

**jims**  
Kalkaji, Delhi



**NBA**  
NATIONAL BOARD  
OF ACCREDITATION

**AACSB** Business  
Education  
Alliance  
Member

**SACS**  
ACCREDITED



**AMDISA**  
SUPPORTED PROGRAMME

# XXth International Conference

**“Promoting Inclusive Growth: Addressing Socio-economic  
Disparities on the Journey to a Sustainable Economy”**

**22-23 January, 2025**

Conference Convenor: Dr. Nupur Rao  
9424124854 nupur.rao@jagannath.org

Conference Coordinator: Dr. Palak Verma  
9717216384 palak.verma@jagannath.org

Conference Coordinator: Ms. Samiksha Budakoti  
9013274367 samiksha.budakoti@jagannath.org

## About JIMS

Jagannath International Management School, Kalkaji, New Delhi, the flagship institute of the JIMS Group, was founded in 1997 with a clear vision and purpose of grooming world class business leaders to meet the challenges of a rapidly changing business environment. The institute is ably governed by its young and dynamic Chairman, Dr. Amit Gupta who through his visionary leadership has catapulted it to the top league of B-Schools. JIMS' greatest strengths lie in its superior attributes which include expert faculty with relevant industry experience; prestigious International Advisory Board comprising eminent academicians from top foreign and Indian universities; prolific institute-industry interface, foreign university collaborations and an enviable track record of quality placements. The institute is approved by All India Council for Technical Education (AICTE), Ministry of Education, Govt. of India, and has been awarded the international SAQS accreditation and the national NBA accreditation which is recognised by AIU as equivalent to an MBA degree.

## XXth International Conference

### Conference Overview:

In today's global landscape, the pursuit of a sustainable economy must be synonymous with advancing inclusive growth and addressing socio-economic disparities. This conference theme underscores the critical importance of fostering economic development that benefits all segments of society while ensuring environmental sustainability and social equity.

Inclusive growth refers to an economic model that allows all individuals and communities to actively participate in and benefit from the wealth generated by economic growth. It goes beyond mere GDP figures to encompass broader measures of well-being, such as access to education, healthcare, employment opportunities, and social protection. Inclusive growth seeks to reduce inequality and create a more equitable distribution of wealth and resources. Socio-economic disparities manifest in various forms, including unequal access to education, healthcare, finance, and job opportunities based on factors like income level, gender, ethnicity, or geographic location. These disparities hinder overall economic progress and social stability, creating barriers to achieving sustainable development goals. Addressing socio-economic disparities on the journey to a sustainable economy requires coordinated efforts from governments, businesses, civil society organizations, and international partners. By prioritizing inclusive growth strategies and policies, societies can create more equitable and resilient economies that contribute to lasting prosperity and well-being for all.

### Conference Objectives:

This conference aims to:

- Explore innovative strategies and best practices for promoting inclusive growth.
- Examine case studies and research on effective policies and interventions.
- Facilitate dialogue among stakeholders to identify actionable steps for reducing socio-economic disparities.
- Highlight the interconnectedness between inclusive growth and sustainable development.

Promoting inclusive growth is not only a moral imperative but also an economic necessity for building resilient and sustainable economies. By addressing socio-economic disparities and fostering equitable opportunities, we can create a more just and prosperous world for everyone. This conference provides a platform to advance these discussions and catalyse collective action towards a more inclusive and sustainable future.

## Themes & Sub-themes

Manuscripts that seek to focus on themes and sub-themes given below are most welcome. Please note that these are only representative. Contributions on related studies within the realms of Economics, Finance, Development Studies, Marketing, Human Resources, Information Technology, Operations & related areas are greatly solicited

### Financial Sustainability for Inclusive Economic Growth

- Banking & Financial Inclusion
- Small Finance Banks & Payment Banks
- Micro Finance Institutions and Inclusive Growth
- Digitisation & Growth
- Banking Crisis and Growth Impact
- Digital currency
- Economic slowdown

### Sustainable Marketing: Issues and Challenges

- Contemporary Marketing Environment
- The Indian Consumer and Sustainability
- Tech Supported Sustainability of Brands
- Emerging Technologies in Marketing
- International Marketing & Marketing in Emerging Countries

