



Recognized by
Govt. of Karnataka



Approved by AICTE
(Ministry of Education-Govt. of India)



Affiliated to
Bangalore University

INTERNATIONAL CONFERENCE ON “SUSTAINABLE PRACTICES IN RAPIDLY CHANGING BUSINESS SCENARIOS”

(ICSPRCBS-2024)
Hybrid
An IQAC Initiative



SEPTEMBER 19 & 20, 2024
PRE-CONFERENCE WORKSHOP
ON SEPTEMBER 18, 2024



Knowledge Partners



Spain



USA



France



Malaysia



NSB ACADEMY

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ABOUT NSB BANGALORE

NSB Academy is a premier B-School located in Bangalore, the silicon valley of India. NSB is approved by AICTE, the Ministry of Education (Government of India) and the State Government of Karnataka.

NSB Academy, known for its academic excellence, draws its students across India and Abroad. NSB receives over 4000 applications for its MBA program that admits only 300 students. NSB has the distinction of highest internalization of its student body and creates overseas learning/immersion opportunities for more than 75% of its students.

NSB has distinguished faculty members, most of them are doctoral degree holders and have published in Scopus/ABDC-listed journals. NSB Academy also has pioneered Adventure learning program, Action-led learning, Student-led learning, student consulting projects, and so on.

NSB academy has signed MOUs with more than 12 international universities/B-schools such as - Eklore Ed Business School (France), University of Deusto (Spain), Infrastructure University of Kuala Lumpur (Malaysia), Ajman University (UAE), Bahçeşehir University (Turkey), Binus University (Indonesia), Yogyakarta State University (Indonesia), and Mercer University (USA). Many of our partnering B-schools are accredited by AACSB, EQUIS-EFMD and AMBA.

CONFERENCE OBJECTIVES

- Understand how businesses are adapting their sustainability strategies to thrive in rapidly changing and volatile business environments.
- Showcase innovative approaches and best practices that promote sustainability while navigating dynamic business conditions.
- Analyze the impact of global trends (e.g., cross cultural practices, digital transformation, climate change, geopolitical changes) on sustainable business practices.
- Facilitate networking opportunities to foster collaboration among businesses, academia and civil society in advancing sustainable practices.
- Identify challenges faced by organizations in integrating sustainability into their

CONFERENCE OUTCOMES

- Gain deeper insights into emerging sustainability trends and strategies relevant to rapidly changing business landscapes.
- Develop skills to implement innovative and effective sustainability practices within their respective organizations.
- Foster partnerships and collaborations among stakeholders to promote sustainable development and shared learning.
- Disseminate conference proceedings and research findings that contribute to the body of knowledge on sustainable business practices.
- Empower participants with practical tools and strategies to address sustainability challenges in their organizations.



SUBTHEMES FOR THE CONFERENCE

TRACK I: HUMAN RESOURCE MANAGEMENT

1. Diversity Equity Inclusiveness & Belongingness in sustainable workspace
2. Workplace health and wellness sustainability
3. Artificial Intelligence and Machine Learning Applications in HRM
4. Attracting and Retaining talent for a sustainable future
5. Green HRM and Sustainable Practices

TRACK II: FINANCIAL MANAGEMENT

1. Transformation of Economy through Sustainable Investments
2. Sustainable Banking Practices through Financial Inclusion
3. Green Finance and Sustainable Investment Strategies
4. Use of AI in Financial Decision Making
5. Corporate Social Responsibility

TRACK III: MARKETING MANAGEMENT

1. Promoting Sustainable Marketing: Obstacles & Prospects
2. Digital Marketing for Sustainable Growth
3. Integrating Sustainable in IMC
4. Advanced Marketing Strategies to Drive Sustainability Goals
5. Green Consumerism and Sustainable Marketing Innovation.

