



INTERNATIONAL e-CONFERENCE ON Challenges and Prospects in Sustainable Business Development 21 - 22 November 2023

About the School of Business Management

The SBM is situated in the green locales on the outskirts of Kanpur city in the pleasant campus of Chhatrapati Shahu Ji Maharaj University (formerly Kanpur University). To meet the demand for trained management graduates in the light of ongoing liberalization and globalization School of Business Management (Formerly Institute of Business Management) was founded in the year 1991. The Institute has been conducting a two-year full-time post-graduate programme for Master of Business Administration (MBA) since 1991. Since then we have grown from a single programme 30 students department to a multi programme 1800 + students' School of Business Management. At present the following programme are available in the School of Business Management.

- MBA
- Ph.D in Management & Commerce
- MBA Part Time
- M.Com
- BBA
- B.Com (H)

About the Conference:

The conference aims to enable participants to implement management and business practices efficiently. The conference will focus on practice-based presentations from researchers, Academicians and Industry Participants. Today,

Technological and Socio-economic Challenges and Prospects have become an irreversible force driving the transformation of industrial and management practices. The role of technology has also been predominant and its impact is being felt much more comprehensively across all the industries globally. The main objective of the conference is to offer exposure to the researchers, academicians, and industrialist for demonstrating their research work related to Challenges and Prospects in Sustainable Business Practices. Therefore, this conference intends to create a platform for the researchers, academicians, and industrialist to present and develop their research work with the current knowledge and research work.

Online Registration Link: Tap on link

https://docs.google.com/forms/d/e/1FAIpQLSdiARsIjzvLR3XyfX1wLoEGOmVhI9dLTsn_ZPQXmw7PSYFqQ/viewform?usp=sf_link

Call for Papers

Original, unpublished papers related to the given areas are invited.

Papers are accepted in, but not limited to the following broad areas:

Technological Challenges in Sustainable Business Practices	Socio Challenges in Sustainable Business Practices
Innovative International Business Ideas	Information Technology
Economic Prospects in Sustainable Business Practices	Operations Management
Technological Prospects in Sustainable Business Practices	Economic Challenges in Sustainable Business Practices
Social Prospects in Sustainable Business Practices	Corporate Social Responsibilities
Innovations in International Finance	Innovative Green practices
Start Up & Entrepreneurship	Microfinance
Organizational Innovative Changes	Financial Management
Inventory Management	Human Resource
Marketing Management	Network Marketing

Important Dates:

- The last date for submission of the Abstract / full paper
- **10 October 2023.**
- Notification regarding acceptance will be sent on or before **20 October 2023.**
- Registration last date is **30 October 2023.**

Paper Submission Guidelines:

The first page must include the title of the paper, name, affiliation, and contact details of the author. The second page must include the title of the paper, abstract, and keywords. The full-length paper must not exceed 4000 words (excluding references). The paper must be typed in MS-Word format, Times New Roman, 12 points, 1.5 space with margins of 1" on all sides. Citations and references must be written in APA style. Maximum three authors are allowed in a paper and only the first author needs to register and pay fees. Abstract / full paper may be mailed at **sbmic23@gmail.com**

Publication Opportunity

Selected papers will be accepted for presentation /publication in an edited e-book with ISBN Number.

Registration fees (Rs.)

Participants	Amount (Rs.)
Students	200
Research Scholars	200
Academicians	300
Industry Participants	500

Only first author has to register and pay above fees.

Mode of Payment of Registration Fees

For IMPS/NEFT the bank details are as Under:

Bank Name: Union Bank of India

Account Name: FO, CSJMU

Account No.: 349501010130191

IFSC: UBIN0534951

Branch Name: Kalyanpur, Kanpur.

Conference Venue:

Online at School of Business Management, CSJM University, Kanpur.

Advisory Chair

Prof. Sudhanshu Pandiya, Dean, School of Business Management, CSJMU, Kanpur.

Prof. Anshu Yadav, Director, School of Business Management, CSJMU, Kanpur.

Dr. Sudesh Srivastava, Associate Professor, School of Business Management, CSJMU, Kanpur.

Advisory Committee

Prof. Anshu Yadav, Professor

Prof. Mukesh Ranga, Professor

Dr. Mridulesh Singh, Associate Professor

Dr. Prabhat Dwivedi, Associate Professor

Mr. Sudhir Verma, Assistant Professor

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Mr. Rahul Agarwal, Assistant Professor

Mr. P.N. Pandey, Assistant Professor

Ms. Gauri Singh, Assistant Professor

Ms. Sonam Gupta, Assistant Professor

Mr. Manoj Kumar Singh, Assistant Professor

Mrs. Mansi Bajpai, Assistant Professor

International Expert Committee

Prof. Raj K. Singh, School of Business, University of California, River Side.

Dr. Bhupendra Kumar, Debre Tabor University, Ethiopia.

Organizing Committee

Dr. Mayank Jindal, Assistant Professor, School of Business Management, CSJMU, Kanpur.

Ms. Pallavi Mishra, Assistant Professor, School of Business Management, CSJMU, Kanpur.

Conveners

Dr. Vivek Singh Sachan, Assistant Professor, School of Business Management, CSJMU, Kanpur.

Dr. Mayank Jindal, Assistant Professor, School of Business Management, CSJMU, Kanpur.



Patron

Prof. Vinay Kumar Pathak

*Honorable Vice Chancellor, CSJM University,
Kanpur*

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School of Business Management
Chhatrapati Shahu Ji Maharaj University,
Kanpur, UP.

Contact

Conference Coordinator

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Organized by:

**School of Business
Management,
Chhatrapati Shahu Ji
Maharaj University,
Kanpur, UP.**

Online Registration Link: Scan QR code

