



**RUKMINI DEVI**  
Institute of Advanced Studies  
Approved by ACUTE, Ministry of HRD, Govt. of India  
Affiliated to G.G.S.I.P. University, Delhi  
NAAC Accredited, 'A' Grade



Chelyabinsk State  
Institute of Culture  
& Arts, Russia



75  
Azadi Ka  
Amrit Mahotsav



# INTERNATIONAL CONFERENCE



**REDEFINING BUSINESS AND MANAGERIAL PRACTICES  
FOR SUSTAINABLE GROWTH: A GLOBAL PERSPECTIVE  
(ICRBMPSG-2023)**

**ORGANIZED BY**

**RUKMINI DEVI INSTITUTE OF ADVANCED STUDIES**



**IN COLLABORATION WITH**

**UNIVERSITY SCHOOL OF MANAGEMENT STUDIES & IQAC, GGSIPU**



**DECEMBER 22-23, 2023**



**VENUE :- RDIAS, DELHI, INDIA**

**Register Now**

\*\*Track wise Best Paper Awards - Cash Prize of Rs. 5,100

\*\*Publication Opportunity: Selected Papers will be published in form of Edited Book by well-known International Publishers

\*\*Selected papers will be published in UGC Care and Scopus Listed Journals.



## About Guru Gobind Singh Indraprastha University

**Guru Gobind Singh Indraprastha University (GGSIPU)** is the first University established in 1998 by Govt. of NCT of Delhi under the provisions of Guru Gobind Singh Indraprastha University Act, 1998 read with its Amendment in 1999. The University is recognized by University Grants Commission (UGC), India under section 12B of UGC Act. Guru Gobind Singh Indraprastha University has been Accredited with a CGPA of 3.56 on a seven point scale at A++ Grade By NAAC valid for a period of 7 years from 14-02-2023. It is a teaching and affiliating university with the explicit objective of facilitating and promoting “studies, research and extension work in emerging areas of higher education with focus on professional education, for example engineering, technology, management studies, medicine, pharmacy, nursing, education, law, etc. and also to achieve excellence in these and connected fields and other matters connected therewith or incidental thereto.”

## About University School of Management Studies

**University School of Management Studies (USMS)**, an on-campus B-School of Guru Gobind Singh Indraprastha University, is ranked 62nd in the NIRF (2022) under Management category. It has been ranked 14th in the Outlook iCare B-School Rankings 2023 and 12th in Times B-School Rankings 2022 and is amongst the leading public MBA institutions in India. It aims to develop young managers with the capability to understand and analyse the emerging business scenario for effective decision-making while maintaining higher domains of consciousness and professional ethics.

## About Rukmini Devi Institute of Advanced Studies

**Rukmini Devi Institute of Advanced Studies** is accredited with ‘A’ grade by NAAC (National Assessment and Accreditation Council). RDIAS is a Category ‘A+’ Institute judged by SFRC (State Fee Regulatory Committee), Govt of NCT of Delhi. The Institute has been awarded highest Category ‘A’ grading by joint Assessment Committee of GGSIPU and Department of Higher Education, Govt. of NCT of Delhi. The institute is an ISO 9001:2015 Certified Institute and is run under the aegis of Seth Pokhar Mal Educational Society ([www.spmes.org](http://www.spmes.org)), a body registered under the Society Registration Act XXI, 1860. The institute is an active member of AMDISA (Association of Management Development Institutions in South Asia), AIMA (All India Management Association), DELNET (Developing Library Network), British Council Library, CII (Confederation of Indian Industry), NHRDN (National Human Resource Development Network), CEGR (Centre for Education Growth and Research), ICT Academy, DMA (Delhi Management Associations) and has also signed a Memorandum of Understanding with University of Cambridge-U.K, Ice Academy-UK, Gunadarma University-Indonesia and MSME- Technology Development Centre, PPDC Agra, Ministry of MSME, Govt. of India. RDIAS offers Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) with specializations HR, Finance, Marketing and IT.

