



IGMA



**Department of Management
SMBS, Jamia Hamdard**

in Collaboration with

ICSSR

Invites You to an

**INTERNATIONAL
CONFERENCE**

ON

**SUSTAINABILITY &
DIGITALIZATION**

Business, Economic & Societal Perspective
28th-29th September, 2022



Knowledge Partners



Academic & Industry
Outreach Partner

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OBJECTIVES OF THE CONFERENCE

Sustainability" and "Digitalization" are two critical dimensions of today's world that will decide much about the future course of action for the whole humanity.

This has led us to the theme of the international conference i.e. Sustainability and Digitalization. It is an enthusiastic attempt to inspire, encourage and support the scholars belonging to diverse fields to present and share their research work with the academic and marketing fraternity.

The research works presented in the conference are expected to enlighten the stakeholders with various findings related to the field of sustainability and digital transformations. The participants will be able to get acquainted with existing and potential sustainable business practices across the industries align with potential status of Digital India, related challenges and sustainable solutions. The forum will facilitate interaction among stakeholders inside and outside their respective disciplines to enjoy the fellowship of other professionals and scholars in the field.



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ICSD 2022 PROPOSED NOTABLE SPEAKERS



Dr. Jenny Lawler
HBKU, Qatar



Prof. Tapan Sarkar
Univ. of S. Queensland



Prof. Pojasek
Harvard University



Prof. Evren Tok
HBKU, Qatar



Mohammed K Al Anni
CEO- D3 Consultants



Dr. Mohan Lal Agarwal
President, Indo Gulf
Management-Association



Dr. Hishmi
TATA Steel



Padmakali Banerjee
Vice Chancellor & President,
SPSU, JK Cement



Dr. Sudhir Rana
Editor, FIIB Business Review



Jay Shah
Academy of Indian Marketing



Harry Sealy
JACOBS, Qatar



Chandra Bhushan
CEO, iFOREST



Dr. S S Muthu
CSO, Honkong SAR



Dipankar Ghosh
Partner BDO



**Prof. Gopichandran
Ramchandran (NSB-NTPC)**



Prof Pramod Pathak
Management Guru



Prof. K M Baharul Islam
IIM, Kashipur



Prof Zillur Rahman
IIT, Roorkee



Dr. Anna Khan
CEO, Suslence Research



ABOUT JAMIA HAMDARD

Jamia Hamdard, a deemed to be University is an institute of higher education located in New Delhi, India. It was inaugurated by late Shri Rajeev Gandhi on August 01, 1989. The university is a NAAC A accredited university which was also recommended as the institute of eminence by the Ministry of Human Resource Development in the year 2019.



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ABOUT SUSLENCE

- We are a group of thinkers, passionate about Education and Solving Pressing Problems of the world. Our think tank's competencies lie in conducting trainings, upskilling sessions, education maturity assessments, mentorship sessions and market research
- We help facilitate business towards a sustainable future by engaging with organizations across sectors to achieve Excellence in Education
- Education and Career advisory being our other expertise, we assist individuals in choosing the right shoe size aka the right career fit, thereby helping them live a more fulfilling life.



Sustainability and Digitalization

Ensuring a Sustainable and Equitable Future post pandemic

I sincerely thank the leadership of Jamia Hamdard, our chief Patron and mentor Prof Afshar Alam (Hon'ble VC) for guiding us in organizing the 1st edition of the International Conference. Our collective global efforts to create a sustainable, equitable, clean, and green planet is the need for today. I look forward to continue my efforts of making sustainable development a globally shared goal.



Prof Shibu John (Dean, SMBS, Jamia Hamdard)

I believe the conference will be offering us a platform to share our findings related to Sustainability and Digitalization to the global community. I am grateful to the administration of Jamia Hamdard to support us in organizing our 1st edition of the conference. I am also thankful to ICSSR, Suslence Research and congratulate the organizing team to plan such an interesting and important topic of discussion. I look forward to have these kind of events on a regular basis where we would discuss sustainable development which needs to be a globally shared goal.

Dr Syed Nadimul Haque (Head, Department of Management, Jamia Hamdard)

I would also like to highlight that SMBS, Jamia Hamdard, ICSSR and Suslence Research are consistently working to ensure energy and resource security, foster sustainable development and combat climate change. I am proud to note that this edition of our conference brings to all of us, the news of growing voices from across the globe and recognizing the opportunity arising from the current crisis to build more resilient economies, better prepared than ever for creating green, sustainable and resilient world, ensuring an equitable future through Sustainability and Digitalization.

