

INTERNATIONAL CONFERENCE ON **EXPLORING SUSTAINABILITY THROUGH DIVERSE PERSPECTIVES**

Virtual Mode

25th – 26th Aug, 2023



SCHOOL OF BUSINESS

ST. KABIR INSTITUTE OF PROFESSIONAL STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India

AHMEDABAD

SKIPS Campus, Nr. SAL Hospital, Off Drive-in Road, Ahmedabad-54
Phone : 079-49067000 | Website : www.skips.in | Email : info@skips.in

Objectives of the Conference

- The objective of conference on sustainable development is to provide a platform for researchers, practitioners, and academicians to discuss and debate the latest trends and developments in sustainable business practices.
- By sharing best practices and research findings, the conference aims to encourage transformative change in business practices towards a more sustainable future.
- To engage scholars in research work and show opportunities for improving their prospects and knowledge in the domain of sustainability.

ABOUT CONFERENCE

Sustainable development practices have become increasingly crucial in recent years. They involve meeting the needs of the present without compromising the ability of future generations to meet their own needs. By adopting sustainable practices, businesses can create more stable, resilient, and profitable organizations while reducing risks and increasing competitive advantage. Such practices can also promote innovation, drive growth, and enhance corporate reputation. From an environmental perspective, sustainable development practices help protect ecosystems, reduce waste and pollution, and promote conservation of natural resources. They can also help mitigate the impact of climate change, preserve biodiversity, and protect air and water quality.

The conference -Exploring sustainability through diverse perspectives provides an excellent opportunity to learn about practical ways of implementing sustainable management practices and gain insights into the latest trends and challenges in this field. The conference will focus on various aspects of sustainable management, including environmental sustainability, social responsibility, ethical practices, and economic growth.

ABOUT SKIPS

St. Kabir Institute of Professional Studies (SKIPS) was established in 2008, under the aegis of St. Kabir Group of Educational Institutes which has its presence since 1985. SKIPS has managed to carve a niche for itself for imparting quality management education and proved to be one of the best B-schools in Ahmedabad, Gujarat. Fostering industry-driven curriculum SKIPS offers PGDM with Dual Specialization in Marketing, HR, Finance, Operations, International Business, Information Technology and Business Analytics.

Conference Highlights

- **Best paper award for each track**
- **Publication Opportunity**
- **Pre-Conference Workshop**

THEMATIC AREAS AND SUB THEMES

CALL FOR PAPERS

Authors are invited to submit their original and unpublished manuscripts based on empirical research, experiences, reviews, promising ideas that demonstrate research focusing on main theme and sub themes of the International Conference

The prospective participants can refer to the following sub-themes for their submissions. We also welcome papers on other subjects related to the conference objectives.

Track 1: Marketing

Track 2: Human Resource

Track 3: Finance

Track 4: Operations

Track 5: Sustainable Energy
Development

Track 6: Entrepreneurship and
Start-up

Track 7: Economics & Public Policy

Track 8: ESG & Sustainability

TRACK 1: MARKETING

- Sustainable Consumer Behaviour & Engagement
- Sustainable Consumer behavior analytics
- Digital Marketing and Advertising
- Green Marketing
- Responsible Consumption
- Digitalization of rural markets
- Sustainable Branding in Digital Age
- Influencer Marketing
- Sustainable Tourism
- Green washing Marketing
- E-commerce

TRACK 2: HUMAN RESOURCE

- Human Resource Planning and change management, Gender equality at workplace
- Sustainable Practices in HRM
- Change Management for sustainable practices
- Positive Organizational Psychology towards Sustainable Organization.
- HR Analytics for sustainable businesses
- People Empowerment & Sustainable Growth
- Employee Wellness & Mental Health
- Organizational Behavior in Digital Age for sustainable services
- Sustainability for innovative work behavior

TRACK 3: FINANCE

- Sustainable Practices in Financial Institutions & Markets
- Fintech Challenges
- Start-ups & Collaborative Finance
- Crowd Funding & Financial Inclusion
- Green Finance
- Environmental Sustainability Practices of Banks
- Forex & Derivative market
- Sustainable investing
- Financial innovation for sustainability
- GAAP for sustainable accounting practices
- Global Taxation Practices

TRACK 5: SUSTAINABLE ENERGY DEVELOPMENT

- Renewable Energy (Wind, Solar, Hydro, Geothermal)
- Biomass, Biofuels and Biogas
- Greening the Fossil Fuels
- Emerging and Advanced Green Energy Technologies
- Energy Security, Energy Efficiency & Rationale Use of Energy
- Green Energy Policies & Programmes
- Sustainable Waste Management

TRACK 6: ENTREPRENEURSHIP AND START-UPS

- Industry 4.0 and Sustainability
- Innovation and Entrepreneurship for Sustainable Development
- Sustainable and green production

TRACK 4: OPERATIONS

- Artificial Intelligence and Machine Learning application in sustainable logistics
- Smart warehouse management and intelligence
- Additive Manufacturing applications in logistics
- Big Data-driven logistics optimization
- Smart Cities
- Sustainable Operations Management Practices

TRACK 7: ECONOMICS & PUBLIC POLICY

- Growth and challenges in the economics of sustainability
- Economics of sustainability in the context of climate change
- Sustainable Urbanization
- Sustainable Rural Planning
- Education and Sustainability

TRACK 8: ESG & SUSTAINABILITY

- Relevance of ESG in Infrastructure
- ESG & Sustainability Finance
- ESG Investment and Practice
- Environment Sustainability Practices
- Socially Responsible Investment (SRI)
- Sustainability Accounting Standards
- Circular Economy

