankind through quality education, training and research. It shall pursue the mission to make a difference in sustaining the growth of global societies by developing socially responsible citizens. Value based education being at the helm, the University shall promote endurance, excellence, fairness, honesty and transparency as its core values. Some of the objectives of the University are as under:

1. To provide teaching and training in higher education and make provision for research as well as advancement and dissemination of knowledge.
2. To ensure world class quality in its offerings and create higher levels of intellectual abilities.
3. To create centres of excellence for research and development for sharing knowledge and its applications.

Shri Vaishnav Vidyapeeth Vishwavidyalaya at Indore is a multi-faculty University focusing on the needs of various segments of the society. The university has following constituent institutions:

- Shri Vaishnav Institute of Technology and Science
- Shri Vaishnav Institute of Information Technology
- Shri Vaishnav Institute of Textile Technology
- Shri Vaishnav Institute of Forensic Science
- Shri Vaishnav Institute of Architecture
- Shri Vaishnav School of Management
- Shri Vaishnav School of Professional Studies
- Shri Vaishnav Institute of Journalism & Mass Communication
- Shri Vaishnav Institute of Science
- Shri Vaishnav Institute of Social Science, Humanities & Arts
- Shri Vaishnav Institute of Computer Applications
- Shri Vaishnav Institute of Fine Arts
- Shri Vaishnav Institute of Commerce
- Shri Vaishnav Institute of Agriculture
- Shri Vaishnav School of Law
- Shri Vaishnav Institute of Home Science
- Faculty of Doctoral Studies & Research

ABOUT SHRI VAISHNAV SCHOOL OF MANAGEMENT

Shri Vaishnav School of Management was established with a view to promote excellence in management education and to prepare future managers to meet the challenges of the corporate world. Shri Vaishnav School of Management is committed to quality education as first priority, thus, ensuring the academic rigor. Along with academic endeavor institute- industry interface is also promoted, guest lecturers is the regular feature and overall personality development of the students is the foremost priority of SVSM. Consistent efforts are made for bringing in refinement in everything that concerns the Institution. Research is one of the top-most priorities, because it is believed that generation of knowledge enriches us with freshness and empowers each individual to overcome obsolescence. Faculty has a mix of academics and industrial experience for providing practical exposure to the students. SVSM programs courses at UG, PG and Doctoral levels.

PROGRAM OFFERED ARE:

- BBA+MBA
- BBA (Hons.)
- BBA(Fintech)
- BBA (Rural Management) - MGNCRE
- MBA + Ph.D.
- MBA (Agribusiness)
- MBA (Business Analytics)
- MBA (Advertising and Public Relations)
- MBA (Engineering Management)
- MBA (Tourism Management)
- MBA (Family Business& Entrepreneurship)
- MBA (International Business)
- MBA (Media Management)
- MBA (Rural Management) – MGNCRE
- MBA(Fintech)
- Executive MBA
- MBA (HR / Marketing / Finance)
- MBA (Hospital and Health Care Management)

ABOUT NAV-PRABANDHAN

A sustainable business is one that can live within the constraints of sustainability. A business has to reduce its impact on externalities, as is required by the shrinking legal space within which it has to operate. It has to adapt to external factors that are driven by global megatrends. Sustainability is a key for sustainable society which creates wealth for every stakeholder in the business. It is used as a strategy to reduce negative environmental impact resulting from their operations in a particular market. A sustainable business adheres to the triple bottom line. The three components of the triple bottom line are profits, people, and the planet. A sustainable business earns profits by being socially responsible and protecting our use of the planet's resources..

ABOUT NAV-PRABANDHAN

Sustainable business considers more than just profits — it considers its impact on society and the environment. Such a business is sustainable because it contributes to the health of the structure within which it operates, thereby helping to construct an environment in which the business can thrive. Becoming more sustainable in an effective way may not be easy initially, but the challenge is well worth the reward. Business sustainability is the practice of operating a business without impacting the environment negatively. Sustainability has been addressed by scholars in varied contexts like- logistics and supply chain management, marketing, finance, innovation, human resources, ethics, and social responsibility. Sustainable business is the only way to assure future prosperity. The aim of this conference is to discuss the state of the art in each specific field of study in management, look for common issues and create synergies among different streams of research. This conference will be a platform for industry practitioners, academicians, entrepreneurs, and research scholars to come together, share, discuss and learn.