## About the conference

**The International Conference on "Redefining Business and Managerial Practices for Sustainable Growth: A Global Perspective"** being organized by R & D Board and IQAC Cell RDIAS in collaboration with USMS and IQAC Cell GGSIPU. This Conference revolves around the idea of reshaping the way businesses and managers operate to achieve sustainable growth in a global context. This conference is a dynamic platform that brings together experts, thought leaders, and practitioners from diverse fields to explore the transformative potential of the digital era in reshaping business and managerial practices for sustainable growth. With a keen focus on sustainability, the conference aims to unravel how digital technologies can be harnessed not only to drive economic prosperity but also to address pressing global challenges. Through insightful presentations, engaging workshops, and multi-

dimensional discussions, attendees will uncover innovative strategies that merge technology advancements with sustainable practices. By bridging the gap between innovation and responsible conduct, the conference seeks to sculpt a digital landscape that propels growth while upholding ethical considerations and environmental stewardship. Join us in envisioning a prosperous, sustainable, and innovative future, where Finance, Human Resource Management, Marketing, Operation Research, and Information Technology collectively steer the course toward global progress without compromising our planet and societies' well-being.

### The proposed tracks for this conference are as follows but not limited to:

#### **Track 1: Corporate Finance, Risk Management and Sustainable Investment Practices**

- Sustainable Investments and Green Finance
- Digital Financial Inclusion and Accessibility
- ESG (Environmental, Social, Governance) Reporting and Impact Investing
- Climate Risk Assessment and Mitigation
- Fintech Solutions for Sustainable Economic Growth
- Regulatory Compliance in Sustainable Finance
- Integrating Sustainability into Financial Reporting
- Sustainable Procurement and Supply Chain Finance

#### **Track 2: Diversity, Equity and Inclusion for Sustainable HR Practices**

- HR Strategies for Employee Development and Growth
- Work-life Balance in Remote and Hybrid Work Environments
- AI use in Ethical HR Decision-Making Processes
- Employee Well-being and Mental Health
- Diversity, Equity, and Inclusion in HR Practices for Sustainable Growth
- Navigating Legal and Privacy Challenges in Digital HR

#### **Track 3: Marketing Innovations for Sustainable Growth**

- Sustainable Branding and Consumer Engagement
- E-commerce Innovations for Sustainable Marketplaces
- Sustainable Product Design and Packaging
- Upcycling and Recycling Strategies
- Sustainability in Branding and Communication
- Understanding Conscious Consumer Behavior
- Sustainable SEO and Online Advertising Practices
- AI and ML Applications in Ethical Marketing

#### **Track 4: Agility in Operations and Digital Transformations for Sustainable Growth**

- Digitalization for Efficient and Resilient Supply Chains
- Sustainable Sourcing and Ethical Supply Chain Practices
- Sustainable Facility Design and Management
- Circular Economy Approaches in Digital Supply Chains
- Adaptive Manufacturing and Production Strategies
- Collaborative Platforms for Sustainable Supplier Relationships
- AI and Predictive Analytics for Sustainable Operations
- Smart Cities and Urban Technologies for Sustainability

## Call for Papers

Prospective authors are encouraged to submit their original, unpublished research paper (which is not under review in any other conference/ Journal) for the given tracks. The details regarding paper submission and format are as follows:

### Paper Submission Guidelines

1. Authors should submit two files in either .doc, .docx, or .pdf format. The first file should include the paper's title, the author(s) organizational affiliation, complete mailing address, mobile number, and active email address. The second file should contain the full manuscript along with the abstract, without all author-related information, such as names and affiliations.
2. Both files, the Title page, and Manuscript should be sent electronically to [icrbmpsg-2023@rdias.ac.in](mailto:icrbmpsg-2023@rdias.ac.in)
3. All the authors/contributors have to submit in original the duly signed copy of the Certificate of Originality and Copyright form Guidelines for Presenters.
4. Submissions must be plagiarism (upto 10% only) free and are subject to double-blind review process. Only accepted papers that are presented (oral presentation only) during the conference will be eligible for submission for publication. The experts will review the full paper and based on reviewer remarks the papers will be accepted/rejected. Acceptance of the paper implies that at least one of the authors will register and attend the conference and present the paper.

