



JAYPEE BUSINESS SCHOOL, JIIT NOIDA

PRESENTS

NATIONAL CONFERENCE ON SUSTAINABILITY IN BUSINESS PRACTICES

(27th and 28th March 2020)



ABOUT JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY (JIIT)

JIIT has been developed as a modern world class campus, with intellectually vibrant ambience in a serene and lush green environment. It was established in the year 2001 with the vision of becoming a center of excellence in the field of IT & related emerging areas of education, training and research comparable to the best in the world for producing professionals who shall be leaders in innovation, entrepreneurship, creativity and management. It has two campuses at Sector-62 & Sector-128 Noida respectively. The Institute offers Doctoral, Postgraduate as well as Undergraduate programs in the disciplines of Computer Science Engineering, Information Technology, Electronics & Communication, Biotechnology and Management. JIIT is a NAAC Accredited, AICTE approved and NIRF Ranked Institute in Delhi NCR.

ABOUT JAYPEE BUSINESS SCHOOL (JBS)

JBS is the latest symbol of the vision of its Founder Chancellor Hon'ble Shri Jaiprakash Gaur ji. JBS was started in the year 2007 as a constituent of Jaypee Institute of Information Technology (Deemed University). It has made good progress in a short span and has shown a very high level of academic accomplishment. JBS has benchmarked itself with the latest content and teaching methodologies across the country. The mission of JBS is "to prepare and produce competent, passionate and market centric professionals who can manage human resources, business operations and ensure world class practices with endurance and commitment". JBS grooms its students remembering its mission into leaders who are adaptable, flexible and sensitive to the cross-cultural business context. Students are also made aware of their social responsibility through a unique social internship program. JBS is one of the few Indian B-Schools, which can boast of its state-of-the-art resources. All academic activities at JBS are faculty driven. JBS faculty are all respected professionals who have been recognised for their achievements in their respective fields.

ABOUT THE CONFERENCE

Business organizations nowadays are integrating sustainability into their business so they can do well by doing good. The sustainability practices helps in maximizing the opportunities and minimizing the negative impact of their business operations on the environment, communities and economies in places. The increasing concern for environment and society has led to sustainability practices which will ensure a livable future. Considering long-term prosperity of global companies, this conference aims at providing a platform to business managers and

academic researchers to share and update their knowledge for sustainable business and keep pace with the sustainable environment.

In “Sustainability in Business Practices -2020” conference, we seek conceptual, theoretical, and/or empirical quality research papers in the following broad areas of Sustainable Business Management:

- HUMAN RESOURCE MANAGEMENT
- MARKETING MANAGEMENT
- ECONOMICS
- FINANCE
- OPERATIONS MANAGEMENT
- INFORMATION TECHNOLOGY & BUSINESS ANALYTICS

CALL FOR PAPERS

We invite original manuscripts from interested professionals and researchers for presentation and participation in the national conference. The papers can be submitted on the conference theme in line with the conference-tracks as outlined below. The conference will have parallel sessions on different tracks. Keynote addresses will be by eminent stalwarts from industry & academia focusing on the conference theme. Parallel sessions will have paper presentations by delegates, chaired by distinguished experts representing each track.

TRACK-1: Sustainable Practices in People’s Management

- Child Labour
- Forced Labour
- Employee Discriminatory Practices
- Collective Bargaining
- Gender Discrimination
- Human Rights
- HR in Labour Standards
- Women Empowerment
- Role of employees’ interrelationship in the context of sustainable development
- Destructive relations among employees
- Green Human Resource Management

TRACK-2: Environmental Sustainability

- Promoting greater environmental responsibility in business
- Developing environmental friendly technology, products and services
- Climate Change
- Environmental Economics
- Waste management
- Green Innovations

TRACK 3: Sustainable Marketing

- Sustainable Markets
- Green Marketing
- Sustainable Market Research
- Sustainability Marketing
- Green Advertising
- Strategic Business Sustainability

TRACK-4: Sustainable Finance

- Sustainable finance - the roles and impacts of different financial services actors and institutions
- Corporate Governance
- Sustainable finance and the law
- Social and human rights dimensions of sustainable finance
- Sustainable investment in and by emerging market actors
- Green Finance
- Green Accounting

TRACK-5: Business Ethics for Sustainable Development

- Ethics in Business
- Corporate Frauds
- Sustainability as a public declaration to society
- Modern and responsible business
- CSR policy—corporate social responsibility
- Nepotism, cronyism, and favoritism vs. corporate social responsibility
- Green Business



