



Since 1881

School of Commerce
The American College
Madurai, Tamilnadu

School of Business
St. Joseph's University
Bengaluru, Karnataka



Jointly Organise

ICBD 4.0

Sustainable Development

**International Conference on
Business Dynamics and Sustainable Development**

2023

5G

Goals - Green - Growth - Governance - Globalization

5 & 6 January, 2023

Venue : The American College, Madurai, Tamilnadu

ABOUT

THE AMERICAN COLLEGE



Since 1881



The American College is a higher education institution known for its focus on academic excellence and social relevance. The completion of 141 years of service to the field of education bears testimony to the position that the college currently enjoys. It was founded by the American missionaries in 1841, and it grew into a college in 1881 at Pasumalai by the initiatives taken by Rev.G.T.Washburn, the Founder-Principal of the college. In the year 1906, the college was shifted to the present campus during the time of the second Principal Rev.W.M.Zumbro. It became independent of the mission in 1934 when an autonomous Governing Council was formed to manage its own affairs.

Earlier, it was affiliated to the University of Madras and later, it came under the jurisdiction of Madurai Kamaraj University.

With its extreme sensitivity to national policies and community needs, the college has grown from strength to strength. Its pioneering role in the development of college autonomy in India is noteworthy, being one of the first set of seven colleges to be made autonomous by the UGC in 1977-1978. Moreover, the college successfully implemented Choice Based Credit System as early as 1978. Today the college offers thirty undergraduate and sixteen postgraduate Programmes in the main campus. And it offers eleven undergraduate, one postgraduate, one M.Phil programme in the satellite campus. There are eight research centres offering Ph.D programmes in various disciplines, and two semi- autonomous centres - Department of Applied Sciences(DAS), and Study Centre for Indian Literature in English and Translation (SCILET) which has received international attention. American College - Community College offers eight B. Voc. Programmes and four M. Voc. Programmes. The college was re-accredited (3rd Cycle) by NAAC with “A+” CGPA - 3.47 on a 4 point scale in 2022. Its alumni shine as luminaries internationally as scientists, intellectuals, administrators, corporate managers, statesmen and leaders.

The college has active theatre groups, National Service Scheme, N.C.C units, Service Learning programme (SLP) and Green Management Programme (GMP) that offer students a wide range of opportunities to serve the society. These activities add up to make the campus vibrant and enrich the personality development of the students.

The College, as part of its social commitment, established the UGC sponsored Community College offering skill-based courses from the academic year 2014-15, and undergraduate self-financed programmes from the academic year 2015-16 in its Satellite Campus at Chattrapatti to cater to the city, rural and less privileged students of the community. The college has tie-ups with many International, State, Central Institutes and private industries.

<https://www.americancollege.edu.in/>

ST.JOSEPH'S UNIVERSITY



St. Joseph's University (Formerly St. Joseph's College, Autonomous), Bengaluru, established in the year 1882 is one of the oldest in the state of Karnataka with a history of 140 years. The University aims at a holistic and integral formation of its students, fostering in them a spirit of academic excellence, social concern, and character formation, shaping them to become "men and women" for others. The

Government of Karnataka formally conferred the University status on July 2, 2022, after passing the St. Joseph's University Bill in February 2021. St. Joseph's ranked 2nd in India and 1st in Karnataka in the year 2022 by Education World Rankings. At St. Joseph's, we try to create leaders for a better world. Leaders, deeply rooted in our philosophy "Fide et Labore" (a Latin phrase that means 'Faith and Toil'), commit themselves to excel in the fields they choose.

<https://www.sjc.ac.in/>

AC - SCHOOL OF COMMERCE

The Department of Commerce was established in the year 1947 within the realm of the mission and vision of the college. The department started with a two year undergraduate course, which was later extended to a three year course in the year 1957. The department grew into a postgraduate department in 1990 and has been offering the Master's Degree in Commerce.

