

6th International Conference GDGU ICON 2024



**Driving Sustainability, Circularity and
Development through Innovations in
Management and Technology**

**April 4 - 5, 2024
Hybrid Conference**

About the Conference

The global challenges of climate change, resource depletion, social inequality, and environmental degradation have underscored the urgent need for sustainable development. As we strive to create a better future for generations to come, it is essential to foster a collaborative platform for exchanging ideas and knowledge. "Driving Sustainability, Circularity and Development through Innovations in Management and Technology" aims to serve as a catalyst for meaningful dialogue and collaboration to address pressing sustainability challenges. Sustainability and circular economy necessitates a collaborative effort from all stakeholders. Organizations can help in the transition by building expertise in circular design in order to implement product reuse and recycling, as well as serving as trend-setters of novel circular economy business models. By promoting responsible management practices and leveraging technological advancements, we aspire to steer our world towards a more sustainable and prosperous future.

As the fastest growing major economy of the world, today, India is uniquely placed to deliver on its commitments to inclusive and sustainable development. Externally the country has played a key role in shaping the SDGs and ensuring the balance among its three pillars - economic, social and environmental. The Indian G20 Presidency mobilised G20 countries Governments and Businesses to create a Collaborative G20 Initiative on Sustainable Global Value Chains (GIVE Initiative), for select sectors (and/or commodities) that have significant implications on climate, biodiversity, environment, smallholders, SMEs, women, migrant workers, and youth.

The conference on "Driving Sustainability, Circularity and Development through Innovations in Management and Technology" seeks to create a collaborative and forward-thinking environment to explore the latest trends, challenges, and solutions in the field of sustainable development. By fostering

interdisciplinary discussions and knowledge-sharing, the conference aims to catalyze innovative approaches and inspire actionable initiatives that lead to a more sustainable and inclusive world for current and future generations. The conference outcomes will contribute to the ongoing global efforts to achieve the UN Sustainable Development Goals and address the challenges of a rapidly changing world.

The primary objective of the conference is to provide a platform for meaningful discussions and knowledge exchange, focusing on the intersection of management principles and technological innovations that can advance sustainability goals. By highlighting successful case studies and sharing cutting-edge research, the conference aims to inspire collaborative efforts towards a more sustainable and resilient future. Further this conference seeks to uncover valuable insights and innovative strategies that can propel organizations toward a more sustainable and responsible future. This conference aims to bring together scholars, researchers, practitioners, and policymakers to explore the latest innovations in management and technology that can drive sustainable development across various sectors.

The conference will feature keynote speeches from renowned experts to shed light on the importance of advance management practices in building sustainable organization. Panel discussions and interactive sessions will delve into diverse topics within business analytics, sustainable supply chain management, responsible finance, ethical considerations, marketing strategies, Human Resource practices, entrepreneurship, and general management. Attendees will be able to engage in thought-provoking discussions, exchange ideas, and network with professionals who share a common goal of driving sustainable change through data-driven insights. This conference is being organized in partnership with other affiliated centers at GD Goenka University named as Centre for Sustainable Development Policy Advocacy for Community and Evaluation (SPACE) and Centre for Strategy Technology Adaptations Innovation Research & Entrepreneurship for Sustainability (STAIRES)

Call for Papers & Case Studies

Authors are invited to submit their original and unpublished manuscripts based on conceptual or empirical research on the different aspects of sustainable development. The broad themes for the conference are (but not limited to) the following:

Track1: Green Technologies and Sustainable Business

- E-learning platform and MOOCS
- Digital Entrepreneurship and innovation
- Internet of Things
- Social and Sustainable Entrepreneurship
- Entrepreneurial Ecosystem
- SME Development
- Entrepreneurial finance and venture capital
- Innovation and technological entrepreneurship
- Governmental support to Start-ups
- Green Business
- Affordable and Clean Energy

Track 2: Responsible Finance and Sustainable Investments

- Banking and Insurance Investment Management
- Role of NEP'2020 in building fin-tech
- Emergence of technology in financial decision making
- Digitalization and global practices to promote financial inclusion
- Microfinance
- Mergers and Acquisitions
- Foreign Exchange Instruments
- Digital Currency
- Credit Risk and financial fraud
- Avenues for financing and investment
- Sustainable finance for climate change measure
- Responsible Investment
- Environmental, Social and Governance (ESG) Practices

Track 3: Collaborative Marketing for Sustainability

- Sustainable Communications in the Era of Green Marketing
- Sustainability and digital marketing
- AI Tools in Marketing
- Product and Brand Management
- Neuro-marketing
- Advances in B2B, B2C, C2C
- Social Media Marketing
- Green Washing
- Rural Marketing
- Marketing ethics
- Sustainable Consumption Behavior

Track 4: Social Innovation for Sustainable Workforce Development

- Talent management trends
- Performance management matrix in hybrid culture
- Emerging Skill Gaps
- Reimagining Workplace Well-Being
- Virtual Leadership
- Women Led Development: Diversity, equality and inclusivity
- Spirituality, ethics and human values
- HR Analytics
- Sustainable and Green HR practices and policies
- Moonlighting & Gig Economy

Track 5: Transforming Operations and Supply Chains for a Sustainable Future

- Digital Supply Chain
- Green, Lean and six sigma operations for Sustainable manufacturing
- Sustainable, Green & Reverse SCM
- Sustainable Service Transformation
- Organizational Excellence
- Green Logistics & Warehousing
- Resilient SCM
- Environmentally Sustainable Operations
- Transportation, Sustainability and Decarbonization

