

ABSIC 2024

INTERNATIONAL CONFERENCE

ON

**"INNOVATIVE MANAGEMENT STRATEGIES FOR
SUSTAINABLE DEVELOPMENT: INTEGRATING ECONOMIC
GROWTH AND ENVIRONMENTAL RESPONSIBILITY"**

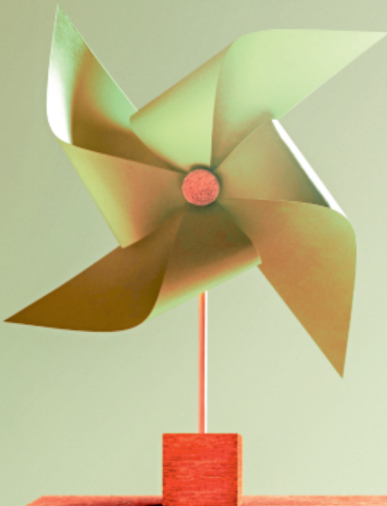
KNOWLEDGE PARTNER



ICTACADEMY®



22nd & 23rd Nov 2024



ABOUT ABS (ASIAN BUSINESS SCHOOL)

Asian Business School is an innovative centre of academic excellence approved by AICTE and is one of the top colleges for PGDM / MBA in India. The flagship PGDM program offered here is accredited by the National Board of Accreditation (NBA) and granted equivalence to the MBA Degree of an Indian University by the Association of Indian Universities (AIU). The institute is strategically located at Noida in National Capital Region (NCR) and has a state of the art infrastructure, the finest of faculty members and a stimulating learning environment. With continuous transformation and innovation, ABS has become a trusted and an influential educational institution that supports the growth of business in the world at different levels by providing knowledge and managerial competencies. The business school has been established to prepare the youth with necessary intellectual capabilities so that they can take advantage of the unprecedented opportunities that lie in the business world with the current economic dynamics. It also makes them industry ready to face the challenges posed by the environment that has radically changed the face of business.

VISION

To be a globally recognized business school providing Growth with Education.

MISSION

- M1. To ensure dissemination of quality education with the practical application of knowledge for developing required management skills.
- M2. To nurture leaders of high integrity, grounded in strong values, and equipped with the critical thinking and decision-making abilities.
- M3. To develop individuals having an entrepreneurial and innovative mind set.
- M4. To incorporate research for understanding and addressing the dynamic business environment.

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

PEO1: The graduates will acquire the ability to apply application-oriented learning in the field of business management and develop leadership skills for managing dynamic business environment.

PEO2: Graduates will attain high levels of proficiency in their respective domains and demonstrate high ethical standards and refined interpersonal skills.

PEO3: Graduates will reflect competency to emerge globally as recognized leaders in entrepreneurial ventures.

PEO4: Graduates will possess the capability to understand and conduct research and apply critical thinking in taking complex business decisions for achieving organizational goals.

ABOUT RESEARCH & DEVELOPMENT CELL

We believe in creating the future leaders through quality education. We are constantly working to achieve this vision by organizing various activities under the Research and Development (R&D) Cell in terms of FDPs, National Seminars, International Conferences and MDPs. Imparting training to existing managers in their chosen domains is as vital to the continuance of management education as is providing it to the would-be managers. MDPs & FDPs are essential components of the vision of ABS. They are planned keeping in mind the dynamic requirements of business/professionals. Its objective is to develop the required skill set and enhance competitiveness of executives. Programs are designed according to demands of the industry.

ABOUT THE CONFERENCE THEME

The conference will explore the critical balance between driving economic growth and ensuring environmental sustainability in a rapidly changing world. As organizations, industries, and governments navigate the complexities of the 21st century, the need for innovative strategies that harmonize development with ecological responsibility has never been greater. The conference will serve as a platform for thought leaders, researchers, academicians, policymakers, and practitioners to share insights, discuss challenges, and propose solutions that advance sustainable practices across various management disciplines. By fostering interdisciplinary collaboration and highlighting real-world applications, the event aims to inspire actionable strategies that contribute to a more sustainable and resilient future.

OBJECTIVES OF THE CONFERENCE

1. To explore innovative approaches across various management disciplines that promote sustainable development while ensuring economic growth.
2. To foster multidisciplinary collaboration among academics, industry professionals, policymakers, and practitioners from different fields to share insights and best practices for sustainability.
3. To analyze challenges and opportunities associated with implementing sustainable practices in organizations and industries globally.
4. To promote policy development discussions that contribute to the development of effective policies and frameworks supporting sustainable development goals (SDGs).

