



**JULY
10
2024**

National Conference on
**NAVIGATING THE NEW FRONTIER:
SUSTAINABLE PRACTICES
IN MANAGEMENT**

ABOUT HAPPY VALLEY BUSINESS SCHOOL

Happy Valley Business School (HVBS), the hub of modern business education redefines education with cutting-edge programs designed to equip aspiring leaders with the skills and vision needed for success in the dynamic global landscape. Happy Valley fosters a culture of creativity and adaptability, emphasizing hands-on learning experiences, industry collaboration and the latest in technological integration. Our faculty team, comprising of Industry leaders and accomplished academics, guides students through a transformative educational journey. With state-of-the-art facilities, collaborative spaces and a commitment to diversity, Happy Valley provides an environment where ideas flourish, networks thrive and minds blossom. Happy Valley is not just a B-School, it's a launch pad for success in the fast-paced, interconnected business landscape. Happy Valley is the podium where modernity meets management excellence resulting in flowering of minds.

ABOUT THE CONFERENCE

In an era marked by rapid environmental degradation, socio-economic disparities and technological advancements, the need for sustainable management practices has never been more urgent. This conference seeks to explore the sustainable practices that can be initiated & implemented across different domains in management by providing a dynamic platform for academicians and practitioners to converge and deliberate on innovative strategies for sustainable business operations. With an array of themes and subthemes spanning across Human Resources, Marketing, Finance, Operations, Analytics, and Strategy, the conference promises to offer a comprehensive exploration of the multifaceted dimensions of sustainability in management. From fostering a sustainable workforce to leveraging disruptive technologies for sustainable practices, each subtheme reflects the evolving landscape of contemporary management.

The conference's hybrid mode ensures inclusivity and accessibility, enabling participants from diverse geographical locations to engage in enriching discussions and exchange valuable insights. By embracing both online and offline formats, the event underscores its commitment to environmental sustainability by minimizing carbon footprint while maximizing global participation. The conference's emphasis on sustainability resonates deeply with the global ambience, where stakeholders across industries increasingly recognize the imperative of aligning business objectives with environmental and social responsibility. By convening a diverse array of stakeholders, the conference serves as a catalyst for knowledge dissemination, collaboration and the co-creation of innovative solutions to pressing challenges.

PUBLICATION OPPORTUNITY

- All the abstracts will be published as conference proceedings in a Book with an ISBN.
- Select papers may be considered for publication in ABDC, Scopus-Indexed and UGC care listed journals, post-peer review process based on the quality of the papers and editorial board's choice.
- The authors may have to bear the Article Processing Charges as per the journal requirement.

GUIDELINES FOR ABSTRACT SUBMISSION

- The word limit would be 200 to 250 words for the abstract.
- The text should be written in MS Word, Font: Times New Roman, Font size: 12 with 1.5 line spacing.
- The whole document should not exceed one page.

GUIDELINES FOR FULL PAPER SUBMISSION

- The full paper can be submitted after the acceptance of the Abstract
- Research papers should be original, unpublished works that follow the conference theme.
- The word limit would be 4,000 words for the full paper.
- Suggested structure of the research paper: Introduction, Review of Literature, Research Gaps, Methodology, Major Findings and Analysis, Study Contributions, Limitations and Scope for Further Research.
- The reference style should be APA (6th edition).
- The Best Paper will be awarded based on the committee's recommendations.