TRACK IV: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

1. Sustainable Resilient Supply Chain in Geopolitical Dynamics
2. Green Supply Chain
3. Supply Chain Equilibrium with Operational Hedging
4. Supply Chain Intelligence
5. Organizing across Supply Chains

TRACK V: ENTREPRENEURSHIP

1. Sustainable Entrepreneurship Ecosystems
2. Women Entrepreneurship
3. MSME Entrepreneurship
4. Sustainable Social Entrepreneurship
5. Intrapreneurship

TRACK VI: BUSINESS ANALYTICS

1. Sustainable IT Practices and Policies in Business
2. Effectiveness of AI in Business Operations
3. Use of Analytics and AI in Healthcare and Insurance
4. Predictive Maintenance and Asset Management Analytics
5. Resilience Planning and Risk Analytics in Vulnerable Communities

Authors can select any of these sub-themes or any topic related to the theme of the conference.

CALL FOR PAPERS

We invite Academicians, Research Scholars, Students, Professionals and Entrepreneurs to participate and present their papers which are unpublished / currently under other review or original research papers in the Conference.

REVIEW PROCESS

The abstracts/ full papers submitted for the possible presentation in the conference are subject to a blind review process. The decision of the reviewers will be final and binding. Acceptance/comments of the reviewers of the abstract/full paper will be communicated to the corresponding author within a week of the receipt of the abstract/paper.

AUTHORS GUIDELINES FOR MANUSCRIPT SUBMISSION

1. Authors are requested to submit the Abstract/Full paper to intconf@nsb.edu.in
2. Typed in MS-Word using Times New Roman 12 font 1.5 line spacing and margins of 1 inch on all sides.
3. The manuscript should include following sections: Topic, Authors Affiliations, Abstract, Keywords, Introduction, Literature Review, Conceptual Model, Methodology, Result Analysis and Discussion, Suggestions and Conclusion, Social /Managerial Implications, Future Research Scope & References (APA Style)
4. Abstract should be in single paragraph and should be between 150-200 words with 4-6 keywords and it should follow the first page.
5. The length of the paper should not exceed 12 pages or 5000 words excluding title page, references and plagiarism should be below 10 Percent.

IMPORTANT DATES

Abstract Submission	July 03, 2024
Acceptance Notification	July 08, 2024
Full Paper Submission	July 29, 2024
Acceptance Notification	August 08, 2024
Early Bird Registration	August 21, 2024
Final registration date	September 02, 2024
Pre Conference Workshop	September 18, 2024
Conference	September 19 & 20, 2024

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REGISTRATION FEE

CATEGORIES	INDIAN DELEGATES	EARLY BIRD REGISTRATION (TILL 21/08/2024)	FOREIGN DELEGATES	EARLY BIRD REGISTRATION (TILL 21/08/2024)
Industry/ Organizations	₹ 2500	₹ 2000	\$ 75	\$ 65
Academicians	₹ 1500	₹ 1000	\$ 65	\$ 50
Research Scholars	₹ 700	₹ 500	\$ 30	\$ 20
Students	₹ 500	₹ 300	\$ 20	\$ 10

- Registration is mandatory for all participants.
- Certificates will be issued to all the authors of the paper only against the registration by all the authors. If an author submits two papers, both the papers must be registered.
- Participants can pay through Electronic fund transfer (EFT/NEFT/RTGS) using the following account number/ QR Code

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Please attach proof of payment using the following link <https://forms.gle/q5TsdPjy9Cjz6F1w6>

FURTHER CONTACT DETAILS

1. Dr B N Sivakumar - 9486279360
2. Dr K R Kumar - 9894766236

Mail ID - intconf@nsb.edu.in

PUBLICATION OPPORTUNITIES

Selected abstracts will be published in conference proceeding with ISBN. The conference also offers publication opportunities for selected papers.

PRE-CONFERENCE WORKSHOP ON SEPTEMBER 18, 2024

Workshop Theme: Multivariate Analysis Using SPSS & AMOS

Resource Persons: Dr. P. Mathivanan BE,MBA, Ph.D.

Prof. S. Mohanasundaram MBA, (Ph.D.)