



JAIN
DEEMED-TO-BE UNIVERSITY

CENTER FOR
MANAGEMENT
STUDIES

Student Research & Development Cell
(SRDC) – Vidhyanidhi

Invites you to

An online

INTERNATIONAL CONFERENCE

on Sustainable
Business Management
Practices and Social
Innovation

30th
January
2021

Sponsored by:



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ICSBMPSI-2021

Jain (Deemed-to-be University)

Jain (Deemed-to-be University) is a hub for innovative learning being ranked among the top universities in India and considered a remarkable destination for students across the world and Bengaluru in particular, for its illustrious history of developing talents. The University which is based in Bengaluru – the Silicon Valley of India, offers a conducive environment for learning, be it academics or extracurricular activities. Known for its emphasis on education, entrepreneurship, research and sports, Jain (Deemed-to-be University) has some of the best minds in the educational and research fields. What makes it different from others is its outlook towards life, its values and beliefs. Its ever-evolving and open-minded system and quest for continued success and resilience, has made it one of the top universities in India.

Center for Management Studies

Center for Management Studies (CMS) is an integral part of Jain (Deemed-to-be University). It is an institute that harnesses an international outlook with the commitment to create top-notch business leaders and aspiring media professionals. CMS is an ultimate destination for students where they find new routes to fulfill their dreams. It is one of the top management centers in Bengaluru, and the programs offered here introduce students to the basics of business and communication. The entrepreneurship program has been designed to ignite creativity in students and encourage their resolving skills to pursue their own ideas. Its academic practices empower them to redefine conventional wisdom and business perspectives by preparing them for successful careers. CMS provides its students with all essential facilities to fulfill their academic goals and transform them into extraordinary personalities.

Research Cell – Gyanidhi

Faculty Research Cell – Gyanidhi is an initiative of Center for Management Studies, Jain (Deemed-to-be University) that aims at enhancing research capacity of faculty and students to guide researchers in disseminating, publishing and applying the research outputs. The Faculty Research Cell is responsible in organising Webinars, FDPs, MDPs, Workshops, National and International Conferences.

Student Research & Development Cell (SRDC) – Vidhyanidhi

Student Research and Development Cell – Vidhyanidhi of Center for Management Studies, Jain (Deemed-to-be University) promotes and encourages research culture among students. Its main motto is to inculcate research and innovative skills among students and professionals across the globe. 'Vidhyanidhi' is a platform to apprise students with the basics of research at the under graduate level and to strengthen their research skills. The research cell is responsible for informing students about research opportunities and encouraging them to publish their original research papers in leading journals and presenting at conferences. The cell is working towards achieving its mission by conducting seminars, conferences and academic writing workshops to inform about the emerging trends and to develop analytical research skills of students.

CONFERENCE THEME

Vidhyanidhi - Student Research and Development Cell of Center for Management Studies, Jain (Deemed-to-be University), has come up with a unique idea of collaborative research activities open to students belonging to any educational institution to avail the benefits of research learning.

The theme of the conference is '**Sustainable Business Management Practices and Social Innovation**'.

The aim of the conference is to explore, experience and explain the scope of emerging business dimensions and its sustainable development. Social innovation is the application of innovative, practical, sustainable, business-like approaches that achieve positive social and/or environmental change. Sustainable business practices are characterized by environment-friendly practices initiated by a company for the purpose of becoming a more sustainable organization. Therefore, the focus of the conference is:

1. To throw light on the emerging business dimensions that frame prospective and potential ways to augment the upliftment of the economy.
2. To offer a platform for exchange of innovative ideas and practices to create more sustainability-oriented individuals.

To explore and discover ways through which practical and commercial opportunities can be explored to stimulate the economic development.