IMPORTANT DATES

Deadline for submitting abstract	05-06-2024
Notification of Abstract Acceptance	10-06-2024
Deadline for submitting Full paper	30-06-2024
Registration open till	15-06-2024
Conference date	10 July 2024

TO SUBMIT THE ABSTRACT
SCAN THE QR CODE



CONFERENCE TRACKS

Human Resources

- **Fostering a Sustainable Workforce: Employee Well-being and Mental Health**
- **Diversity, Equity, and Inclusion in the Workplace**
- **Talent Acquisition and Retention in the Gig Economy**
- **Leading with Empathy and Emotional Intelligence**
- **Reskilling and Upskilling for the Future of Work**
- **The Impact of AI and Automation on HR Practices**
- **Managing Remote Teams Effectively**
- **Work-Life Balance in a Hyperconnected World**
- **Building a Culture of Sustainability in Organizations**
- **HR's Role in Promoting Corporate Social Responsibility**

Marketing

- **Sustainable Marketing Strategies: Greenwashing vs. Genuine Sustainability**
- **Consumer Behavior and Sustainability Preferences**
- **Brand Building with a Purpose**
- **The Rise of Purpose-Driven Brands**
- **Marketing in the Circular Economy**
- **The Power of Social Media for Sustainable Advocacy**
- **Data-Driven Marketing for Sustainability Initiatives**
- **Engaging Millennials and Gen Z Consumers**
- **Measuring the Impact of Sustainable Marketing Campaigns**

Finance

- **Sustainable Investment Strategies: ESG Investing and Impact Investing**
- **Financing Sustainable Development Goals**
- **Green Finance and Green Bonds**
- **Managing Financial Risks in a Changing Climate**
- **Carbon Accounting and Reporting**
- **Sustainable Supply Chain Finance**
- **Blockchain Technology for Transparency and Sustainability**
- **Financial Inclusion and Microfinance for Sustainable Development**
- **The Role of Central Banks in Promoting Sustainable Finance**
- **Financial Literacy and Sustainability Education**

Operations

- **Sustainable Operations Management: Lean Manufacturing and Circular Economy**
- **Supply Chain Optimization for Sustainability**
- **Green Logistics and Transportation**
- **Managing Energy Efficiency and Renewable Energy**
- **Waste Reduction and Recycling in Operations**
- **Sustainable Product Design and Development**
- **Building Sustainable Infrastructure and Facilities**
- **Supply Chain Transparency and Traceability**
- **The Role of Operations in achieving SDGs**
- **Big Data and Analytics for Sustainable Operations**

Analytics and Strategy

- **Business Intelligence and Data Analytics for Sustainability**
- **Strategic Decision-Making for a Sustainable Future**
- **Scenario Planning and Risk Management in a Changing Environment.**
- **Business Model Innovation for Sustainability**
- **Disruptive Technologies and their Impact on Sustainable Development.**
- **Measuring and Reporting on Sustainability Performance**
- **Communication and Stakeholder Engagement for Sustainable growth.**
- **Building a Sustainable Business Ecosystem**

Artificial intelligence (Special Track)

- **AI-Driven Sustainable Innovation Strategies for Leaders**
- **Sustainability Analytics: Leveraging AI for Decision-Making**
- **Responsible Leadership in AI-Enabled Sustainable Management**
- **Strategic Sustainability: Integrating AI into MBA Curriculum**
- **AI Applications in Sustainable Supply Chain Management for Professionals**
- **Corporate Governance and Ethical AI: Management Perspectives on Sustainability**
- **Finance and Investment in AI for Sustainable Business Growth: MBA Insights**
- **Entrepreneurship and AI: Driving Sustainable Ventures in the MBA Landscape**



CONFERENCE COMMITTEE

Chief Patron



Dr. C. Kanagaraj
CEO

Patron



Dr. T. Bina
Principal

Advisory committee



Dr. K. Sampathkumar
HOD



Dr. S. T. Nambi
Professor



Dr. G. Thiruvassagam
Associate Professor



Dr. S. Muthiah
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Asst. Professor

Convenors



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Professor



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Ms. Shilpa C
Asst. Professor



Mr. Harish K R
Asst. Professor



Mr. Nikhil Varghese
Asst. Professor



Mr. Karthik.PG
Asst. Professor

FEE DETAILS

	online	offline
Industry Professionals	1000	1100
Academicsians	650	750
Research Scholars	450	550
Students	-	250

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For more details

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Venue

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