TRACK-6: Sustainable Operations

- Sustainable Supply Chain Management
- Green Manufacturing
- Sustainable Product Management
- End of Product Life Management
- Reverse Logistics
- Sustainable Projects

TRACK-7: Sustainability Analytics: A Key to Transparency

- Green Technologies
- Predictive Analysis for Sustainability
- Crime Analytics
- Sports Analytics
- Health Analytics
- Social Media Analytics
- Risk Analytics
- Analytics for Public Policy
- Analytics in Education

GUIDELINES FOR ABSTRACT SUBMISSION

Full paper submission and presentation will be based on the abstract submitted. The abstract of about 300 words must include the purpose, methodology, major findings of the research, originality and the keywords. The abstract should be built on the following guidelines:

- Length: 300 words; Font: Times New Roman; Font Size: 12 points; 1.5 space
- Title Page: Title, Author(s), Affiliation(s), Contact Details

GUIDELINES FOR FULL PAPER SUBMISSION

1. Article Length: 5000–7000 words
2. Spacing: 1.5
3. Font: Times New Roman
4. Font Size: 12 Points
5. Margins: One inch all around
6. Page numbering: Consecutively numbered pages

7. Title page: The title page of manuscript must include the title of the theme, author's name, affiliations, keywords (maximum 5), phone numbers & email.
8. References: Authors to follow American Psychological Association (APA) Style to refer.
9. All tables, charts and graphs should be given on separate sheets with title.
10. Wherever necessary, the source should be indicated at bottom.
11. The endnotes, italics, and quotation marks should be kept to the minimum.
12. Paper must have not been published or accepted for publication elsewhere or be currently under any other review.
13. Name of the author(s) should appear only on the title page. In case of joint submissions all correspondence will be addressed to first author.

EASY-CHAIR LINK FOR SUBMISSION

<https://easychair.org/conferences/?conf=ncsbp2020>

PUBLICATIONS

- Selected Papers will be published in Paradigm- the Research Journal of the Institute of Management Technology (IMT), Ghaziabad. Paradigm is published by SAGE Publications and is listed journal in 'Indian Citation Index'.
- Selected papers shall also be submitted to "Vision", the Scopus indexed journal of MDI Gurugram and Springer for review and consideration for publication.

CONFERENCE BEST PAPER AWARD

Submitted papers will be evaluated based on originality, research rigor, and contribution to theory and/or practice. In each track, selective high-quality research papers will be awarded best paper award. Full paper is desirable for consideration of award.

REGISTRATION FEES *

Participants	Fees (INR)
Students	500
Research Scholars	2000
Academicians	5000
Industry/Corporate Delegates	8000

***Registration fee includes Tea, Snacks, Lunch and Conference Kits and GST as applicable.**

NOTES:

1. The participants will get 25% discount on Early-Bird registration.
2. At least one of the co-authors must register for the conference.
3. An author must make herself/himself available for both the days of the conference.
4. An author may not present more than two papers.

MODE OF PAYMENT: Online

Payment Details:

Account Holder Name: JAYPEE BUSINESS SCHOOL

Bank Name: IDBI BANK LTD

Address: H1/A30, SECTOR - 63, NOIDA, UP 201309

Account No.: 200102000000286

IFSC Code: IBKL0000200

DATES TO REMEMBER

Abstracts Submission Opens	1 st January 2020
Abstracts Submission Closes	31 st January 2020
Communication of Acceptance	8 th February 2020
Full Paper Submission	28 th February 2020
Early-Bird Registration	10 th March 2020
Registration Closes	15 th March 2020
Conference	27 th - 28 th March 2020

CONFERENCE COMMITTEE

Chief Patrons

Sh. Jaiprakash Gaur, Founder Chancellor, JIIT
Sh. Manoj Gaur, Executive Chairman, Jaypee Group

Patron

Prof. (Dr.) S. C. Saxena, Vice Chancellor, JIIT, Noida

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Prof. (Dr.) Renu Luthra, Vice Provost, JBS Noida

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Dr. Sujata Kapoor

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University of Delhi)

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(Dean, Department of Business Economics,
University of Delhi)

CONFERENCE VENUE

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Jaypee Institute of Information and Technology, Noida
A-10, Sector 62, Noida- 201307
Uttar Pradesh, India

ADDRESS FOR COMMUNICATION

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Conference Co-convenor

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