



BIRLA INSTITUTE OF TECHNOLOGY, MESRA

The Birla Institute of Technology, Mesra, Ranchi founded by philanthropist industrialist Late Shri B.M. Birla, in 1955, attained the status of a Deemed to be University in the year 1986. The rich legacy of the founder has been carried forward by his son Padma Bhushan Late Shri G. P. Birla and his grandson, the present Chairman of our Board of Governors, Shri C. K. Birla, through continued emphasis on academic excellence and contribution to nation-building.

THE DEPARTMENT OF MANAGEMENT

The Department of Management, BIT Mesra was established in the year 1979 with the aim of serving the growing need for qualified professionals who could harness the resources of the country to achieve its development goals. The department has continuously strived to achieve this aim by maintaining the highest standards in the Undergraduate (BBA), Post Graduate (MBA), and Doctoral Programmes offered by it since its inception.

Azadi Ka Amrit Mahotsav

International Conference on Sustainability : Research, Education and Practice

30-31 May, 2022

Organized by the Department of Management
BIT Mesra, Jaipur, Lalpur, NOIDA, Patna

Will be held in Hybrid Mode

Selected papers will have an opportunity to be published in the International Journal of Management Practice (Scopus Indexed) after going through the peer-review process of the journal. All accepted papers will be published in conference proceedings with ISBN

Keynote Speakers

Prof Alok Chaturvedi, Director, Institute for Social Empowerment through Entrepreneurship & Knowledge, Krannert School of Business, Purdue University

Mr Pankaj Sinha – Managing Director, Coca Cola Sri Lanka and Maldives

Prof Rama Seth, Visiting Professor, Copenhagen Business School

Prof Bhimaraya Metri, Director IIM Nagpur

About the Conference

The Government of India has launched the Azadi Ka Amrit Mahotsav to honor and celebrate 75 years of progressive India and the magnificent history of its people, culture, and achievements. This conference provides a platform for deliberations on sustainability as a form of celebration of the progress of the country.

In the contemporary world, sustainability has emerged as an important area of focus in research, education, and practice. The principles of sustainability recommend an integrated approach that takes environmental and social concerns along with economic development. Sustainability is a paradigm concerned about the future in which environmental, societal, and economic considerations are balanced in the pursuit of improved quality of life.

This conference will provide a platform for the presentation of Research work and Case Studies in the field of major pillars of sustainability, i.e., Economic Development, Social Development, Environment Protection, and Sustainability Education. The conference aims at bringing together researchers, practitioners, educators, and students to exchange ideas on these pillars of sustainability.

Important Dates

Last date for submission of abstract: 11.04.2022

Notification of acceptance: 17.04.2022

Last date for registration: 25.04.2022

Last date for receiving the full paper: 10.05.2022

Conference date: 30-31 May, 2022



Who can Participate?

Educators and Researchers from all disciplines, Industry functionaries, Research scholars, and students.

Call for Papers

We invite original unpublished research papers, articles, and case studies on the topics related to the themes mentioned below (but not limited to) for presentation and subsequent publication.

Track 1 Sustainability and Human Resource Management

- Sustainable Employee Retention Strategies in Dynamic Environment
- Sustainable Green HRM practices
- Sustainable Talent Management and Acquisition
- Organizational Culture, Change Management and Employee Engagement
- Global HRM, Workforce Diversity and Inclusion (Gender diversity, LGBT, etc.)
- Work-life Balance and Stress Management
- HR Analytics for Sustainable Business
- Spirituality in Sustainable Work Culture
- Artificial Intelligence in HR
- Human Resource Planning and Change Management
- Gender Equality at the Workplace

Track 2 Sustainability in Marketing practice and research

- Customer Engagement and Relationship Management
- Marketing Analytics, Business Intelligence, and Automation
- Brand Development in Digital Marketing Age
- Retail Marketing and Shoppers' Experience
- Social and Digital Media Marketing
- Green Marketing and E-Commerce
- Sustainable Value Chain
- Tourism and Sports Marketing
- Marketing Strategies of Rural Consumers

