

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

In association with



INTERNATIONAL CONFERENCE ON
**BUSINESS MANAGEMENT AND
SUSTAINABLE DEVELOPMENT GOALS:
RESPONDING TO THE NEW NORMAL**

**Best Paper
Award:**

1st: Rs. 20,000
2nd: Rs. 10,000
3rd: Rs. 5,000



4th and 5th March, 2022

“Business is a vital partner in achieving the Sustainable Development Goals”. The sustainable development goals (SDGs) or the global goals were adopted by the United Nations in 2015 initiating a call for action to protect the planet and enhance prosperity by 2030. The 17 SDGs are integrated and require collective efforts for their successful implementation. By adopting the SDGs, nations across the globe committed themselves to a shared blueprint to uplift all including the poorest and most disadvantaged people of the planet. The achievement of SDGs requires holistic efforts by all stakeholders including individual people, governments, universities, institutions and organizations. Modern technology, human resources with desired skillsets, adequate financial resources alongwith creativity and innovation are required for their attainment. The climate change caused by human activities is one of the greatest challenges facing the planet today. It requires effective mitigation measures along with sustainable and optimum utilisation of resources. The threats of the climate change can be overcome with references to resolving the economic crisis with enhanced focus on renewable energy sources. This is not only beneficial from the perspectives of mitigating the climate change impact on the environment but also saving the costs for an improved value chain. Moreover, accessibility to affordable, reliable and sustainable energy is also a key measure to diminish the effects of the economic crisis experienced in an emerging economy such as India. Further, technological interventions such as recycling, waste management, improved production processes etc are key enablers for



economic growth in a sustainable way. In the present times, the negative socio-economic impact of covid-19 pandemic has reinforced enhanced focus on sustainable development goals. Today business organisations across various sectors have a vital role to play in achievement of sustainable development goals. Business organisations across various sectors have a vital role to play in achievement of sustainable development goals. Organisations need to formulate and implement strategies which effectively integrates firm's goals with wider economic, environment and social goals thereby creating long term value for the firm, its key stakeholders and society as a whole. This conference will bring together members of the academic community, policymakers and practitioners to solicit new thinking on the challenges and policy recommendations for Business and Society for the next decade.

HIGHLIGHTS OF THE CONFERENCE

- Internationally Acclaimed Panellist
- Industry Academia Interface
- Publication Opportunity in Scopus and Web of Science Indexed Journal
- Edited book on "Achieving SDG as new normal: A Management Perspective" by Bloomsbury Publishing House

SUB THEMES:

SUSTAINABLE BUSINESS MANAGEMENT

To be most effective, business's sustainability goals should be an integral part of its full set of financial, strategic and operational goals, alongside goals for areas such as sales and productivity. Ultimately, the sustainability ambitions will also be reflected in the vision, mission and/or purpose statements of the company, thereby fundamentally and prominently tying the company's future success to sustainable development. Although dedicated sustainability teams and professionals can play an important role in achieving the company's sustainability goals, the support and ownership of corporate functions such as R&D, Business Development, Supply Management, Operations and Human Resources are the key to embedding sustainability in business strategy, culture and operations. Depending on the nature of the company and its sustainability goals, some functions will be more important than others. For example, goals related to suppliers have a better chance of success if they are owned by the department responsible for supply chain management. In all cases, individual accountability for progress on individual goals and targets will help drive success. Many practices are involved in driving organizational change and

supporting business integration, from awareness raising and training to utilizing knowledge and inspiration accessed through relationships with external experts and stakeholders. To support the development and implementation of the company's strategy as it relates to sustainable development, many companies have established cross-functional sustainability councils, boards or task forces. In some instances governance structures may also include a sustainability committee at Board level. This allows time for strategic discussions dedicated to sustainability priorities, which can be especially valuable in the early stages of business integration. The orientation to develop new approaches to manage the necessary resources while accentuating the rapid and large investments in the industry can contribute to the economy's revival in a quick and sustainable way.

One of the themes for the conference pertains to sustainable business management. This theme will comprise of varies topics related to all aspects of resources like financial, human resource, technological resource, operation etc.

TECHNOLOGY 5.0 AND SUSTAINABLE DEVELOPMENT

Technological innovations have become ultra-rapid. There was a time when there were no cell phones or smart phones. Now they are literally billions of smartphones and cell phones. This doesn't even include the number of desktops, laptops, tablets, and all other internet enabled electronic devices. The latest technology that will be driving this massive infrastructure development is 5G. Starting from the analog mobile phones and mobile device connectivity, we have reached at technological capability that really enables the proliferation of the Internet of Things

(IoT) with much faster speeds and improved connectivity and reliability. With all of that improvement in speed and reliability the number of interconnected devices and applications is set to explode at an even greater pace. Instant, real-time connectivity for all of those devices will have profound implications.

