DEPARTMENT OF BUSINESS ADMINISTRATION

National Conference On
Sustainable Development & Social Innovation in Business

31st JANUARY, 2020

CALL FOR PAPERS

Original research papers related to the conference themes and sub themes are invited for presentation

In Association with ‘RESEARCH CULTURE SOCIETY’
SUB THEMES

SUSTAINABLE DEVELOPMENT AND SOCIAL INNOVATION IN MARKETING

- Customer Experience, Engagement & Relationship Management
- Marketing Analytics, Business Intelligence & Automation
- Brand Development in Digital Marketing
- E-Commerce Marketing & Digital Platforms
- Rural Consumers & Marketing Strategies
- Social & Digital Media Marketing
- Green Marketing & Consumerism
- Tourism & Sports Marketing
- Event marketing

SUSTAINABLE DEVELOPMENT AND SOCIAL INNOVATION IN FINANCE

- Sustainable Financial Performance
- Sustainable Micro –Finance & Rural Development
- Innovative Economic Strategies for Financial Inclusion
- Financial Innovation, Engineering & Analytics
- Digital Banking Practices, Paytm & E-wallet
- Crypto Currency & Block Chain
- Sustainable/Green Investing
- Global Taxation Practices
SUSTAINABLE DEVELOPMENT AND SOCIAL INNOVATION IN HR & OB

• Sustainable work culture
• Quality of work life for sustainable organizational development
• Sustainable Retention strategies in Dynamic Environment
• Sustainable Talent management and acquisition
• Employee Retention in Dynamic Environment
• HR-Analytics for Sustainable Business
• Sustainable Green HRM practices
• Artificial Intelligence in HR

SUSTAINABLE DEVELOPMENT AND SOCIAL INNOVATION IN INTERNATIONAL BUSINESS, IT, OPERATIONS & LOGISTICS

• Sustainable Development in International Scenario
• Sustainable Supply Chain management & Reverse Logistics
• Sustainable SCM solutions in Retail Industry
• Quantity Control & Six Sigma Management
• Eco design and Green manufacturing
• Smart City & Urban Planning
• Data Science & Machine Learning
• Robotics & Artificial Intelligence

* Any other topic related to the above themes are welcomed
IMPORTANT DATES

| FULL PAPER SUBMISSION LAST DATE | 20th January, 2020 |

PUBLICATION OPPORTUNITIES

All accepted papers will be published with ISBN Book and in International Journal of Research Culture Society, Peer reviewed, Refereed Journal with Impact Factor.

FULL PAPERS ARE ACCEPTED AS SOFT COPIES

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Publication Cost : Rs: 1000/- per paper (1/2 author, Approx. - 3000 words)


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