Track 3 Finance & Accounting for Sustainable Development

- Sustainable Micro-Finance and Rural Development
- Green Investing
- Strategies for Financial Inclusion
- Sustainable Financial Performance and Accounting Practices
- Global Taxation Practices
- Digital Banking Practices and E-wallet
- Green Financing for resilient Future

Track 4 Sustainability in Public Service and General Management

- Smart City and Sustainable Urbanization
 - Education and Sustainability
 - Women-led Sustainable Development Initiatives
 - Corporate Social Responsibility and Corporate Governance
 - Happy Planet Index in Corporate World
 - Eco Design and Green Manufacturing
 - Sustainable Management in Industry 4.0 Era
 - Handshake between Academia and Industry for Circular Economy
 - Sustainable Entrepreneurship
 - Sustainability Oriented Entrepreneurial Intentions
 - Resilience through Technology
 - Environmental, Social, and Governance (ESG): Action, Reporting, and Readiness of Businesses
 - Rural Planning for Sustainable Development
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Publication

The authors are invited to submit their Research/Review Papers as per the guidelines mentioned below. At least one of the authors of an accepted paper needs to register for the conference and present the paper(s).

Selected papers will have an opportunity to be published in the International Journal of Management Practice (Scopus Indexed) after going through the peer-review process of the journal. All accepted papers will be published in conference proceedings with ISBN.

Submission Guidelines

- Submission of the abstract and the full paper will be made on <https://easychair.org/cfp/SREP2022>
- Following the acceptance of the abstract, Full Papers of up to 4000 words should be uploaded on easychair by the end of 10.05.2022
- Author details- Full name, Designation, Affiliation, Phone number, and e-mail Id should be provided on the first page of the manuscript.
- Tables and charts should have self-explanatory titles and be numbered as referred to in the text. The sources, wherever necessary, should be mentioned at the bottom of the tables/charts/graphs.
- Use APA 6th Edition for in-text citation and referencing.

For more details, visit [BIT Mesra, Department of Management](#)

Registrations & Payments

Research Scholars or Students in India :

Online participation Rs 500
Physical participation Rs 2500

Other Participants In India :

Online participation Rs 1000
Physical participation Rs 2500

Participants from Overseas :

Online participation \$ 50

NOTE - Accommodation may be arranged on request, on a payment basis.

Account details for fees submission

Bank details for Indian Participants:

Name of beneficiary: BIRLA INSTITUTE OF TECHNOLOGY
Address of beneficiary: Birla Institute of Technology, Mesra,
Ranchi, Jharkhand-835215
Name of Bank: ICICI Bank Ltd.
A/C No: 017501015718
IFSC Code: ICIC0000175
Bank Address: Ranchi branch, Main Road, Ranchi-834001

Bank details for Overseas Participants:

Name of the Bank: Indian Overseas Bank
Bank A/C No: 036602000000004
Swift Code: IOBAINBB336
Branch Code: 0366
Bank Address: Indian Overseas Bank, Athmaram
Bhavan, Radhesyam Lane, Ranchi-834001, Jharkhand, India.

Registration link: <https://forms.gle/GFuYYD6LodCm2znD7>
Please upload the transaction receipt while registering.

Organising Committee

Patron

Prof. (Dr.) Indranil Manna, Vice Chancellor, BIT, Mesra, Ranchi

Convenors

- **Dr. Shradha Shivani**, Head, Department of Management, BIT, Mesra.
- **Dr. Vandana Bhattacharjee**, Director, BITOC Lalpur
- **Dr. Abhinav Dinesh**, Director, BITOC, Jaipur
- **Dr. S L Gupta**, Director, BITOC, Noida
- **Dr. Arbind Kumar**, Director, BITOC, Patna

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- Ms. Harpreet Charanjit, BITOC, NOIDA
- Dr. Pranab Kumar, BITOC, Lalpur
- Ms. Anupma Sahai, BITOC, Lalpur
- Dr. Sohini Ghosh, BITOC, Patna

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