- To provide a platform for presenting empirical research, case studies, and success stories related to sustainability and environmental responsibility.
- To encourage the development and adoption of sustainable technologies, processes, and business models.
- To engage stakeholders including businesses, governments, NGOs, and communities, in dialogues about their roles and responsibilities in achieving sustainability.

MODE OF CONFERENCE

Hybrid

CALL FOR PAPERS

We are delighted to invite you to the International Conference on "Innovative Strategies for Sustainable Development: Integrating Economic Growth and Environmental Responsibility," that aims to bring together leading academics, researchers, industry experts, and policymakers from across the globe. This conference will serve as a platform to share cutting-edge research, innovative strategies, and practical solutions for achieving sustainable development that harmonizes economic growth with environmental Responsibility. This conference will be held on 22nd and 23rd, November 2024, Friday - Saturday in Noida, India.

CONFERENCE THEMES AND SUB-THEMES

Topics of interests for submission include, but are not limited to:

1. General Management

Theme: Strategic Leadership and Governance for Sustainable Development

Sub-Themes:

<p>•1.1 Sustainable Corporate Governance oIntegrating sustainability into corporate governance structures. oRole of boards and executives in driving sustainable agendas. oEthical decision-making and accountability in sustainability.</p>	<p>•1.2 Strategic Planning for Sustainability oDeveloping and implementing sustainable business strategies. oBalancing short-term profitability with long-term sustainability goals. oScenario planning and risk management in sustainable development.</p>
<p>•1.3 Innovation and Entrepreneurship for Sustainability oEncouraging eco-innovation and green entrepreneurship. oSustainable business model innovation. oScaling up sustainable startups and social enterprises.</p>	<p>•1.4 Corporate Social Responsibility (CSR) and Shared Value oAdvancing CSR initiatives to support sustainable development. oCreating shared value through sustainable practices. oMeasuring and reporting CSR outcomes effectively.</p>
<p>•1.5 Cross-Cultural and Global Perspectives on Sustainability oComparative analyses of sustainability practices across cultures. oGlobal collaborations and partnerships for sustainability. oAddressing sustainability in emerging and developing economies.</p>	<p>•1.6 Crisis Management and Sustainability oBuilding resilient organizations through sustainable practices. oLearning from environmental and health crises to improve sustainability. oAdaptive leadership in times of ecological uncertainty.</p>

2. Human Resources Management (HRM)

Theme: People Management and Development for Sustainable Organizations

Sub-Themes:

<p>•2.1 Green Human Resource Management (Green HRM) oImplementing eco-friendly HR policies and practices. oEmployee engagement in environmental initiatives. oMeasuring the impact of Green HRM on organizational performance.</p>	<p>•2 Talent Management for Sustainability oDeveloping skills and competencies for sustainable business practices. oAttracting and retaining talent committed to sustainability. oLeadership development focused on sustainability competencies.</p>
<p>•2.3 Workplace Diversity and Inclusion in Sustainability oLeveraging diversity for innovative sustainable solutions. oInclusive policies that support social and environmental goals. oAddressing equity and justice in sustainable development.</p>	<p>•2.4 Employee Well-being and Sustainable Workplaces oPromoting health and well-being through sustainable workplace design. oWork-life balance and its relation to sustainability. oMental health considerations in sustainable organizational cultures.</p>
<p>•2.5 Ethical Labor Practices and Social Sustainability oEnsuring fair labor practices in global supply chains. oCombating modern slavery and exploitation through HR policies. oCommunity engagement and social responsibility initiatives.</p>	<p>•2.6 Change Management for Sustainability Transformation oStrategies for leading organizational change towards sustainability. oOvercoming resistance and building commitment to sustainable practices. oRole of internal communication in sustainability transitions.</p>

3. Marketing

Theme: Sustainable Marketing Strategies and Consumer Engagement

Sub-Themes:

<p>•3.1 Green Marketing and Branding oDeveloping and promoting eco-friendly products and services. oBuilding sustainable brands and enhancing brand equity. oChallenges and opportunities in green advertising.</p>	<p>•3.2 Consumer Behavior towards Sustainability oUnderstanding and influencing sustainable consumption patterns. oBehavioral economics and nudging towards eco-friendly choices. oCultural influences on sustainable consumer behavior.</p>
<p>•3.3 Digital Marketing for Sustainability oLeveraging digital platforms to promote sustainability messages. oSocail media campaigns for environmental awareness. oMeasuring the effectiveness of digital sustainability initiatives.</p>	<p>•3.4 Sustainable Supply Chain Marketing oCommunicating supply chain sustainability to consumers. oTransparency and traceability as marketing tools. oCollaborative marketing strategies with sustainable suppliers.</p>
<p>•3.5 Corporate Reputation and Sustainability oManaging reputational risks through sustainable practices. oStakeholder engagement and trust-building. oCrisis communication in environmental incidents.</p>	<p>•6 Social Marketing and Public Health oDesigning campaigns for public health and environmental benefits. oRole of marketing in promoting sustainable lifestyles. oEvaluating social marketing interventions.</p>

