

IES's MCRC

Indian Education Society is one of India's oldest Public Charitable Trusts, established in 1917 and committed to education and successfully running 64

Institutions. IES's Management College and Research Centre (IES MCRC) is recognized as a premier business school, committed to academic excellence and value based education. In the attempt to shape and develop business leaders, IES MCRC offers



several full time courses which include Post Graduate Diploma in Management (PGDM) and Post Graduate Diploma in Management

(Pharmaceutical Management) approved by AICTE. We have received the MBA equivalence for our PGDM program from Association of Indian Universities (AIU). The PGDM program is accredited by National Board of Accreditation (NBA).

Confab 360 Degree



Confab 360 Degree is an educational and research platform laying a platform for the interchange of expert opinions, innovative ideas, and inventive research findings in the field of theoretical and practical experiences in the academic and industry. Its aim is to bring together a mix of academicians and practitioners and share their work for the betterment and fruitful research

outcomes in their respective fields. They promote the Universities, institutions, teams, and individuals that place quality research above their all agendas and work in collaboration with others in truly engaging to achieve their goals. The platform bridges the gap between academicians, researchers, and research scholars from all around the globe to exchange and share their experiences and research results about all aspects of Science, Social Sciences Management, Economics, Technology, Law, and Engineering.



Shaheed Bhagat Singh College



Shaheed Bhagat Singh College, named after the great son of India, Shaheed-e-Azam, Sardar Bhagat Singh, was established as a coeducational college in 1967 and functions as a constituent college of the University of Delhi. The college is NAAC Accredited 'A' Grade with a fully computerized library, seminar rooms, computer labs, Geography lab and an impressive infrastructure including a big sports ground with a cricket pitch, volleyball court, basketball court, and a lawn tennis court. The college functions through various committees of faculty members and students. Ample opportunity is provided for talent to grow in cultural and other co-curricular activities. Over the years, in order

to promote independence of thought and vision, the college has distinguished itself in diverse academic and professional fields by providing a vibrant and intellectually stimulating academic culture. The college is proud of its alumni engaged meaningfully in diverse fields of business, culture, and society at large. The pass-outs are placed in senior positions in Government, Judiciary, Business, Industry, and Politics.

The Faculty of Tourism and Hospitality Management, University of Rijeka, Croatia



UNIVERSITY OF RIJEKA
FACULTY OF TOURISM AND
HOSPITALITY MANAGEMENT
OPATIJA, CROATIA

The Faculty of
Tourism and
Hospitality
Management

is Croatia's only university institution which conducts study programs in the field of tourism, hospitality and sustainable development on undergraduate, graduate and doctoral level, as well as through a series of lifelong learning programs. The Faculty has established creative partnerships with private sector, public sector and civil society in order to respond to economic and social challenges with science-based solutions.

As a part of the study programs, the Faculty offers courses in foreign languages, especially in English, and

works continually on the strengthening of the international cooperation and on increasing student and teaching staff mobility.



Thriving Through
Sustainability

About the Conference

The 14th International Conference of IES's MCRC address the post pressing topic globally, i.e Sustainability. Sustainability and environmental, social and governance (ESG) is a growing field in which more and more companies are becoming involved. Further, Artificial Intelligence (AI) is changing the business landscape as processing of large Quantum of data, is enhancing key performance metrics such as revenue, productivity, business growth, digital transformation and efficiency for businesses. Artificial intelligence automates the routine tasks for businesses, freeing up employees to focus on more creative and strategic work. Thus this conference would serve as a critical platform for researchers, corporate leaders, academicians and students to gather to discuss how AI could be deployed by companies to meet the ESG goals, for them to compete in the global space. The conference is thus focussing on supporting the UN 2030 Agenda for Sustainable Development and would facilitate

the business to deliver their ESG goals smoothly. The conference is inter-disciplinary as it invites business professionals of all business verticals to address skills they need to adapt to changing sustainability and ESG requirements. in recent times. The conference aims to foster conversation about the challenges faced by the enterprises and generate a constructive feedback on ever changing business environment.



Publication Opportunity with premier and reputed journals as under –

- Journal of Statistics and Management Systems (ABDC + WoS)- Special Issue
- Journal of Information and Optimization Sciences (ABDC+ WoS)
- Tourism & Hospitality Management : An International Scientific Journal (Scopus + WoS)
- Indian Journal of Marketing (Scopus)
- South Asian Journal of Management (UGC CARE and ABDC)
- Empirical Economic Letters (ABDC)
- Academy of Marketing Studies Journal (ABDC-B)
- Scopus Indexed Book on the topic of "Women Entrepreneurs in Tourism"
- International Journal of Technology Management and Sustainable Development (Scopus)
- Rajagiri Management Journal (UGC CARE)
- Journal of International Business and Economy (UGC CARE)
- Environment and Social Psychology (Scopus)
- European Economic Letters (ABDC-C)
- Journal of Economics and Management (Scopus)
- Anvesha-Journal of Management (ProQuest, EBSCO)

Theme and Sub-Themes

Marketing

Digital and Social Media Marketing, Services Marketing, International Marketing, Branding & Advertising Retailing & Merchandising, Customer Relationship Management, Green Marketing, Industrial Marketing, Consumer Behaviour, etc.

