

# ICAMP 2024

INTERNATIONAL CONFERENCE ON  
ADVANCES IN MANAGEMENT PRACTICES

THEME

## BUSINESS PROSPERITY & SUSTAINABILITY

20<sup>th</sup>–21<sup>st</sup> December, 2024



## ABOUT THE CONFERENCE

Sustainability encompasses various facets including environmental, social, economic, technological, and ethical aspects, as well as human situations and societal concerns. Sustainability in business is a topic of public and corporate policy worldwide. To effectively expand their operations, businesses are anticipated to demonstrate a growing dedication to engaging strategic partners in all aspects of the organization, including production processes, service and product delivery, customer and employee welfare, environmental stewardship, and community collaboration. As defined by the World Commission on Environment and Development, it is “the adoption of business strategies and activities that safeguard, preserve, and enhance future human and natural resources while simultaneously satisfying the present needs of the enterprise and its stakeholders.”

Recent years have seen a significant increase in the necessity for businesses to incorporate the concept of sustainability into their strategies, which has increased the strain on businesses to achieve and maintain competitiveness on both domestic and international levels. Currently, there exist evident methodologies for integrating the notion of sustainability into corporate

strategy. However, the determination of the “right” approach is not straightforward, as it is contingent not only on familiarity with prevailing trends in the integration of sustainability into corporate strategies but also on the unique circumstances of each organization, which safeguards its interests, those of its stakeholders, and industry-specific factors.

The pursuit of sustainability requires collaboration among various stakeholders, including governments, businesses, academia, civil society, and individuals. The conference aims to explore the intersection of business prosperity and sustainability, emphasizing the pivotal role of sustainable practices in shaping a resilient and prosperous future. It necessitates policies, investments, and initiatives that foster research and development, supports entrepreneurship, encourage sustainable practices, and promote the adoption of innovative solutions. We invite researchers, academics, practitioners, and policymakers to contribute to this discourse and share insights that can drive positive change.



## CALL FOR PAPERS

ICAMP 2024 focuses on the theme of “Business Prosperity and Sustainability” and provides a platform for researchers, industry professionals, policymakers, and stakeholders to exchange knowledge, showcase innovations, and discuss the latest advancements in the field. Researchers are invited to the following tracks but are not limited to the same.



### FINANCE

- Sustainable or green banking and Financial Institutions
- Climate risk and Financial Resilience
- Financial Markets and Investments
- Corporate Finance and Governance
- Financial Institutions and Banking
- International Finance and Global Markets
- Fintech and Innovation in Finance
- Sustainable Finance and ESG Investing
- Financial Regulation and Policy
- Behavioral Finance and Investor Psychology
- Financial Risk Management
- Financial Econometrics and Quantitative Methods
- Digital Currency

### ENTREPRENEURSHIP AND INNOVATION

- Sustainable Startup and Green Ventures
- Eco Entrepreneurship and Circular Economy
- Startups and New Venture Creation
- Entrepreneurial Ecosystems
- Innovation and Disruption
- Social Entrepreneurship and Impact Investing
- Entrepreneurship Leadership and Management
- Technology Entrepreneurship
- Funding and Venture Capital
- Entrepreneurship Education and Research
- Entrepreneurship Marketing and Sales
- Corporate Innovation and Intrapreneurship

### MARKETING

- Sustainable Marketing Strategies
- Innovation in Green Marketing
- Digital Marketing and Social-Media
- Consumer Behavior and Insights
- Branding and Brand Management
- Marketing Strategy and Planning
- Integrated Marketing Communications
- Customer Relationship Management
- Marketing Analytics and Data-Driven Marketing
- International Marketing and Globalization
- Marketing Ethics and Corporate Social Responsibility
- Marketing Innovation and Disruption
- Emerging technologies in marketing
- Digital Transformation in Marketing

### HUMAN RESOURCE MANAGEMENT

- Sustainable Talent Acquisition and Retention
- Sustainable leadership and Ethical Decision Making
- Talent Management and Acquisition
- Leadership and Organizational Development
- Performance Management and Employee Appraisal
- Learning and Management
- Compensation and Benefits
- Employee Relations and Engagement
- HR Analytics and Workplace Planning
- International and Cross-Cultural HRM
- Employee Well-Being and Work-Life Balance
- Ethical and Legal Issues in HRM

The authors can submit full length paper for the conference however those who are targeting the best paper award and publication opportunity need to submit full paper.

## BEST PAPER AWARDS

Best Overall Paper: Rs. 10000

Best Literature Review Paper: Rs 10000

## IMPORTANT TIMELINES

Full Paper Submission – Wednesday, 30<sup>th</sup> October 2024

Intimation of Acceptance – Friday, 15<sup>th</sup> November 2024

Registration Opens – Saturday, 16<sup>th</sup> November 2024

Registration Closes – Tuesday, 10<sup>th</sup> December 2024

Conference Date – 20<sup>th</sup>-21<sup>st</sup> December, 2024

## KEY HIGHLIGHTS

- The editor session will be moderated by Dr. Sudhir Rana (EIC, FIIB Business Review) with other panelists.
- A special session will be there for literature review papers and selected good quality paper will be published in Review of management literature journal.
- Visit of Delhi various place on the basis of conference participant's.