4. Information Technology (IT) and Operations Management

Theme: Leveraging Technology and Operational Excellence for Sustainability

Sub-Themes:

<p>•4.1 Sustainable Operations and Supply Chain Management</p> <ul style="list-style-type: none"> oImplementing lean and green operations. oSustainable procurement and sourcing strategies. oCircular economy models and closed-loop supply chains. 	<p>•4.2 Digital Transformation for Sustainability</p> <ul style="list-style-type: none"> oRole of big data and analytics in environmental management. oCloud computing and energy efficiency. oSmart cities and IoT applications for sustainable development.
<p>•4.3 Technology Innovation and Renewable Energy</p> <ul style="list-style-type: none"> oAdvancements in renewable energy technologies. oIntegrating renewable energy into operational processes. oEnergy management systems and sustainability. 	<p>•4.4 Artificial Intelligence (AI) and Machine Learning for Sustainability</p> <ul style="list-style-type: none"> oAI applications in environmental monitoring and conservation. oPredictive analytics for resource optimization. oEthical considerations in deploying AI for sustainability.
<p>•4.5 Sustainable Product Design and Lifecycle Management</p> <ul style="list-style-type: none"> oEco-design principles and sustainable product development. oLifecycle assessment (LCA) and environmental impact reduction. oInnovation in sustainable materials and manufacturing processes. 	<p>•4.6 Cybersecurity and Data Privacy in Sustainable Organizations</p> <ul style="list-style-type: none"> oProtecting data in green IT initiatives. oEnsuring privacy in smart and connected systems. oBuilding resilient IT infrastructures for sustainability.

5. Finance and Accounting

Theme: Financial Strategies and Reporting for Sustainable Development

Sub-Themes:

<p>•5.1 Sustainable Finance and Investment</p> <ul style="list-style-type: none"> oIntegrating Environmental, Social, and Governance (ESG) factors into investment decisions. oGreen bonds and sustainable financing instruments. oImpact investing and measuring social/environmental returns. 	<p>•5.2 Corporate Sustainability Reporting and Disclosure</p> <ul style="list-style-type: none"> oStandards and frameworks for sustainability reporting (e.g., GRI, SASB). oRole of integrated reporting in transparency and accountability. oEvaluating the quality and credibility of sustainability reports.
<p>•5.3 Financial Risk Management and Climate Change</p> <ul style="list-style-type: none"> oAssessing and managing financial risks associated with environmental factors. oScenario analysis for climate-related financial disclosures. oInsurance and risk transfer mechanisms for environmental risks. 	<p>•5.4 Accounting for Sustainability</p> <ul style="list-style-type: none"> oEnvironmental accounting and cost analysis. oCarbon accounting and emissions trading schemes. oIncorporating sustainability into management accounting practices.
<p>•5.5 Regulatory Frameworks and Sustainable Compliance</p> <ul style="list-style-type: none"> oUnderstanding global and local regulations affecting sustainable finance. oCompliance strategies for environmental and social regulations. oRole of financial institutions in promoting sustainability compliance. 	<p>•5.6 Ethical Finance and Corporate Governance</p> <ul style="list-style-type: none"> oAddressing ethical dilemmas in sustainable finance. oStakeholder engagement and responsible governance practices. oAnti-corruption measures and transparency in financial operations.

6. Interdisciplinary

Theme: Integrating Knowledge and Practice for Sustainable Development

Sub-Themes:

<p>•6.1 Climate Change Mitigation and Adaptation Strategies</p> <ul style="list-style-type: none"> oCollaborative approaches across sectors to address climate change. oResilient infrastructure development and disaster risk reduction. 	<p>•6.2 Sustainable Development Goals (SDGs) Implementation</p> <ul style="list-style-type: none"> oProgress and challenges in achieving SDGs. oRole of private and public sectors in SDG attainment.
<p>•6.3 Corporate Ethics and Responsibility in Sustainability</p> <ul style="list-style-type: none"> oEthical frameworks guiding sustainable business practices. oBalancing profitability and responsibility in corporate strategies. 	<p>•6.4 Innovation and Technology Transfer for Sustainability</p> <ul style="list-style-type: none"> oFacilitating the diffusion of sustainable technologies globally. oPublic-private partnerships in technology development.
<p>•6.5 Education and Capacity Building for Sustainable Development</p> <ul style="list-style-type: none"> oDeveloping curricula and training programs focused on sustainability. oRole of higher education institutions in promoting sustainable practices. 	<p>•6.6 Policy and Governance Mechanisms for Sustainability</p> <ul style="list-style-type: none"> oDesigning effective policies to support sustainable initiatives. oGovernance challenges and solutions in implementing sustainability programs.