IMPORTANT DATES

Abstract Submission	June 27, 2023
Full Paper Submission	Aug 3, 2023
Communication Of Acceptance Review	Aug 10, 2023
Last Date of Registration	Aug 15, 2023
Submission Of PPT	Aug 22, 2023
Conference Date	Aug 25-26, 2023

REGISTRATION FEE

Delegate	Indian Participate	International Participate
Industry	Rs. 1000/-	\$20
Academician	Rs. 700/-	\$10
PhD Scholar/Student SKIPS alumni/Participants	Rs. 500/-	\$10

NOTE:

- There is no registration fees for Co-author. Maximum two Co-authors are allowed for a research paper.
- Registration fee is nonrefundable and includes admission to Pre-Conference Workshop, Paper Presentation tracks and e-copy of Certificate.

PAYMENT MODE - NEFT DETAILS

A/c Name: St. Kabir Institute of Professional Studies

Bank Name: Union Bank of India

Bank A/C No: 393302010012823

IFSC Code: UBIN0539333

Branch: Vastrapur, Ahmedabad

GUIDELINES FOR MANUSCRIPT PREPARATION AND SUBMISSION

Only original, unpublished work on the conference theme is sought. Any manuscript containing identical or substantially similar work already published or under review for another conference or publication will not be considered.

CONFERENCE PUBLICATION

- All selected papers will be published in Book Proceedings (Full Paper) with ISBN by a reputed publisher.
- Based on editor's review, selected papers will be published free of cost in peer review journal with ISSN number and DOI.
- Additionally Selected papers will get an publication opportunity in UGC CARE Journal. Subject to journal requirement, (APC to be borne by author).

WHO CAN PARTICIPATE

- Academicians
- Research Scholars and Students
- Entrepreneurs
- Professionals
- Industry / Business executives
- Policymakers

AWARDS

- Best paper Award For Each Track
- Special Award For the theme - ESG & Sustainability

Contact For Queries

Prof: Dr. Smita Iyer | Dr. Stafard Anthony

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710 | 712

Email: conference@skips.in

- Abstract (not exceeding 300 words) with 5-6 keywords should reach us through email at conference@skips.in, in Microsoft Word format only.
- Submission of abstract and research paper should include a separate title page
- Papers / Case Study must be based on themes and sub-themes of the conference. · Submission of paper should be in word document only. · Word Limit: Total word limit for each paper should be between 4000 - 6000 words. · First Page: Title, Author (s), Name(s) and Affiliation (s) with contact number and email id. · Second Page: Title, Abstract (200 words approx), Keywords (5) followed by main text.
- All submitted work should mandatorily have similarity index below 15%.

All Submission Should Strictly Follow The Given Formatting Style:

- Heading : Times New Roman 14 point
- Text font : Times New Roman 12 point
- Margin : 1 inch all sides
- Spacing : 1.5 lines, Single column
- References : APA Style 7th edition

Registration Link :

<https://forms.gle/FnkZoPKYumVxPvsd6>

- Master popular data visualization tools and software.
- Discover techniques to create visually appealing and engaging dashboards.
- Explore best practices for storytelling with data.
- Network with fellow data enthusiasts and industry professionals.

Pre-Conference Workshop

The Objective of this workshop is to provide participants with an opportunity to extend their knowledge and strengthen their skills in Data Visualization. Pre-conference Workshops provides a collaborative, active learning environment for the attendees. Attendees should leave with skills, knowledge, or materials that they can use in their own teaching practice or scholarship of learning and teaching.

About Workshop

Mastering the Art of Data Visualization: From Raw Numbers to Stunning Insights

Not all graphics are created equal: some lie, some obscure, some illuminate, and some compel. This workshop explains how to spot lies and obfuscation and teaches you how to illuminate and compel. In this workshop, we learn how to distil large quantities of data into pictures that communicate. Ideally, policy choices are driven by information. Because of its ability to generalize across large populations, the most credible information is frequently quantitative.

However, data alone tell no story. Without visualization, it is very difficult for data to influence policy. This workshop challenges you to take raw numbers and create a story that can change impressions, long-held beliefs and ultimately policy. Together, we learn to tell stories with numbers using graphics.

What you'll gain from this Workshop:

- Understand the principles of effective data visualization.
- Learn to select the right charts and graphs for different types of data.

Who should attend?

- Data Analysts and Data Scientists
- Business Intelligence Professionals
- Researchers and Academics
- Marketing and Sales Professionals
- Anyone interested in effectively presenting data

Why attend?

- Gain hands-on experience in data visualization techniques.
- Acquire valuable skills to enhance your professional profile.
- Learn from experts with extensive experience in data visualization.
- Receive a certificate of participation.

Registration :

The workshop is offered as a complimentary session to all registered participants of the conference.

To recognize and appreciate the commitment of the attendees, a certificate of participation will be awarded to individuals who actively engage in both sessions of the workshop.

ORGANIZING COMMITTEE

Patron

Shree Vaibhav Tandon
President, SKIPS University

Director

Dr. Gurpreet Singh Arora
Director, SKIPS

Convener

Dr. Masuma Mehta
Associate Professor, SKIPS

Co-Convener

Dr. Ankit Jain
Associate Professor, SKIPS

Coordinators:

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Assistant Professor, SKIPS

Dr. Stafard Anthony

Assistant Professor, SKIPS

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