



Scopus Preview



# **CHHATRAPATI SHAHU JI MAHARAJUNIVERSITY, KANPUR, INDIA**

**SCHOOL OF BUSINESS MANAGEMENT**

**INTERNATIONAL CONFERENCE  
ON**

**SUSTAINABLE MANAGEMENT PRACTICES (ICSMP-2024)**

**TUESDAY, 5-6 APRIL, 2024**

**KANPUR, INDIA (MODE- HYBRID)**

**The Conference with Publication Opportunity in Scopus Indexed Journals /Book**



# CSJM UNIVERSITY

Chhatrapati Shahu Ji Maharaj (CSJM) University, Kanpur (Uttar Pradesh) is one of the highest graded (NAAC A++), most reputed and fast-growing state universities in India. The University Grant Commission has recently declared CSJM University as a Tier-I University/ Institution of India. The university is endeavouring continuously to excel in academics, innovation, and research; and therefore, is curious to touch upon new facets and dimensions. Located in one of the biggest industrial metropolitan cities of the state of Uttar Pradesh, Chhatrapati Shahu Ji Maharaj University stands as a hallmark of higher education. It is an educational community where about 10,000 students of various religions, cultures and countries study and work together in a congenial atmosphere. The university is geared to provide maximum scholastic benefit to each student. CSJM University, Kanpur has been on the map of higher education for more than five decades. Established in 1966, it has not looked back, now it has around 700 affiliated colleges in seven districts of Uttar Pradesh. Spreading over a campus of 264 acres, the university is booming with academic activities. The university offers undergraduate, post-graduate and doctoral programmes in all disciplines of Art, Science, Commerce, and Medicine etc. in its affiliated colleges and institutions. The residential wing of the University Campus has 13 schools/ Institutes with more than 28 Departments such as the Institute of Engineering & Technology, Computer Application, Institutes/ Schools of Life Sciences & Biotechnology, Health Sciences & Yoga, Business Management, Journalism, Life-Long Learning, Education, Agriculture/ Horticulture, Law, Pharmacy, Hotel Management and Catering Technology, English & other International Languages etc. All the relevant most sought-after UG, PG and Doctoral programs such as B.Tech, M.Tech, BBA/ MBA, BCA/MCA, LLB/ LLM, BSc/MSc, B.Com/M.Com, BA/MA, B.Pharm, D.Pharm, BHM, PhD etc. are being run in the university campus. The outcomes of the Research projects and Doctoral research completed and /or being done in most of the above disciplines about Engineering, Science and Technology, Arts and Humanities, Social Sciences etc. match international standards. The university has a Section 8 company for promoting innovation and entrepreneurship amongst its students, faculty members and others in its jurisdiction. The university has state-of-the-art infrastructure, a helipad, an International Center, various laboratories, a rich library, a swimming pool, an ultramodern Gymnasium, a world-class stadium and many other facilities/ amenities matching international standards.

## ABOUT THE CONFERENCE

International Conference on Sustainable Management Practices (ICSMP-2024) aims to create an interactive platform for leading academicians, researchers, and practitioners to exchange and share their experiences and research results on all aspects of Sustainable Management practices leading to sustainable development. It also provides a premier interdisciplinary platform for researchers, practitioners, and educators to present and discuss the most recent researches, innovations, trends, and concerns as well as practical challenges encountered and solutions adopted towards sustainable business and holistic management practices leading to sustainable economic development and growth of emerging economies.

It is expected that the conference outcome and recommendations will provide insightful directions for effective policies, plans, and strategies for managing businesses, economies, societies, and environment around the world in more sustainable and holistic way.

## SPECIAL FEATURES OF THE CONFERENCE

- Knowledge/ experience sharing and listening to deliberations from distinguished national/ international researchers, academicians, and experts
- Publication opportunity in reputed Scopus Indexed Journals or Books with ISBN.
- Networking opportunities with national and international participants
- Special Expert Talks in each Track.
- Learn about the latest research, findings, future impacts, and directions
- Showcase your research and the outcomes of the research projects.