### Format of the Paper

1. Manuscript should be between 3500-6000 words, excluding tables, graphs & charts. References should be according to APA (American Psychological Association) guidelines.
2. Each contribution should be organized in the following order:
  - Abstract (outlining the purpose, scope and conclusions of the paper)
  - Introduction
  - Literature Review
  - Objectives of the Study
  - Research Methodology
  - Analysis
  - Results/Findings
  - Implications of the Research
  - Conclusions or Summary
  - References & Citations
  - Appendices (wherever applicable)
3. The text should be in Time New Roman, single spacing, with font size 12 points (for manuscript content), 14 points (for heading) single column format and justified cell alignment. It should have at least 5 Keywords with JEL Classification. Tables and figures should be numbered consecutively in numerals and should be referred to in the text as Table 1, Table 2, Fig 1, Fig 2 etc. Sources of the data need to be given below each table.

### Paper Presentation

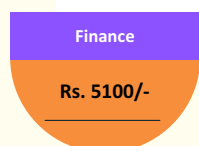
The mode of presentation would be offline (oral presentation) and online mode. The presentation by the author(s) should be of 10 – 12 minutes followed by Discussion/Questions and Answers for 3 – 5 minutes. Authors have to mail their presentations to conference email ID [icrbmpsg-2023@rdias.ac.in](mailto:icrbmpsg-2023@rdias.ac.in)

## K C Garg Memorial Best Paper Award

RDIAS is proud to reward Best Research Paper submitted and presented in the Conference in the memory of our Founder and Chairman Late Shri K.C. Garg as “K C Garg Memorial Best Paper Award” .

### Track-wise Best paper Award

The best papers from each track would be given cash prizes.



## Publication Opportunity

This conference will provide publication opportunities for our contributors. The selected papers would be included in an edited book by International Publishers to be released on the day of conference. Out of the other papers presented at the conference, the selected paper on the basis of the recommendations of reviewers and presentation would be sent for publication in various reputed journals. The details of book and journals are as follows:

1. Edited book to be published by Bloomsbury with ISBN Number.
2. Business Analyst Journal (BAJ), published by Emerald Publishing.
3. Ramanujan International Journal of Business and Research (UGCC CARE INDIA).
4. Effulgence – A Management Journal (BI-ANNUAL PEER-REVIEWED AND REFEREED JOURNAL)

## Conference Registration

The details for conference registration are as follows:

Sl. No.	Category	Fees
1.	Students	₹ 500
2.	Research Scholars	₹ 750
3.	Academics	₹ 1500
4.	Industry Professionals	₹ 2000
5.	Foreign delegates	USD 50

## Registration Details

- Registration fees include conference kit, conference proceedings, lunch and high tea for the main presenter (max 1).
- All participants are requested to register by filling the online registration form. Only registered participants shall get the certificates.
- All participants have to register separately for additional proceedings.
- A single author presenting multiple papers should register for each paper.
- No TA/DA will be paid to any presenter/attendee.

The registration fee can also be paid directly to the following bank account:



### Bank Details :

Bank Name : Punjab National Bank  
Account Name : Rukmini Devi Institute of Advanced Studies  
Account Type : Saving  
Account Number : 0649010100018152  
IFS Code : PUNB0456300  
Bank Address : Punjab National Bank, Madhuban Chowk,  
Rohini, Delhi-110085



## IMPORTANT DATES\*\*



IMPORTANT  
DATES

Full paper submission

November 5, 2023

Full paper acceptance

November 20, 2023

Last date to register

December 10, 2023

**\*\*Prior registration mandatory for Conference Proceedings**

## How to reach RDIAS, New Delhi

**RDIAS Rohini** is a premier professional management college situated at the heart of Delhi. It is located between 2 metro stations (Pitampura metro & Rohini East metro), and easily approachable.

**Nearest Metro Stations:** Pitampura Metro Station (500 meters), Rohini East Metro Station (500 meters)

**Nearest Bus Station:** Madhuban Chowk at the Venue.

**By Air:** Distance from Indira Gandhi International Airport 30 Kms



## Conference Committee

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Chairperson, RDIAS

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