



International Centre for Cross-Cultural Research and
Human Resource Management
(ICccR & HRM)
University of Jammu

in collaboration with

School of Business and Management
The University of the South Pacific, Fiji

organises

Three Day International Conference

on

Innovation and Sustainability in Business Development

February 26-28, 2024
(Hybrid Mode)



CONFERENCE OVERVIEW

International Conference on "Innovation and Sustainability in Business Development" brings an opportunity to identify and capture the importance of implementing innovations and sustainability in the current dynamic business environment. Rising business competition and ever-growing need for innovative products and services by the customers, demands for implementation of innovative business practices for sustainability in business. Businesses in all sectors are facing a situation where technology is changing the landscape around them, transitioning from the back room of an organization into the hands of customers, employees, and society. Innovation and Sustainability are regarded as vital indicators of societal and professional life, yet their advances are typically considered in isolation. Therefore, organizations are in dire need to harness their resources and redefine obsolete models to implement new technologies in the business processes such as customer-focused applications, cloud-accounting tools, sustainable infrastructures, logistics and block chain technologies, among others.

In order to provide novel solutions for achieving this, organizations need creative ways. In this backdrop, ICccR & HRM, University of Jammu in collaboration with the School of Business and Management, The University of the South Pacific, Fiji is conducting a three-day International Conference on 'Innovation and Sustainability in Business Development'. The Conference endeavors to create a hybrid forum for academicians, researchers and industry leaders in both virtual and real platform to share their ideas and research findings and address contemporary issues and challenges in business and industry. Additionally, it attempts to propagate a research centric culture in various domains of business, management as well as interdisciplinary and allied fields in international context.

OBJECTIVE OF THE CONFERENCE

The Conference seeks to deliberate upon the emerging theories, concepts and models in general, while encountering practical challenges and innovative solutions adopted with respect to various functional areas in business. This will offer an opportunity to research scholars, practitioners, policymakers and students interested in the issues related to sustaining organizational excellence, to share their thoughts and research findings that will provide a forum for discussion, collaboration and intellectual exchange. This Conference is an attempt to create a global platform that brings together all relevant components for achieving innovation and sustainability in businesses to capture new horizons.

CALL FOR PAPERS CONFERENCE THEMES AND TRACKS

Theme 1: Innovation for Business Development

- ✓ Digital Innovations in Business and Economy
- ✓ IoT and Industry 5.0
- ✓ AI for Sustainable Development
- ✓ Disruptive Innovation
- ✓ Human Computer Interaction and Human Behavior
- ✓ Technological Innovation Management
- ✓ Value Chain Innovation
- ✓ ICT for e-commerce, e-banking, e-learning, and other sectors
- ✓ Modeling & Simulation in Business
- ✓ Business Process Re-Engineering
- ✓ Block Chain Technology
- ✓ Metaverse and Consumer Behaviour

Theme 2: Sustainable Business Practices

- ✓ Marketing of Sustainable Products and Ideas
- ✓ Sustainable Talent Management and Acquisition
- ✓ Strategizing Sustainable Innovations for Growth
- ✓ Energy and Sustainability in Tackling Global Climate Change
- ✓ Entrepreneurial Opportunities for Growth
- ✓ Sustainable Consumption Practices and Lifestyles
- ✓ Sustainable Infrastructures
- ✓ Sustainability and Waste Management
- ✓ Green Economy, Green Business & Green Computing
- ✓ Financial Inclusion for Equity and Sustainability
- ✓ Cultural & Social Orientations for Sustainable Development

Theme 3: Reinventing Business Management

- ✓ Health and Wellness at Workplace
- ✓ Women Leadership for Empowering Change
- ✓ Finance and Investment Strategies for Wealth Creation
- ✓ Brand, Image, Identity and Reputation
- ✓ Equality, Diversity and Inclusions
- ✓ The Future of Supply Chain and Logistics
- ✓ Ethics, Governance and Policy
- ✓ Digital Marketing & E-Business Strategy
- ✓ Entrepreneurial Finance:
Roadblocks and Opportunities
- ✓ Rural Market Emerging as Next Big Target
- ✓ Financial Markets - Challenges and Opportunities
- ✓ Geo Marketing and Retail
- ✓ Future of Work and Operations in Uncertainty

Theme 4: Changing Global Business Management

- ✓ Globalization of Business
- ✓ Cross-Cultural Management
- ✓ Ethical Issues in International Business
- ✓ Consumer Engagement in International Business