## CALL FOR CONTRIBUTIONS

Prospective authors are kindly encouraged to contribute to and help shape the conference through submissions of their research abstracts, full papers, and e-posters. Also, high quality research contributions describing original and unpublished results of conceptual, constructive, empirical, experimental, or theoretical work in all areas of Economy, Management, sustainability, entrepreneurship and innovation, HR, Finance, Marketing, Operations etc. are cordially invited for presentation at the conference. The conference solicits submissions in the form of abstracts, papers and e-posters in the following areas (We also welcome papers on related themes which is not included in the below mentioned list):

### SCOPUS PUBLICATION OPPORTUNITY

All the submitted full papers will be considered for publication in the Scopus-listed journals and/ or an edited book proposed to be published by a renowned International / National Publisher. The journal/ publisher may ask the authors of the shortlisted papers for required revisions of the paper to ensure their suitability for the journal/ publication. Since, the conference-listed journals are Open Access, so they may charge publication fees. Once, the paper is selected by the listed journal/ publisher for publication, the paper publication shall be subject to the acceptance of the terms and conditions of the journal/ publication by the author(s). The organizer of the conference shall not be responsible for anything such as the paper's rejection by the listed journals/ publisher, delay in publication, charge of publication fee by the journals, conflicts related to the order of the authors, etc.

### SCOPUS INDEX JOURNALS

#### Decision Making: Applications in Management and Engineering

Open Access 

Scopus coverage years: from 2018 to Present

Publisher: Regional Association for Security and crisis management

ISSN: 2560-6018 E-ISSN: 2620-0104

Subject area: Decision Sciences: General Decision Sciences

Source type: Journal

CiteScore 2022  
17.1

SJR 2022  
1.579

SNIP 2022  
2.959

#### Model Assisted Statistics and Applications

Scopus coverage years: 2005, from 2007 to 2023

Publisher: IOS Press

ISSN: 1574-1699

Subject area: Mathematics: Applied Mathematics Mathematics: Statistics and Probability Mathematics: Simulation and Simulation

Source type: Journal

CiteScore 2022  
0.8

SJR 2022  
0.232

SNIP 2022  
0.449





### **Track 1-Innovative Practices**

- Digital Innovations in Business and Economy
- Cyber Security and CyberCrime
- IoT
- Disruptive Innovation
- Role of Industry 4.0 performance
- Management
- Industry 4.0 in Healthcare, Retail and Others
- Industry 4.0 in Operations & Supply Chain
- Management
- Circular Economy
- Logistics Management
- Smart Manufacturing Economic growth/Models for
- Changing the World

### **Track 3- Innovative Finance Practices/Models**

- Cryptocurrency and Blockchain Technology
- Paradigm Shift in Accounting and Taxation
- Practices
- Agricultural and Natural Resource Economics
- Business Economics
- Economic Development and growth
- Economic History
- Economic Systems Environmental and
- Ecological Economics
- Financial Economics
- Health, Education and Welfare Economics
- Industrial Organization International
- Economics
- Labour Economics and Demographic
- Economics
- Law and Economics Mathematical and
- Quantitative Methods
- Microeconomics Macroeconomics Monetary
- Economics PublicEconomics
- Transportation Economics Urban Economics
- Indian Financial System in New Economic
- Scenario
- Financial Markets- Challenges and Opportunities
- Prospects and Challenges for MSMEs
- COVID 19 Impact on EconomicActivities

### **Track 2- Sustainable and Innovative**

- Practices/Models
- Role of AI, and Blockchain in Developing
- Sustainable World
- Role of Bigdata in Achieving SDGs
- Impact of sustainable practices on SMEs
- Green HRM
- Application in Lean and Agile manufacturing
- CSR
- Innovation and Sustainability
- Sustainable Entrepreneurship
- Strategies for achieving sustainable
- Development Goals