Operations and IT

Service Operations Excellence, Machine Learning & Big Data Analytics, ERP and Business Process Re-engineering, Project Management, Total Quality Management, Logistics and Supply Chain Management, IT applications in Business, E-Business Models Cognitive & Block-Chain, etc.

Finance

Corporate Governance, Banking, Insurance & Financial Services, Corporate Finance, Money & Capital Markets, Behavioural Finance, Corporate Restructuring and M&A, Structured Finance and Financial Engineering, International Finance, Risk Assessment & Risk Management, Financial Literacy & Financial Inclusion, etc.

Human Resources

Talent Acquisition, Management & Engagement, Training & Development, Leadership & Corporate Communication, Workforce Diversity, Global HRM, Green HRM, Performance Management, Strategic HRM, Stress Management & Work Life Balance, Team Development & Organizational Change, etc.

Economic and Business Environment

Monetary and Fiscal Policy, Humanitarian Logistics, Healthcare, Environmental Policies, Smart Cities & Digital Villages, Disaster Management & Role of NGOs, Crisis Management, Preservation of Indigenous Cultures & Livelihood, Service Economy and Inclusive Growth, Government and Economic Reforms, etc.

Entrepreneurship

Entrepreneurship & Sustainable Development, Rural Entrepreneurship, Skill Development, Start-ups, Social Entrepreneurship, Developing Managerial Capabilities for MSMEs, Cultural & Social Orientation towards Promotion of Entrepreneurship, Sustainable Innovation & Eco- Entrepreneurship, etc.

Submission Guidelines

All submissions should be sent to - researchconference@ies.edu

- The participants are requested to register for the eConference by filling up the registration form on the link - <https://forms.gle/GsddpJarpJVL5iGv7>
- Each author of the extended abstract is requested to register independently for the e-conference.
- Selected papers will be published in an Edited Book as a Chapter or Anvesha (A peer reviewed journal indexed in ProQuest & EBSCO, ISSN: 0974-5467). All extended abstracts will be published in e-proceedings.
- Two Best Paper Awards would be announced from Academician / Corporate Representative / Research Scholar Category and Two Best Paper Awards from Student category only for participants presenting Offline in Mumbai.
- Last date for submission of the Research Paper - 10 February 2024

Registration Details

The participants can register on the following link post paying the fees. The account details of the conference registration are as under -

- Beneficiary Name- CONFAB 360 DEGREE
- Beneficiary Bank Name- ICICI BANK, Mayapuri, Delhi, India
- Beneficiary (Unique) Account No.- 181805001263
- Type of Account- Current Account
- Branch- Mayapuri, Delhi, India
- IFSC CODE- ICIC0001818
- SWIFT CODE- ICICINBBCTS (For foreign payments)

The conference will be held in Hybrid Mode. Lunch and Refreshments will be arranged for the registered conference participants in IES's MCRC, Mumbai.

Registration Fees:

Early-bird registrations (including 18% GST)

- For Indian academicians and research scholars: INR 4500 per paper (till 31st January 2024)
- For Foreign academicians and research scholars: USD 85 per paper (till 31st January 2024)
- For Corporate/ Industry delegates: INR 6000 per paper (till 31st January 2024)
- For students: INR 800 per paper (till 31st January 2024)

After 31st January 2024 (including 18% GST)

- For Indian academicians and research scholars: INR 5000 per paper (after 31st January 2024)
- For Foreign academicians and research scholars: USD 100 per paper (after 31st January 2024)
- For Corporate/Industry delegates: INR 6500 per paper (after 31st January 2024)
- For students: INR 1000 per paper (till 31st January 2024)

Organising Committee

Dr. Vijay Bhangale, Prof. Arun Kumar Attree & Dr. Nishu Ayedee - **Conference Chairs**

Dr. Namrata Acharya & Dr. VAV Raman - **Conveners**

Dr. Madhura Deodhar, Dr. Shikha Gupta & Dr. Kanika Gupta - **Co-Conveners**

Mr. Jain Prabhu Thomas - **International Incharge**

Prof. Ritu Chakraborty & Dr. Hufrish Majra - **Members**

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Organisers of the Conference: IES's Management College and Research Centre, Bandra, Mumbai, Confab 360 Degree, Shaheed Bhagat Singh College, Delhi and The Faculty of Tourism and Hospitality Management, University of Rijeka, Croatia