### Sustainable Human Resource Management: Issues and Challenges

- Global Reporting Initiatives and Corporate Sustainability
- HR Vision for 21st century
- Social Media Recruiting: Strategies for new era
- Human Values, Ethics and Corporate Social Responsibility
- Managing Diversity in Business
- HR Scorecard for 21st century
- Global Mindset and Global Relationship
- Expanding flexible work arrangements to meet needs of changing family structures

### Sustainable Marketing: Issues and Challenges

- Contemporary Marketing Environment
- The Indian Consumer and Sustainability
- Tech Supported Sustainability of Brands
- Emerging Technologies in Marketing
- International Marketing & Marketing in Emerging Countries

### Information Technology: Growth & Sustainability

- Utilization of Cloud technology to make IT more efficient and Cost effective
- Smart sensors help curb environmental pollution
- IOT: Internet of Things
- Artificial Intelligence used to record mental disorders
- Robotics & Nano Technology
- Automation in 21st century
- Human Cloning: Challenges and Opportunities
- Biometric Technology for automatic Identification of individual
- Cyber Terrorism
- GPS and its Application
- Bluetooth Based Smart Sensor Networks

### Operational Sustainability

- Impact of IT on Productivity
- Effective Utilisation of ERP in Operations and SCM
- Business Process Outsourcing in manufacturing environment
- Cost Effective solutions in bound logistics
- Crunching Lead Times across services as well in product industries
- Warehouse Management in 21st century
- Service Level Quality: Standards, Measures, Monitoring and Enhancing

### Global Dimension of Growth & Sustainability

- International Trade and Economic Growth
- Global Inclusion Practices: Lessons from Countries in Asia and Africa
- FDI and FII: National Growth Perspective
- Global Economic Volatilities and Impact on National Economies
- Export-led growth & sustainability
- Global/Regional Financial Organisations and Growth
- Geo-political impacts
- Crude oil market and cost driven inflation

## Call for Papers

Original research paper on “Promoting Inclusive Growth: Addressing Socio-economic Disparities on the Journey to a Sustainable Economy” is invited for presentations. Intended participants are invited to send their abstract/paper on as per the ‘Instruction to Author’ given on the registration form.

**Paper Submission e-mail id - [conference@jagannath.org](mailto:conference@jagannath.org)**

## Opportunities for Publication

The conference offers two publication opportunities.

1. All the papers accepted for conference presentation having duly completed the registration process will be published in digital/electronic book as ‘Compendium of Papers’ bearing an ISBN.

2. Selected papers emerging out of double-blind review process will be published in the JIMS 8M Special Edition (WOS and UGC Care listed)

## Calendar

Details	Dates
Conference Date	22nd-23rd Jan 2025
Extended Abstract Submission	20th Dec 2024
Acceptance of Final Paper	10th Jan 2025

## Instructions to Author

Academicians, corporate executives and research scholars are invited to contribute papers on topics related to the theme of the conference.

- The paper must focus on a topic related to the theme of the conference.
- The word limit for abstracts is maximum 250 words.
- All submitted abstracts and full papers must have a title page, discipline, sub theme of paper, name(s) of the author(s), affiliation(s), complete address of all the authors including phone, e-mail address and biographical note(s) (Max 100 words) of the author(s).
- Follow the APA (sixth edition) style of referencing.
- The title of the paper must be written in bold capital letters using 14 pt Times New Roman Font. All sub headings should also be written in bold capital letters.
- All authors will individually register and will receive an acknowledgement of the full paper, registration form and registration fees by email after receiving the same.
- A maximum of 2 papers can be submitted by one author, for a third paper re registration will be required.
- The certificate shall be issued to the author who presents and registers for the conference.
- All manuscripts should be professionally proof read before the submission.
- All submissions should report original and previously unpublished research results no matter the type of research paper you are presenting
- All papers submitted to the conference will be subjected to blind peer review. The decision of the reviewers is final and binding.
- Full text papers (.docx and .doc) will be accepted by Electronic Submission Form.
- JIMS is not responsible for any claim made in any of the papers accepted for publication in the proceedings.

### Specifications for Papers

Length	3,000-7,000 words
Language	English
Spacing	Single
Font	Times New Roman
Font Size of Text	12
Margin	Half inch (On all four sides)

### Paper Submission and Presentation (Registration) Fees:

**Research Scholars/Students: INR 1,000/-**  
**Academicians: INR 1,500/-**  
**Corporate Practitioners: INR 2,000/-**



## Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

Approved by All India Council for Technical Education (AICTE) and AIU  
accredited by NBA