The main functional drivers of 5G are like enhanced mobile broadband; ultra-reliable low latency communication; security; massive machine-type communications; and power

efficiency. Here are some UN SDGs which may be most impacted by 5G and the resulting digitalization: Decent Work and Economic Growth (SDG8) – a 10% increase in mobile broadband adoption means a 0.8% increase in a nation's gross domestic product, according to research conducted by Ericsson with London's Imperial College; Industry, Innovation and Infrastructure, and Reduced Inequalities (SDG 9, SDG 10) – 5G will help to meet societal needs in education, health, e-government and entrepreneurship; Responsible Consumption and Production (SDG 12) – 5G technology will enable factories to be more flexible, productive, safer, energy efficient and cost-effective; Climate Action – the digitalization of a range of services and industries aided by 5G can help to reduce greenhouse and gas emissions (SDG13). This track of conference will provide insight about different recent topics. Discussion during different tracks may include the pandemic inspired startups and scaling tech companies to sharpen their focus and differentiation. With the right approaches, these companies are poised for growth. This track offers

insights to increase customer acquisition, product strategy and market expansion. The pace of change in technology, business models and buyer behavior is accelerating the need to create new products and farm the existing portfolio. To make a bigger impact on the business and drive growth, tech marketers are reassessing where to channel their investments and efforts. Digital technologies and trends such as artificial intelligence (AI), hyper-automation and edge computing continue to emerge at a rapid pace. They enable differentiation, open new markets and threaten current ones. Responding to market dynamics and customer needs requires business leaders to filter, analyse and direct relevant information for taking optimum decisions. Technology leaders increasingly must work across functional boundaries to make decisions and drive initiatives for growth.

ALIGNING BUSINESS STRATEGIES TO ACHIEVE SDGs IN THE NEW NORMAL

Realising that the prosperity of people and society is possible with the aid of sustained and inclusive economic growth of all countries and regions, the sustainable development of our world has gained the particular attention of a wide range of stakeholders and decisional makers; civil society, the business sector, and the scientific community. To guide the progress on SDGs achievement, the United Nations Human Rights Council adopted the United Nations Guiding Principles on Business and Human Rights (UNGPs)—the most comprehensive global framework to address the business impacts on human rights. Based on a set of 10 guiding principles laying out the main idea of the state duty to prevent human rights abuses committed in business operations, the framework addresses corporate social responsibility by

supporting and encouraging responsible business practices, and consequently, the sustainable development of the wider society.

The positive impact businesses may have on the social and economic development is also acknowledged by the linkage of entrepreneurship in the majority of sustainable development goals (SDGs) such as ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all (SDG 4), inclusive and sustainable economic growth, full and productive employment and decent work for all (SDG 8). Further, social entrepreneurship is also emphasized as a key concept to engage business and civil society in addressing emerging social challenges and reducing inequalities and enhancing social cohesion.

PAPER SUBMISSION

The conference organizers are calling for papers addressing the “Business Management and Sustainable Development Goals (SDGs)” in emerging and developed world. Proposed papers should be analytical in nature and offer concrete policy recommendations to provide policymakers with the latest analysis and suggestions for moving forward. Analysis should be based on the most

recent and relevant data to identify key trends across the group or in countries in similar situations and provide recommendations relevant to the emerging markets.. Papers related to ongoing research projects are welcome. Co-authored and multidisciplinary papers are also welcome.

SUB THEMES:

- Sustainable Business Management
- Technology 5.0 and Sustainable Development
- Aligning Business Strategies to achieve SDGs in the new normal

We believe that to capture the complexity of the SDGs, there is an urgent need to bridge different academic disciplines. Therefore, we invite practitioners and scholars from various management functions to examine different aspects of the SDGs and submit extended abstracts.

HIGHLIGHTS OF THE CONFERENCE

- Publication Opportunity in Scopus and Web of Science Indexed Journal



There is no registration fee for the conference.

Please mail your abstract on icmc2022@jaipuria.ac.in before 20th January 2022.

IMPORTANT DATES

Extended Abstract
Submission:

20th January 2022

Notification of
Acceptance:

30th January 2022

Submission
Email id:

icmc2022@jaipuria.ac.in

All submissions are due at 11:59 PM Indian Standard Time.

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ABOUT JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

Jaipuria Noida was established in 2004. This state of the art campus in the heart of the corporat hub of the NCR region provides students with wide exposure to number of industries. The institute offers four AICTE approved, NBA Accredited two year full time PGDM programmes:

PGDM, PGDM (Service Management), PGDM (Marketing), Fellow Program in Management and Management Development Program for corporate. Led by Dr. Dayanand Pandey with a strong team of full time faculty comprising of qualified

and experienced professors as well as industry managers turned academicians. Jaipuria Noida works on developing graduates with entrepreneurial orientation and service mindedness. The institute draws upon a mix of pedagogy focusing on learning through both in-class discussions, cases and simulations as well as beyond the class room learning through live projects, field project studies, regular industry interface and participation in various national/ international seminars.



Workshop Venue:

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