Dr Asad Ahmad – Convener



The conference will act as a platform to reach out to the global community via exclusive features such as, Plenary Sessions, paper publications, awards, and various exhibitions on clean and green technologies. I welcome all the participants in the 1st edition of conference. I congratulate the management of Jamia Hamdard, ICSSR and the entire team for putting together such a thoughtful event and I look forward to initiatives under the conference and the future editions of this annual event, which will continue to nudge the world to come together to take urgent action for making this world a better place.

Anna Khan, CEO Suslence Research



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CALL FOR PAPERS

Department of Management, SMBS, Jamia Hamdard, New Delhi invite research scholars, academicians, and management practitioners to present their research work in the 1st International Conference on "Sustainability and Digitalization" to be held on 28th and 29th of September 2022. Following are the themes for the paper submissions, but not limited to-

SUSTAINABILITY AND DIGITALIZATION IN

- Marketing Practices
- Consumer Behavior and Psychology
- Finance and Financial Services
- Banking and Micro-Finance
- Food and Agri-Business
- Health and Hospital Management
- Tourism and Hospitality Management
- Operations and Supply Chain Management
- Economics & Public Policy
- Pharmacy & Community Medicine
- Human Resource Practices
- Organizational Behavior
- Corporate Governance and CSR
- Entrepreneurship & General Management
- International Business & Trade Policy
- Sustainability Reporting

IMPORTANT DATES

Last Date to Submit Full Paper: **August 16th, 2022**

Conference Date : **28th and 29th September, 2022**

Venue : **Jamia Hamdard, New Delhi**



Paper Submission
submission_icsd@jamiahamdard.ac.in

SUBMISSION GUIDELINES

Please submit the extended abstract (1000-2000 words) and Full Paper (5000-7000 words), excluding references.

The abstract should cover:

- Research Gap and Research Problem
- The Objective of the Study and Summary within 250 words
- Research Methodology
- Findings of the Study
- Implications of the Study

****Incomplete submissions will not be considered for review****

Formatting:

- Use Times New Roman 12-point font, double spaced, 1-inch (2.5 cm) margin all around
- 8.5" × 11" (A4) page setting. References may be single-spaced
- In text citations and references should follow the American Psychological Association (APA) Style.



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REGISTRATION

REGISTRATION DETAILS

On receiving the Acceptance of your Extended Abstract, you may proceed for Registration.

Steps for registration are as follows:

1. Fee Payment in the Account (See Details on the Right).
2. Save the transaction details in image or pdf format.
3. Click on the link or Scan the QR code. A form will appear, fill up the details and submit the form.

ACCOUNT DETAILS

Account No.: **0915010950000001**

Beneficiary Name: **JAMIA HAMDARD SFS**

IFSC Code: **JAKA0JAMIAH**

SWIFT Code: **JAKAINBB**

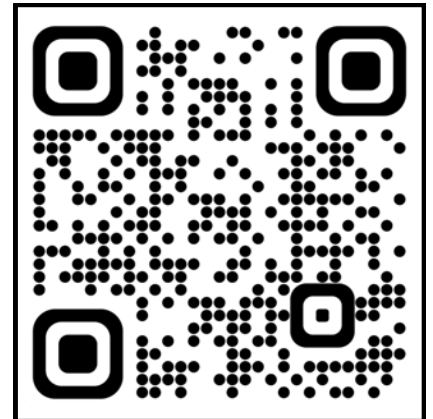
MICR: **110051038**

Bank Name: J&K Bank, Jamia Hamdard Branch

Note: **0** in the IFSC Code is a numerical "**Zero**".

REGISTRATION LINK

<https://forms.gle/DAA8o7d766WZ3Rp9> OR



REGISTRATION FEE

Corporates: INR 3000

Research Scholars: INR 1200

Academicians: INR 2000

International Participants: USD 50

Selective High-Quality Research Papers from Each Technical Session will be Considered for Best Paper Award

PUBLICATION OPPORTUNITIES

Selected Papers will be recommended for publication in Journals of repute (Regular/Special Issue), such as:

- Transnational Marketing Journal (Scopus)
- Migration Letters (Scopus)
- FIIB Business Review (Scopus)
- South Asian Journal of Marketing (Emerald)

EDUCATIONAL EXCELLENCE AWARDS

INTEGRATING SDG-4 :
BEST PRACTICES TO ACHIEVE EDUCATIONAL EXCELLENCE

VISION OF THE AWARD

TO PROMOTE
EXCELLENCE IN
HIGHER
EDUCATION

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Suslence Research Educational & Teaching Excellence (SR ETE) Awards:

The Suslence Research individual awards for Teaching Excellence have recognized exceptional educators, faculty members and teachers in all disciplines, SR ETE Awards recipients are honoured for their remarkable achievements in education and for their commitment to preparing their students for a digital and innovation-based economy. The SR ETE celebrate outstanding Science, Technology, Engineering, Management, Arts and Mathematics educators that help develop the culture of innovation India needs today, and in the future.