IMPORTANT DATES AND DEADLINES

Abstract Submission	05 November 2024
Abstract Acceptance Notification	07 November 2024
Registration (Last Date)	15 November 2024
Full Paper Submission	18 November 2024
Conference Date	22 & 23 November 2024

REGISTRATION LINK AND PAYMENT PROOF

- In order to get a presentation opportunity, at least one of the authors has to register for the conference.
- Presentation certificate will be awarded only to the registered authors by paying registration fees.
- Registration fee payment proof (Combined PDF) should be attached / uploaded in the registration Link.

REGISTRATION Link : <https://forms.gle/JSfjxo24pBSjNL6EA>

REGISTRATION PROCESS

Payment of Registration Fee

All the authors of an accepted paper should register for the paper to be included in the technical session and appear in the conference proceedings. Registration Form is available on Asian Business School, Noida Website at <https://abs.edu.in/> (link specific to the Conference is available at the main page of the College website).

Registration	India	International
Author/Presenter (Academia)	1500	USD \$20
Author/Presenter (Students)	500	USD \$10
Author/Presenter (Corporate Professionals)	2000	USD \$25

PAYMENT DETAILS

Name :- Asian Business School

Bank Name :- HDFC Bank

Bank A/c No. :- 50200033597025

IFSC :- HDFC0009239

Branch Add. :- Shop No. G1,G2,FF13,FF14 SDS,NRI Residency,

Sector 45 Noida Distt, Gautam Budh Nagar (U.P.)

NEFT/RTGS/IMPS/UPI/Bank Transfer

Last Date of Registration

• Fee is non-refundable / non-adjustable against any other programmes of ABS, Noida.

Scan for Payment



GUIDELINES FOR ABSTRACT SUBMISSION (RESEARCH PAPER AND POSTER)

Author (s) are requested to send their abstracts, not exceeding 300 words in font size 12, Times New Roman Font type in MS word with 1.5 line spacing and Margins of 2.5 cm (1 inch), with a maximum of 5 keywords.

GUIDELINES FOR FULL PAPER SUBMISSION

The paper should be original and being presented for the first time. A written declaration about the originality of the work from the Author(s) should be sent along with the paper in the prescribed format. The paper should be original and being presented for the first time.

- The paper should be clearly typed and should not exceed 6000 words.
- Use Times New Roman 12 size font with 1.5 line spacing.
- All graphs/tables should be sent on a separate sheet.
- After blind review, all the selected papers will be eligible for presentation.
- Each paper presentation will be given 15 minutes for the Power Point Presentation

Research paper Submission Link: <https://forms.gle/vQecVCiTNzq9Ni4PA>

DIGITAL POSTER PRESENTATION

Poster Submission Link: <https://forms.gle/QE6QXGDPvVH9Xx2p6>

PUBLICATIONS

- All registered abstracts will be published in the Proceedings of the Conference.
- After substantial review/amendments, the selected papers may be published in ABS International Journal of Management with ISSN 2319-684X/ ISBN Book
- Publication of the articles in ICTACT Journals (print & online) from the best selected articles recommended from the Conference based on our peer review process. The author(s) of the published articles in ICTACT Journals will receive a Soft Copy at free of cost.

Publication in ICTACT Journals - International Publications of ICT Academy: The best papers selected in the Conference by the Conference Judges/Reviewers will be recommended for possible publication in the respective scopes of ICTACT Journals. These papers would be selected for publication after the peer review process by ICT Academy. ICT Academy currently publishes five International Journals - ICTACT Journal on Communication Technology, ICTACT Journal on Soft Computing, ICTACT Journal on Image & Video Processing, ICTACT Journal on Microelectronics and ICTACT Journal on Management Studies. For more details visit www.ictactjournals.in

BEST PAPER AWARDS

The conference will bestow three Best Paper Awards to the papers that are deemed to have made the most substantial contribution in the field of research.

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President, Asian Education Group

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