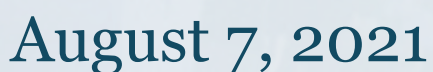




(Approved by AICTE, Government of India)





## About SKIPS:

St. Kabir Institute of Professional Studies (SKIPS) was established in 2008, under the aegis of St. Kabir Group of Educational Institutes which has its presence since 1985. SKIPS has managed to carve a niche for itself for imparting quality management education and proved to be one of the best B-schools in Ahmedabad, Gujarat. Fostering industry-driven curriculum SKIPS offers PGDM with Dual Specialization in Marketing, HR, Finance, Operations, International Business and Information Technology.

## About Conference:

Sustainable Development is the key principle for meeting human development goals along with maintaining the ability to provide natural resources and ecosystem services on which the economy and society depend. The desired result is a state of society where living conditions and resources are used to continue to meet human needs without undermining the integrity and stability of the natural system.

Management for a sustainable development appears as a process in which organizations try to effectively use its resources, as well as improve its organizational and technological development, in order to answer not only to the present but also future human and social needs.

Sustainable development is need of the hour and must be incorporated in business activities across the value chain. For businesses, sustainable development means adopting strategies and activities that meet the needs of the enterprise and its stakeholders while protecting, sustaining, and enhancing the human and natural resources that will be needed in the future.

Taking into account this reality, this conference aims to contribute to the exchange of experiences and perspectives about the state of research related to sustainable development, as well as future the direction of this field. It looks to provide support to academicians and researchers, as well as those operating in the field of management and practitioners dealing with policies and strategies related to sustainable development issues.



## **Call for Papers:**

Research papers, conceptual papers and cases are solicited from academicians, research scholars, management consultants, industrial experts and management students relevant to the theme of the conference.

## **Thematic Areas and Sub Themes**

### **Sustainable Energy Development:**

Renewable Energy (Wind, Solar, Hydro, Geothermal), Biomass, Biofuels and Biogas, Greening the Fossil Fuels, Emerging and Advanced Green Energy Technologies, Energy Security, Energy Efficiency & Rationale Use of Energy and Green Energy Policies & Programmes.

### **Sustainable Development - Economic, Social and Environmental Issues:**

Low Carbon Economy and Society, Public Policy and Sustainable Development Practices, Sustainable Globalization, Corporate Ethics and Sustainable Development, Sustainable Lives and Livelihoods, Human Capital and Sustainable Development, Climate Change and Sustainable Development, Environmental Laws and Sustainable Development, Disaster & Crisis Management and Global Development Goals 2030.

### **Sustainable Marketing:**

Green Marketing, E-Commerce Marketing and Digital Platforms, Social and Digital Media Marketing, Marketing Analytics, Cause Related Marketing, Ethics in Marketing, Relationship Marketing, Marketing in SMEs, Rural Marketing, Services Marketing and Technology, CSR in Marketing and Branding, Sustainable Tourism and Sports Marketing, Retail Marketing and Shoppers' Experience and Sustainable Marketing Practices.

### **Sustainable Finance and Accounting:**

Green Banking, Digital Banking Practices and E-wallet, Sustainable Micro - Finance and Rural Development, Sustainable Investing, Investor Relations, Corporate Social Responsibility and Finance, Financial Inclusion, Sustainable Financial Performance & Accounting Practices and Big Data, FinTech & Financial Innovation for Sustainability.

### **Sustainable Human Resource Management:**

Emotional Intelligence, HR Analytics, Agile Leadership, Managing Employees from New Generation, Employer Branding, Transformational Leadership, Work Life Balance, Managing Diversity at Workplace, Employee Engagement and Work Culture, Human Resource Information System, Organizational Learning, Employee Happiness, Workplace Spirituality, Employee Stress Management, Sustainable Performance Management and Sustainable HRM Practices.

## Sustainable Operations:

Green Manufacturing, Eco Design and Green Manufacturing, Data Science and Machine Learning, Robotics and Artificial Intelligence, Smart City and Urban Planning, Sustainable Supply Chain management and Reverse Logistics, Quality Control & Lean Six Sigma Management and Sustainable Operations Management Practices.

## Important Dates:

- Last Date of Abstract Submission : July 12, 2021
- Last Date of Full Paper Submission : July 25, 2021
- Last Date of Registration : July 28, 2021
- Date of Conference : August 7, 2021

## Registration Fee:

Academician & PhD Scholar/Student	₹ 500
Corporate Delegates	₹ 700
International Participants	\$ 10

There is no registration fees for Coauthor. Maximum two Coauthors are allowed for a research paper.

## Registration Procedure:

1) Pay Registration Fees Online only

Bank Details:

A/c Name	St. Kabir Institute of Professional Studies
Bank Name	Union Bank of India
Bank A/C No	393302010012823
IFSC Code	UBIN0539333
Branch	Vastrapur, Ahmedabad

2) Fill the Online Application Form through this link: <https://forms.gle/SBS5ohtzga951fBQ7>

3) Receive an acknowledgement mail and fees receipt.

## Conference Publication:

All the selected research papers for the conference will be published in Peer Reviewed Journal or Book (with ISBN No.).

The selected papers will have an opportunity for publication in UGC CARE Listed Journals and SCOPUS Indexed Journals. The publication charges for UGC CARE Listed Journals and SCOPUS Indexed Journals will be paid by the author(s) but the author(s) will get a discount in publication charges because of our association with the publishers.

## Why to attend?

- 1) Join the efforts to create an inclusive and environmentally sustainable organizations and market place.
- 2) Development of professional network.
- 3) Publication of Research Paper in Peer Reviewed Journal or Book.
- 4) Opportunity for publication in UGC CARE Listed and SCOPUS Indexed Journals.
- 5) Best Research Paper Awards in empirical research paper category and conceptual research paper or case study category.

## Paper Submission Guidelines:

- Only original, unpublished work on the conference theme is sought. Any manuscript containing identical or substantially similar work already published or under review for another conference or publication will not be considered.
- The contributors should certify that the manuscript has neither been published anywhere nor is being considered presently for publication anywhere.
- Abstract (not exceeding 300 words) with 5-6 keywords should reach us through email at [conference@skips.in](mailto:conference@skips.in) latest by July 12, 2021, in Microsoft Word format only.
- Submission of abstract and research paper should include a separate title page, which clearly indicates the name(s) of the author(s), affiliation(s), complete mailing address (es), telephone/mobile no. (s) and e-mail address(es), the title of the paper and up to four keywords that describe the paper.

- The abstract and text for the full paper must include the title but must not include the author(s) name or affiliation anywhere in the text. There should be no content in the main paper that suggests the source of the author(s).
- The author(s) are requested to follow APA Citation Style.
- The main document should be double-spaced, with one-inch margins on all sides. All pages should be numbered consecutively. Font to be used: Times New Roman: 12 point (Main body Text); 14 point, Bold (Headings).
- All papers will be blind reviewed.

## Organizing Committee

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