Suslence Research Education Lifetime Achievement Awards

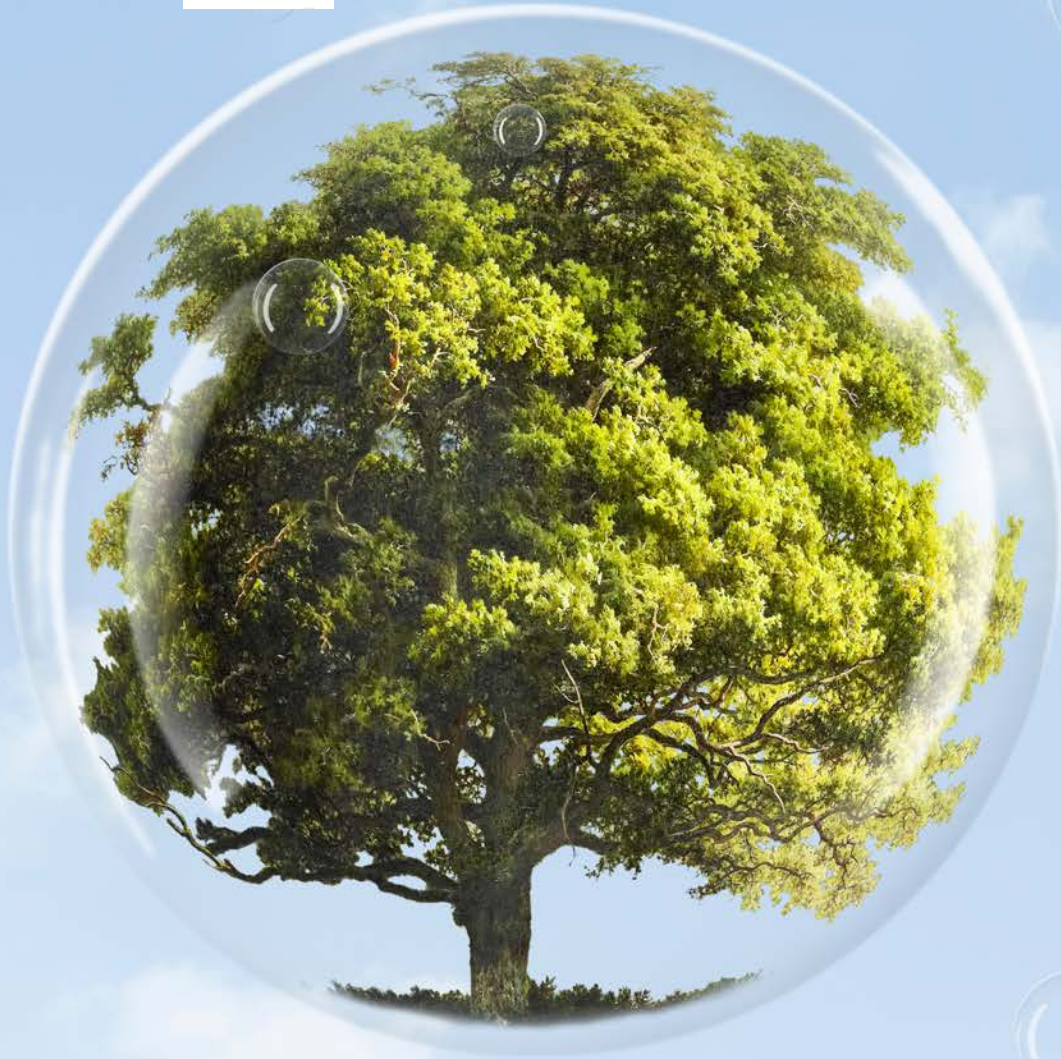
This award recognizes excellence in education over an extended period of time. Nominees should have at least 20 years of experience and the focus of the application portfolio will rely more on examples of innovation and testimonies of impact. While the Rigour criteria will be more difficult to document, preference will be given to nominations which illustrate a contribution to the craft and status of the teaching profession.

Suslence Research Educational Excellence Awards (SR EEA), 2022

Conceived and initiated by Suslence Research aimed at identifying and felicitating excellence, research, industry outreach, reputation and exemplary work in the higher education Sector. The robust evaluation carried out by our team of expert jurors aims to underline the quality of assessment process and authentic efforts put in by the applicants.

Suslence Research Awards for Future Leaders

The Award is presented to an individual working in an organisation, who has shown exceptional promise and made a significant impact. The individual has spent less than 5 years in the Learning and Development industry.



INTERNATIONAL CONFERENCE ON SUSTAINABILITY & DIGITALIZATION

QUERY

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