### **Track 4- General Management**

- Crowd-Funding
- HRM practices
- Sustainable Finance
- Entrepreneurship & Family Business
- Make in India and its Importance
- Marketing during the post-Covid-19 era
- Product and Brand Management
- Innovative Behaviour and Creativity
- Decision Support System

### **Track 5- Change in Marketing Practices**

- Impact of Social- Media/Digital
- Transformation in Marketing
- Advertising and Promotions
- Bottom of Pyramid Marketing
- Business to Business Marketing Consumer
- Behaviour
- Customer Relationship Management
- The emerging role of AI in marketing
- activities
- Innovations in Marketing
- Marketing Analytics
- Marketing Education
- Marketing for a better world
- Research Methods in Marketing
- Retail & Distribution Management
- Sales Management
- Services Marketing
- Social media and digital-marketing
- Tourism marketing
- Healthcare Marketing

# Attendees and authors who can submit the Papers

- Academicians
- Research Scholars
- Policymakers
- Corporate leaders
- Professionals / Practitioners
- Think-tank specialists
- NGOs

## REGISTRATION FEES

Delegates from India/ Nepal/ Bhutan/ Sri Lanka	Fee (INR)	Delegates from other countries	Fee (USD)
Teachers/ Professionals/ any other	2000	Teachers/ Professionals/ any other	100
Doctoral Research Scholars	1000	Doctoral Research Scholars	50
Students (UG/PG)/ participants	500	Students (UG/PG)/ participants	30

## Registration Fees Includes

The conference full registration fee includes Welcome reception, Badge, Conference Bag/Folder, Conference Accessories/Kits, Certificates, soft copy of the ICSMP-2024 Conference Proceeding, Tea/Coffee breaks, Lunch, and refreshments. At least one author must attend the conference in physical or online mode to present the paper. (Participants from India/ Nepal/ Bhutan will incur INR 1000/- additional and other foreign delegates will incur USD 100 for a hard copy of proceedings. Therefore, if you need proceedings in hard copy, please choose or ignore this option during the registration).

## REGISTRATION POLICY

- At least one author of each accepted paper must be registered for the conference for that paper to appear in the proceedings and be scheduled for presentation.
- Registered members are asked to inform about the registration immediately.
- After completion of the registration process, participants are required to send a Screenshot of the transaction or registration fee payment proof to us on or before the last date of registration.
- Any modification in the paper will not be accepted after the final submission date.
- A maximum of up to five authors/ co-authors per paper is allowed to participate.
- No registration will be entertained after the last date of registration.

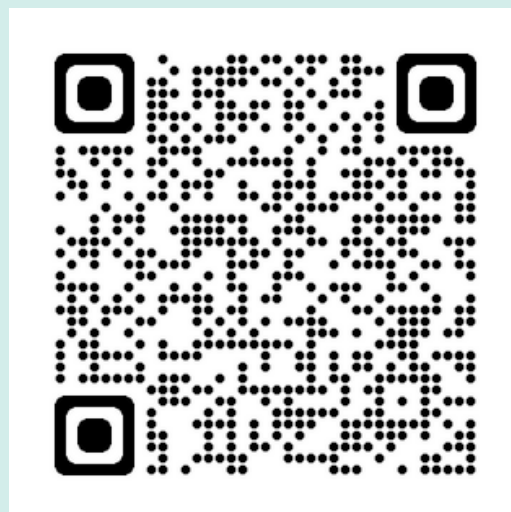
## CONFERENCE REGISTRATION LINK

[https://docs.google.com/forms/d/e/1FAIpQLSfl4QoTdEFuRb4B0-LZBJKiRaSakyMo1eDsmTBQIUFXBqKwQA/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfl4QoTdEFuRb4B0-LZBJKiRaSakyMo1eDsmTBQIUFXBqKwQA/viewform?usp=sf_link)



## ACCOMMODATION REGISTRATION LINK

[https://docs.google.com/forms/d/e/1FAIpQLSdgc8z1ywK4S450bUDjfWW4qQyXHbKTOGCGqRAMyxbrTiw6hw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdgc8z1ywK4S450bUDjfWW4qQyXHbKTOGCGqRAMyxbrTiw6hw/viewform?usp=sf_link)



## PAPER SUBMISSION AND AND QUERIES

Kindly submit your abstract/ Poster/ Paper at “**ICSMP2024@csjmu.ac.in**”

Please note that the same email id shall also be used for queries.