SUB THEMES:

1. General Management

- Business Law
- Challenges and strategies in business education
- Complexity in a turbulent economic environment
- Energy, climate change and sustainability
- Knowledge Economy
- Social entrepreneurship for Sustainable Development
- Sustainability in the tertiary sector

2. Human Resource Management

- Human resources: A game changer for the Business Strategy
- Sustainable Retention Strategies in Dynamic Environment
- Green HRM practices for sustainability
- Role of Foreign Assignments in Social Innovation
- Sustainable Talent Management and Acquisition
- Diversity and Inclusion
- Work-life Balance and Stress Management
- HR-Analytics for Sustainable Business
- Spirituality and Religious Practices for Sustainable Work Culture
- Corporate Social Responsibility and HR

SUB THEMES:

3. Finance

- Accounting for the future: sustainable business models
- Business Finances in a Globalized World
- New Challenges for Macroeconomic Modeling
- Micro –Finance for sustainable Rural Development
- Social and human rights dimensions for sustainability
- Innovative Economic Strategies for Financial Inclusion
- Financial Performance and Accounting Practices for Sustainable business
- Green Finance
- Green Accounting
- Crypto Currency and Block Chain
- Digital Banking Practices and E-wallet
- Financial Literacy

4. Marketing

- Brands Development in Digital Marketing Age
- Social and Digital Media Marketing
- Green Marketing and Consumerism
- Sustainable Tourism and Sports Marketing
- E-Commerce Marketing and Digital Platforms
- Emojis and Non-Verbal Marketing Communication
- Sustainability: Consumer Perspectives and Marketing Strategies
- Green consumption behaviours
- Measuring sustainable marketing performance
- Sustainable marketing communication strategies
- Sustainable luxury marketing
- Sustainable marketing for the rural consumer
- Recent Trends in Consumer Analytics
- Revamping Promotional Strategies
- Dynamic Service Brand Positioning Strategies

5. Technology and Operations

- Business digitization
- Data science in a digital society
- Innovation and the knowledge economy
- Sustainable Supply Chain management and Reverse Logistics
- Quantity Control and Six Sigma Management
- Eco design and Green manufacturing
- Smart City and Urban Planning
- New Product and Service Management
- Data Science and Machine Learning

GUIDELINES FOR PAPER SUBMISSION

Abstract must be typed clearly in Times New Roman font of size 12; clearly Mentioning Name of Author(s), Title of Paper, minimum 150 to 200 words. Full Paper must be typed clearly in Times New Roman font of size 12; clearly mentioning Name of Author(s), Title of Paper (typed in Times New Roman font of size 14 uppercase) Affiliated Organization, Contact Number and E-mail ID of Author(s) A4 size paper in double space; it should be well structured with proper indexing. References should include in case of paper/article - Name of Author(s), Year of Publication, Title of Paper/Article, Name of Journal, Volume (Number) and Page Number(s). In case of book it should include - Name of Author(s), Year of Publication, Title of book, Place of Publication, Name of Publisher and Page Number(s). Tables/Annexure should be given after references. Figures can appear within the text.

All communication should be done on the email id – swati.sharma@svvv.edu.in

IMPORTANT DATES

Last date for abstract submission	June 25, 2023
Information about accepted abstracts	June 25, 2023
Last date for submission of full paper	June 25, 2023
Last date for Registration	Aug 07, 2023

REGISTRATION FEE

Students: Rs. 200

Research Scholars: Rs. 500

Academicians: Rs. 800

Industry/Professionals: Rs. 1000

PAYMENT DETAILS

Registration fee may be sent as DD in favor of Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore or by bank transfer [NEFT/RTGS/GPay: Name of Bank-HDFC Bank Ltd., Branch-Cloth Market, Indore (M.P.), CMS Code: SH97VSHVVD, A/c No. 50100256398597, IFSC Code: HDFC0000281, MICR: 452240003, SWIFT Code: HDFCINBBXXX]

REGISTRATION LINK

Kindly find below the link for registration – <https://forms.gle/g6vwXmGRYZ12RKor6>

UNIQUE HIGHLIGHTS OF THE CONFERENCE

- Best Research Paper will get opportunity to be published in AIMS JOURNAL OF MANAGEMENT (Listed in UGC-CARE Journals Under Group I, Indexed in J-Gate also)
- Selected papers will be published in Conference Proceedings/Book with ISBN Number after blind review.
- Presentations will be done through Online mode

PATRONS

Shri Purushottamdas Pasari

Chancellor

Shri Vaishnav Vidyapeeth Vishwavidyalaya

Prof. (Dr.) Upinder Dhar

Vice Chancellor

Shri Vaishnav Vidyapeeth Vishwavidyalaya

CONFERENCE CONVENOR

Dr. Santosh Dhar

Dean, Faculty of Doctoral Studies & Research
Shri Vaishnav Vidyapeeth Vishwavidyalaya

COORDINATOR

Dr. Swati Sharma

Associate Professor,
Shri Vaishnav School of Management,
Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Mobile: 91-8349028866
swati.sharma@svvv.edu.in



ORGANIZED BY

SHRI VAISHNAV SCHOOL OF MANAGEMENT
SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA
Indore-Ujjain State Highway, Indore-453111 Website: www.svvv.edu.in