Track 6: Strategies for Sustainable International Business and Economic Development

- International Relations
- Digital Economics
- Sustainable International Trade
- International Policies and Regional Governance
- Trade War
- Foreign Exchange Instruments
- Foreign Investments
- International Trade Laws
- Circular Economy (Reduce, Reuse and Recycle)
- G20 Strategy for Global Trade Growth
- BRICS in shaping the emerging international order
- Belt and Road Initiative and International Policy
- Dumping in International Trade

Track 7: Fostering a Sustainable Mindset through Education

- Technological disruptions in education
- Outcome Based Learning
- NEP2020 implementation in education
- Accreditation E-learning

- Innovative Teaching Pedagogy
- Sustainable Learning and Content Management System(LCMS)
- Adoption of SDGs in Education
- Cultural Diversity in Education
- Clean Water and Sanitation
- Gender Equality
- Quality Education

Track 8: Technology Law and Innovation for Sustainability

- Business and Corporate Law
- Human Rights
- Corporate social responsibility
- Social Security
- Legislature/ Policing/ Judiciary in the Digital Natives Era
- Cyber Law and Cyberspace Regulations
- Psychological and Social- Legal Perspectives
- Dispute Resolution in International Trade
- Corporate Governance: Way forward for environmental disclosures and standardization
- Peace, Justice and Strong Institutions

Abstract(s) and full paper(s) approved by the review committee will be invited for presentation at the conference. Soft copy of the abstract in MS word should reach the conference organizing committee through **Easy Chair** (<https://easychair.org/conferences/?conf=gdguicon2024>) latest by 10th March 2024 & 18th March 2024 respectively.

The submission guidelines are as follows.

- The full paper should have a separate cover page bearing only the title of the paper and author name(s), designation(s), official address (es) along with phone number(s) and e-mail address (es).
- The abstract should be between 250-400 words.
- The full paper should not exceed 8000 words (all inclusive) using Times New Roman font, 12pt, single spacing and follow APA referencing throughout the manuscript.
- All the submitted papers will undergo plagiarism check. Maximum acceptable limit is 10 %. Papers not satisfying the criteria will be summarily rejected.
- Authors will be notified about the acceptance of their paper(s) for presentation through email, after which the process of registration will begin.
- Registration will be confirmed only after the payment of registration fee and at least one author must present the paper at the conference.
- **Co-authors are required to register by paying the registration fee separately to attend the**

conference and receive the e-certificate.

- Papers may be presented online; however, in-absentia presentation is not allowed.

Publications

Selected papers presented in the conference will have publication opportunity in reputed and indexed journals. Only full papers will be considered for journal publication. The conference has collaborated with the following journals for publishing papers after a thorough review process:

- Sustainability and Climate Change (Scopus)
- Journal of Finance and Banking (Scopus- Under Review)
- GD Goenka Business Review (Peer- Reviewed)

The committee is in the process of tying up with a few other Scopus/ABDC/Web of Science indexed journals/UGC-CARE list.

- Conference Proceedings will be published in a book with ISBN Number

Best Paper Award

- A certificate will be awarded to best paper in every track
- **Three best paper of the conference will be awarded with attractive cash prizes.**
- To compete for the best paper award, submission of full paper as well as the presentation of the same is mandatory.

IMPORTANT DATES

Last date for Abstract submission	10th March 2024
Last date for registration	20^h March 2024
Full paper submission	18th March 2024

REGISTRATION FEE	National (₹)	International (\$)
Corporate	2500	50*
Academicians	2000	
Scholars	1500	
Participants/student (Without presentation)	1000	



plenary sessions and online paper presentation tracks.

* Registration Link: <https://forms.gle/jxhp5rXrnaEFcFCr9>

* Easy Chair: <https://easychair.org/conferences/?conf=gdguicon2024>

OR

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About the University



GD Goenka University is a private university located in Sohna, Gurugram, Haryana, India. It was established in 2013 by the GD Goenka Group through the Haryana Private Universities (Amendment) Act, 2013. The GD Goenka Group was founded by Shri A.K. Goenka. The University is approved by University Grants Commission (UGC). GD Goenka University is an internationally acclaimed and premier institution of higher education in India. Quality education aimed at directing the students towards research, innovation and extension is the defining element of the GD Goenka University. It is also recognized as QS IGUAGE “Diamond” rated University.

Visionaries of the Conference

Chief Conference Patron	Mr. Nipun Goenka Managing Director, GD Goenka Group
Conference Patron	Prof. (Dr.) Kim Menezes Vice Chancellor, GD Goenka University
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Co-Chairperson	Prof. (Dr.) Vandana Mehrotra Assistant Dean, School of Management, GD Goenka University
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Conference Conveners	• Dr. Karina Bhatia Kakkar, Associate Professor • Dr. Mehraj Udin Ganaie, Assistant Professor • Dr. Swati Sisodia, Assistant Professor • Dr. Syed Jamal Mahmood, Assistant Professor
Conference Co-Conveners	• Dr. Preeti Malhotra, Assistant Professor • Dr. Abhishek Jha, Assistant Professor • Dr. Anju, Assistant Professor • Dr. Uzma Rukhsar, Assistant Professor • Dr. Gautam Aggarwal, Assistant Professor
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For all relevant information, kindly visit our website: www.gdgoenkauniversity.com