To meet the ever-growing demand for commerce education the B.Com program was offered under self-financing stream in 1998 and the Department started offering M.Phil program from the year 2005. To impart in-depth knowledge in computer subjects that can be practically applied through and to integrate information technology with commerce the new hybrid courses B.Com with Computer Application in 2006 and B.Com (Information Technology) in 2014 were introduced. To cater to the needs of students from the rural area, B.Com and B.Com with Computer Application courses are offered under self-financing stream from the year 2015 in the Satellite Campus. B.Com with Professional Accounting was introduced in the year 2018 to enrich the students in their career opportunities and professional pathways. Presently the Madurai Kamaraj University has recognised the department as Research Department.

<https://americancollege.edu.in/departments-2/humanities-and-social-sciences/commerce-2>

SJU – SCHOOL OF BUSINESS

The School of Business was established in 2015 by the Department of Commerce. The department of Management was soon started in 2019. The School has grown by leaps and bounds to a student strength of 2000+ from 341 since its inception. A rigorous curriculum, professional outlook, industry integration, international and national collaboration, and qualified and capable faculty members are some of the distinguishing features of the departments under the School of Business. State-of-the-art facilities on the college campus coupled with quality teaching and learning has made the School a sought-after place for young minds seeking meaningful careers through commerce and business education

<https://sjc.ac.in/business.php>

ABOUT THE CONFERENCE – ICBD 4.0

The sustainable Development goals were developed in 2012, at the United Nations Conference on Sustainable Development. On par with this, the dynamics of environment, society and governance in the area of sustainability have also changed in India through its commitment in achieving 'Net Zero Emissions by 2050'. With the advent of the emerging economic climate, corporates need to be aware of the threats to business and it results in the physical and regulatory environments especially the unique opportunities to achieve competitive advantage by acting proactively in the area of sustainable development. They have to meet the needs of the existing generation without compromising the quality of business and environment.

The theme of the conference revolves around the genesis and growth of various sustainable practices within and outside the boundaries of India with a view to enable the confluence of research ideas and innovations in sustainable practices by involving stakeholders, researchers and businessmen to pivot business developments through sustainability.

ICBD 4.0 aims to bring together Students, Research Scholars, Academicians, Entrepreneurs, Industrialists & Policy Makers, to exchange and share their experiences, new ideas, and research results, to come up with strategies on the challenges encountered in achieving Sustainability.

OBJECTIVES

- Goals** To achieve the Goals of sustainability in using resources in a way that allows them to become renewed and extend to other people.
- Green** To exchange the ideas on innovations in sustainable Green practices in business.
- Growth** To harmonize economic Growth with environmental sustainability, while improving eco-efficiency.
- Governance** To deliberate and investigate the role of policymakers, research & development and trade openness on framing Governance policies with green economic growth.
- Globalisation** To share collaboration, expertise and student engagement in adopting sustainable Business development at Global level.

SUB THEMES

All submitted papers should be result-oriented, original papers, and under the scope of the conference that should belong to the theme and sub-theme area of the conference. The academicians, research scholars, industry professionals, practitioners, and policymakers from around the world are invited to contribute their original research papers on the various themes given below, but it is not limited to:

Sustainability: Economic Sustainability, Environmental Sustainability, Socio Cultural Sustainability, Sustainable Human Development, Sustainable Consumption and Production, Sustainable Management, Sustainability in the Post-Growth Economy, Sustainable Tourism Policy, Sustainable Development Policies 2030, Technological Development in Business, Corporate Governance and Leadership for Sustainability Strategy.

Business and Economics: Sustainable Innovation and Technology, Sustainable new Business Models, Social entrepreneurship and social business models, Digital Business Transformation for Sustainable growth, Block Chain technology and its impact on business models, Green marketing, TQM and Sustainability, Environmental law and Public policy in Sustainable development, Climate Change, Business Strategies and Sustainable growth, Digitization of Business, Entrepreneurship, Technological Innovation Management, Idea Management System, Innovation in Current Environment, Sustainability in Service Industries, and Management Cases in sustainable development.