## FORMATTING OF PAPER

- a. A cover page displaying the manuscript title, author's name, affiliation, full address, email ID, and contact number, including any acknowledgments.
- b. An abstract of up to 300 words.
- c. Five or fewer keywords
- d. The document needs to be submitted in Word format.
- e. Font: Times New Roman, Double Spaced, 12 font size, Justified Alignment.

***Full length paper that do not follow the stated formatting will not be sent for the review process.***

## PUBLICATION OPPORTUNITY

Selected research papers will be published in the following journals after review and recommendation from the advisory committee :

- 1) South Asian Journal of Marketing
- 2) Review of Management Literature

*Awaiting for the responses of more reputed journals for collaboration*

## REGISTRATION FEES

Registration fees include GST Charges and a conference kit while it excludes the boarding and lodging charges.

Categories	Registration Fees
Research Scholar/Student	Rs. 1000
Academician/Faculty Members	Rs. 2000
Corporate Professionals	Rs. 3000
Foreign Participants	150 USD

## ACCOMMODATION

There is limited accommodation available with Crown Plaza (Opp JIMS), Rohini, New Delhi. Accommodation will be provided on a first come first serve basis with charges of:

- Rs. 3000+GST per night (Shared room)
- Rs.6000+GST per night (Personal room).

## CONFERENCE SCHEDULE

**Day 1:** Inauguration and plenary talk by Experts followed by Gala dinner at Crowne Plaza

**Day 2:** Technical Sessions and valedictory, JIMS, Sector 5, Rohini



## ABOUT THE INSTITUTE

Jagan Institute of Management Studies (JIMS) in 30 years of its being has created a niche for itself in the fields of Management and Information Technology. The Postgraduate programs namely, PGDM, PGDM-International Business, and PGDM-Retail Management are approved by the All India Council for Technical Education (AICTE) and are accredited by the National Board of Accreditation (NBA). All programs have also been granted equivalence to an MBA degree by the Association of Indian Universities (AIU). The institute has been awarded the prestigious accreditation certification named South Asian Quality Standards (SAQS) from the Association of Management Development Institutions in South Asia a SAARC recognized body. The institute has been ranked and rated highly by accreditation bodies, newspapers, magazines, and ranking organizations for delivering quality education. JIMS continues to remain on the list of ELITE B-SCHOOLS (Top100) of India for the 7th year in a row in the National Institutional Ranking Framework (NIRF) 2022 of the Ministry of Education, Govt. of India. Times of India in 2023 also ranked JIMS Rohini at the 16th position among the Top 150 B-Schools in India. Apart from providing gainful and decent placement, JIMS also encourages the spirit of entrepreneurship and acts as an incubation center for aspiring entrepreneurs and young startups. JIMS thus proves to be an ideal place for those wishing to engage in academic pursuits and seek intellectual fulfillment.

## ABOUT UNIVERSITY OF TECHNOLOGY AND APPLIED SCIENCES (UTAS) NIZWA

UTAS-Nizwa is a part of the largest university system in the Sultanate of Oman. The branch has around 6700 students including international students from 16 different countries. The branch has four colleges and five academic departments and a preparatory studies centre covering a vast array of subjects and specialisations in Engineering, Information Technology, Business Administration, Mass Communication and Design. We are committed to UTAS core values that centre on excellence in learning and teaching, research, innovation, and entrepreneurship. The university strives to reinforce experiential learning, employ innovative pedagogical approaches, and adopt robust and varied assessment tools. The branch has faculty from 21 different countries with diverse backgrounds, qualifications, and educational experiences.

## ABOUT SHARDA UNIVERSITY UZBEKISTAN

Sharda University Uzbekistan has been established in line with Sharda's commitment to offer world class education to everyone. It is the first independent private university in Uzbekistan that is being envisioned to become the gateway for students from Eurasia. Students of Sharda University Uzbekistan share the legacy of Sharda, India's truly global university with 27% students from 95+ countries; which has over the years become one of the leading centres of education, research and innovation in Asia. In the next few years, the University will become the epicentre of future-focused education in various disciplines including Engineering, Management, Medical, Dental, Law, Architecture, Design, Journalism & Mass Communication, Computer Applications, Basic Sciences, Nursing, Biotechnology, Food & Technology, Pharmacy, Physiotherapy, Paramedical, Education, Languages, Animation, Agriculture, Visual Arts and Stem Cell & Cancer Biology. Sharda University Uzbekistan will also establish Centres of Excellence to promote research and innovation that will benefit the entire mankind.



## ADVISORY BOARD

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Director General,  
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## CONTACT DETAILS

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*For Submission of Abstract/Full Paper/Queries*  
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