- ✓ Initiative Management
- ✓ New Paradigms and Changing International Business Models
- ✓ Challenges for Global Resource Base
- ✓ Development Economics & Policies
- ✓ Sustainability of Business in Volatile Global Business Environment

Theme 5: Role of Management Education in Innovation and Sustainability

- ✓ Educating Future Sustainability Change Agents in Business Schools.
- ✓ Innovative Teaching and Learning Strategies.
- ✓ Action and Impact Oriented Research on Societal Impact.
- ✓ Responsible Management meets Future Needs.
- ✓ Gamification, Role Playing and Simulations in Business Education for Sustainable Development
- ✓ Reinventing Management and Leadership Education.
- ✓ Effectiveness of Management Programs and Courses on Sustainable Development and Innovation.

Note: This is an indicative list. Contributions from areas not listed above are also welcome.

SUBMISSION GUIDELINES

All authors interested in making a submission to the conference need to submit an **extended abstract** of 1000 words that includes an overview of the paper covering the following areas : backdrop, research gap, methodology, overview of findings, implications, conclusion and references.

The title page of the extended abstract must include the title of the paper followed by the name/s of the author/s, their affiliation and email id. The next page shall continue with the title of the paper followed by the main body of the extended abstract.

Kindly mention the track number in the subject line while submitting the extended abstract.

All extended abstracts should be emailed at isbdconference2024@gmail.com. Upon acceptance of the extended abstract, authors need to adhere to the following full paper submission guidelines.

PAPER FORMAT

The papers submitted to the International Conference should describe your original work and should not have been published elsewhere or under consideration. The full version of your paper should be formatted as per the guidelines given below. The submitted paper should be in between 4,000-6,000 words including all the text, figures, tables, references, and appendices.

Kindly mention the track number in the subject line while submitting the full research paper/abstract.

The full paper should be mailed at

isbdconference2024@gmail.com

1. The maximum limit for the paper is 18 pages (including references).
2. Similarity has to be <15%, the author has to submit the full Turnitin report along with final submission indicating the same (Turnitin plagiarism check by turning off the Exclude Match - OFF)
3. The paper is required in MS Word, A4 size with 1-inch margin on all sides, "Times New Roman", font size 12, line spacing 1.5, headings bold, sub headings italic.
4. All table, figure, graphs, included in the text with mentions of the source, captions and proper numbering.
5. Tables, graphs, figures need to be in black and white only with 300 dpi.
6. Proper citation and referencing as per latest APA guidelines.
7. Abstract 150-200 words, with 5-7 keywords, highlight the sub-sections such as purpose, design / methodology / approach, findings, research limitations/implications, social implications, originality/value.
8. All author details need to be mentioned on the abstract page below the title and must include their full name/s, affiliation and email ids.

OPPORTUNITY TO PUBLISH IN REPUTED JOURNAL/EDITED BOOK

All registered and presented papers will go through the peer review process; and selected papers will be published as part of conference proceedings in the form of an Edited Book with ISBN by an International Publisher. The International Conference also provides you an opportunity to publish your research papers in the Journals with ISSN.

IMPORTANT DATES

Submission of extended abstract:
November 20, 2023

Intimation of acceptance of abstract:
November 25, 2023

Last date of submission of full paper:
December 25, 2023

Intimation of acceptance of paper:
January 05, 2024

Last date for Registration:
January 30, 2024

Conference dates:
February 26 -27 & 28, 2024

REGISTRATION FEES

REGISTRATION CATEGORIES	INDIAN NATIONALS		
	Virtual	Offline	On-Spot
Registration Fees			
Research Scholars/Students	1000 INR	1500 INR	2000 INR
Faculty	2000 INR	2500 INR	3000 INR
Industry Delegates	2000 INR	3000 INR	4000 INR

REGISTRATION CATEGORIES	FOREIGN NATIONALS		
	Virtual	Offline	On-Spot
Registration Fees			
Research Scholars/Students	50 USD	100 USD	150 USD
Faculty	100 USD	150 USD	200 USD
Industry Delegates	150 USD	200 USD	250 USD

Bank Details

A/c Name – Director, ICccr & HRM
Bank- J & K Bank, New University Campus
A/C Number - 0345040100012407
IFSC – JAKA0CANAAL
MICR code: 180015018



MODE OF CONFERENCE

The conference will be conducted in both offline and online mode.

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