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CALL FOR PAPERS

The Conference covers a broad range of topics related to 'Sustainable Business Practices and Social Innovation'. Research paper and article submissions are invited (but not limited) to the following topics:

TRACK 1

FINANCE

- Crowdfunding
- Green Capital
- Sustaining Global Financial Crisis
- Sustainable Banking in Indian Economy
- Green Financing
- Developing of hedge funds
- Global Investment Strategies
- Crypto-currencies
- Impact of Fintech in economic sustainability
- Global Financial Markets
- Impact of COVID-19 on economy
- Big Data in Accounting

TRACK 2

MARKETING

- Global Marketing
- Green Packaging Development
- Impact and Role of Social Media Marketing
- Green Retailing Analysis
- Green marketing and Ethical Consumerism
- Sustainable Consumer Behaviour
- Contemporary Issues in Marketing
- Brand Sustainability
- Use of Marketing in Social Innovation
- Boosting Eco-friendly Brand Image
- Media and Environmental Change
- Digital Marketing

TRACK 3

HUMAN RESOURCE

- Challenges in Compensation Management
- Impact of COVID – 19 on HR Practices
- Sustainable Organizational Development
- Auditing in Human Resource Management
- International HRM Strategies
- Role of Trade Unions in Sustainability
- Usage of Talent management Dashboard
- Green HRM Policies and Practices
- How green HRM has become a competition among companies
- Innovation in Health and Safety of Employees

TRACK 4

GENERAL MANAGEMENT

- Role of Sustainability in Business Management
- Role of Social innovation after COVID-19
- Data Management Systems in Business
- Social Research and development
- Sustainable Development in Supply Chain Management
- Education for Sustainable Development
- Impact of Machine Learning on Society
- Entrepreneurship Management
- Corporate Social Responsibility
- Technology for Competitive Advantage

GUIDELINES

1. Submission of paper should be in Word Doc format only.
2. Paper Format: Single Column, A4 Size, 1.5-line spacing
3. Font Style: Times New Roman (size 12)
4. Word Limit: Total word limit for each paper should be between 1500 – 3000 words.
5. Page Limit: Not to exceed 8 pages including all references (APA 6th Edition), tables and figures
6. First Page: Title, Author(s) Name(s) and Affiliation(s) with contact number and email id.
7. Second Page: Title, Abstract (between 200–300 words), Keywords (5) followed by main text.
8. The papers will be blind reviewed and only those approved by the reviewers will be selected for conference presentation.
9. For accepted papers, at least one of the authors is expected to present the paper in the conference.

Please submit your full paper using the following link:

<https://forms.gle/oRKwqZ4U6susMXT99>

Or

Email at: mdp@cms.ac.in

Scan QR Code



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IMPORTANT DATES

Last date for submission of Full Length Paper : **31st December 2020**

Last Date for Registration : **31st December 2020**



Among all tracks

₹ 4,000/-

Finance track

₹ 1,000/-

Marketing track

₹ 1,000/-

Human Resource track

₹ 1,000/-

General Management track

₹ 1,000/-

From each track 2nd and 3rd Best Papers will also be rewarded with Individual E-Certificate.

HIGH-POINTS OF CONFERENCE

1. All selected papers for this conference will be published in ISBN Book FREE OF COST.
2. Individual E-certificate will be provided to all Paper Presenters.
3. Individual E-certificate will be provided to all Conference Delegates.
4. Online Networking opportunities with delegates, reputed academicians and industry experts.
5. Panel discussion on conference theme by eminent speakers (From All Walks of Life).

WHO SHOULD ATTEND

Graduate and Post Graduate Students, Researchers, Academicians, Professionals, Consultants & Industrialists.

REGISTRATION : FREE (Mandatory)

CONFERENCE COMMITTEE

CHIEF PATRONS

Dr. Chenraj Roychand
Chancellor
Jain (Deemed-to-be University)

Dr. N. Sundararajan
Pro Chancellor
Jain (Deemed-to-be University)

Dr. Raj Singh
Vice Chancellor
Jain (Deemed-to-be University)

PATRON

Dr. Dinesh Nilkant
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