**SOURCE OF INSPIRATION**

**Smt. Anandiben Patel**  
**Hon'ble Chancellor &**  
**Governor, Uttar Pradesh**



**CHIEF PATRON**

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- Gauri Singh, Assistant Professor, SBM, CSJM University, Kanpur.



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Prof. Raj Agnihotri, Director, Ivy  
Sales Consortium, Iowa State  
University, USA



Prof. Sergei Vasin, Doctor of  
Economic Sciences, Vice-  
Rector for Research and  
Innovation of Penza State  
University



Prof. Ramendra Singh,  
Indian Institute of  
Management Calcutta



Prof. Vinay Sharma,  
Associate Dean –  
Research



Prof. Asheesh Dwivedi OP  
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## GUIDELINES FOR AUTHORS

The authors are required to ensure that their submissions meet the conference's strict guidelines for accepting scholarly papers.

## ABSTRACT & FULL PAPER

By submitting an abstract, the author(s) make(s) a commitment that the work is original and has not been published before, in any manner, and that at least one of the authors would register and attend the conference. Submitting an abstract also implies that the authors have all the mandatory approvals for doing so and that the content is devoid of plagiarism/ similarity. For all issues arising out of the abstract being placed in the public domain, the authors will be solely responsible and in no way the organizers or the host of the Conference.

**Title:** The title should be printed in BOLD (16-point Times New Roman) with scientific names italicized.

**Author(s):** Names of all authors should be in bold, 12-point Times New Roman font. Address and email: Designations, affiliations/addresses (very brief), telephone numbers and e-mail addresses should be in 10-point Times New Roman font. Provide only the presenting author's address and e-mail address.

**Length:** Maximum length for an abstract is one A4 sized page and should not exceed 400 words, explaining the background, the need, aims, methods and the findings of the study along with its possible utility. The maximum length of a full paper should not exceed 6000 words.

**Page size/setup:** Standard A4 (210mm x 297mm=8.27"x 11.69") paper (portrait). The margin should be set at 1 inch throughout (Top/bottom/left/right).

**Font and spacing:** The abstract text should be in 12-point Times New Roman, 1.15 spacing.



**Keywords:** The Abstract text should be followed by a list of keywords subject to a maximum of five, which should be arranged in alphabetical order and should be separated by commas.

**Paragraphs:** Paragraphs should be separated by a blank line and should not be indented.

**Alignment:** ‘Left’ alignment for the title, author(s) affiliation/address and keywords. ‘Justify’ alignment for abstract body.

**Figures and Tables:** No figure, table or reference should be included in the abstract.

Downloadable versions of the Full-Text Papers and Abstracts are required to be submitted. Please refer to the Abstract/ Poster/ Paper Submission Guideline and Author Information before submitting your paper.

**Poster: Your poster should include:**

- The paper title and all authors at the top of the poster
- A brief introduction, objectives, Methodology, Model, Key Findings, conclusions, and references; presented in a logical and clear sequence
- Brief explanations for each graph, picture, and table (if any)

**Size, fonts, and colour**

- The suggested poster size is 3ft x 3ft.
- Use easily read type. Suggested minimum font sizes:
- Title: 36 Font Size
- List of authors: 25 Font Size
- Body copy should be double-spaced text: 15-point type
- Choose your colours to provide strong contrast and avoid pairing red and green elements to assist those with red-green colour blindness

**Print a high-resolution copy of your poster to present onsite (size must not exceed 44" x 44" [112 cm x 112 cm])**

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Web: <https://csjmu.ac.in/departments/school-of-business-management/>

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