Accounting and Finance: Sustainability in Banking and Finance, Social Stock Exchange, Impact Investment, Cloud Accounting, Green finance, Financial Reengineering, Financial Modelling, Responsibility Financing, the Cryptocurrency market and its impact on economy and E-Banking

Marketing: Sustainability in Social media marketing, Green Marketing, ICT in Marketing, E-tailing and E-CRM

Human Resource: Sustainability through Employee engagement, Sustaining Local Communities, Organizational Creativity, Community Participation, Ethical Issues in HR and Responsible Management Education.

Green Engineering and Technology: Sustainability adoption in Engineering and Technology, Sustainable Initiatives in ICT, Service quality measurement, Management Information Systems, E-Governance and Industrial Revolution 4.0.

(Note: Papers on any other sub-theme relevant to main theme may also be considered.)

PROCEDURE FOR PAPER SUBMISSION

- ♦ The paper should be original and unpublished.
- ♦ It should be neatly typed in MS Word 2003/2007 version with double line spacing, 12 point Times New Roman font on A4 size paper.
- ♦ The abstract must not exceed 300 words and the full paper should not exceed 3,000 words, including tables and references.
- ♦ The paper should comprise the following sections: Title page, Abstract, Key words, Introduction, Material and Methods, Interpretation and Discussion, Findings & Result and Conclusion besides supportive references. Authors are requested to follow the APA 7th edition style.
- ♦ The author is responsible for accurate referencing and for all reproduced material.
- ♦ Authors should submit the abstract and full paper with the Author's name, Designation along with e-mail ID and Mobile number through e-mail attachment to the review committee at **regicbd4.0@gmail.com**.
- ♦ Registration Link : **<https://forms.gle/3jp74QA93A5J9zCs9>**
- ♦ Participants and delegates are expected to attend all the sessions to receive their certificates.
- ♦ All the manuscripts are subject to peer review. The expert committee will scrutinize the papers and the selected papers will have publication opportunities in Scopus/UGC Care listed journals with an additional fee. Other papers will be published in the in-house journal at free of cost.
- ♦ Best papers from students, Research Scholars and Academicians will be awarded.

PARTICIPANTS:

Academicians, Research Scholars, Graduate students, Social workers, Social activists, Personnel from Corporates, the General public, NGOs, Industry Professionals, Business Consultants, Entrepreneurs, Investors and Managers.

IMPORTANT DATES

Last date for abstract	:	30.11.2022
Acceptance Notification	:	05.12.2022
Last date for Full Paper Submission & Payment of Registration Fee	:	12.12.2022

REGISTRATION FEE

Participant with Paper Presentation

#	CATEGORY	INDIAN	FOREIGN
1.	STUDENT/DELEGATE	INR 1,000	USD 50
2.	RESEARCH SCHOLAR/ACADEMIC DELEGATE	INR 1,200	USD 75
3.	INDUSTRY DELEGATE	INR 2,000	USD 100

Participant without Paper Presentation

#	CATEGORY	INDIAN	FOREIGN
1.	STUDENT/RESEARCH SCHOLAR	INR 500	USD 25
2.	ACADEMIC/INDUSTRY DELEGATES/ PARTICIPANTS FROM NGOs	INR 750	USD 50

The fee can be paid in the form of DD drawn in favour of 'The Bursar, The American College, Madurai'. The fee can also be paid through NEFT/Gpay and the participants have to furnish the payment details with UTR number.

Account Name : Bursar, The American College, Madurai
Account No : 496030744
Name of the Bank : Indian Bank
Branch : Tallakulam, Madurai
Branch Code : 00233
IFSC Code : IDIB000T003

The registration fee includes conference kit, Attendance Certificate, On Duty Letter, cost of lunch and refreshments. The registration must be done separately by the author and co-author.

The registration fee does not cover accommodation, the paper publication in SCOPUS indexed journal and UGC CARE listed journal.

PATRONS



Fr. Dr. Swebert D'Silva SJ
Pro Chancellor, SJU



Dr. M. Davamani Christober
Principal & Secretary, AC



Fr. Dr. Victor Lobo SJ
Vice Chancellor, SJU



Dr. A. Martin David
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CONFERENCE COMMITTEE



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