



**ST JOSEPH'S  
UNIVERSITY**  
BENGALURU . INDIA

# SCHOOL OF BUSINESS

*Organises*

**FIFTH EDITION**

# ICBD 5.0

*Sustainable Development*

*in association with*



**14 & 15  
MARCH  
2024**



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

## ST JOSPEH'S UNIVERSITY

St. Joseph's University (formerly St. Joseph's College, autonomous), Bengaluru, was established in the year 1882. The Government of Karnataka formally conferred the University status on July 2nd 2022, after passing the St. Joseph's University Bill in February 2021. 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.

## 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 3000+ from 341 since its inception. State-of-art faculty 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.

### Concept Note

The United Nations' SDGs provide a comprehensive framework to address global challenges, ranging from poverty and inequality to climate change and sustainable economic development. Emphasizing the need for a multidimensional approach, the SDGs underscore the importance of collaboration between nations, businesses, and communities to achieve a balanced and equitable world by 2030.

Globalization has facilitated interconnectedness but also presented challenges, including inequality and environmental degradation. It is imperative to harness the positive aspects of globalization while mitigating its negative impacts. Collaborative international efforts are essential to address transboundary issues such as climate change, ensuring that globalization fosters sustainable development for all.

With the SDGs and globalisation taking centre stage, companies need to look towards sustainable growth being more green, socially responsible and adopting better governance structures. Companies must be adaptive and responsive to the evolving challenges of the 21st century, ensuring that policies and regulations support sustainable development initiatives.

It is with this background in mind that this year's ICBD theme centers around 5G - Goals, Green, Growth, Governance and Globalisation.

This year's conference envisions the bringing together of regulators, industry and academia to collaborate in addressing the intricacies and challenges of corporate sustainability.

### Objectives

- **Goals** To contemplate the role of business in achieving the UN SDGs
- **Green** To exchange ideas on green innovation and corporate sustainability.
- **Growth** To understand growth from an economic, social and environmental context
- **Governance** To deliberate the role of governance structures in bringing about transparency, accountability and diversity in organisations.
- **Globalization** To delve into the impact of globalisation on sustainable and equitable development.

### Themes

All submitted papers should be result-oriented, original papers, and under the scope of the conference that should belong to business dynamics. The academicians, research scholars, industry professionals, practitioners, and policymakers from around the world are invited to contribute their original research papers on various themes governing the business dynamics and the related sustainable practices.

## About Conference

The theme of the conference revolves around the genesis and growth of various sustainable practices within and outside the boundaries of India. Also, the dynamics of the environment, society, and governance in sustainability have changed with the announcement of India's commitment to achieving net-zero emissions by 2070. Every stakeholder has a bigger role in pivoting business development through sustainable leadership. This conference has been conceptualized to enable the confluence of research ideas and innovations in sustainable practices.



## PUBLICATION OPPORTUNITIES

All the manuscripts are subject to peer review.

The review committee will scrutinize the papers and the selected papers will have publication opportunities in Scopus/UGC Care listed journals with an additional fee or in the online ISSN in-house journal at free of cost. In all the journals, the authors are responsible for corrections if any as suggested by the journals.

## IMPORTANT DATES

Full paper Submission: 11.02.2024  
Full paper Acceptance: 16.02.2024

The last date to Register: 23.02.2024

## PROCEDURE FOR PAPER SUBMISSION

- The paper should be original and unpublished.
- The document should be neatly typed in MS Word 2007 or above version with double spacing, 12 point Times New Roman font on A4 paper size.
- 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 Discussions, Findings & Result and Conclusions besides supportive references.
- Authors are requested to strictly adhere to the APA 7th edition style for referencing.
- 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 attachments to the review committee at [icbd@sju.edu.in](mailto:icbd@sju.edu.in).
- Registration link: <https://forms.gle/1Fyn7orYv737wvvv7>
- Participants and delegates are expected to attend all the sessions to receive the certificates.
- Best papers from students, Research scholars and Academicians will be awarded.

### REGISTRATION FEE

CATEGORY	PRESENTATION				ONLY PARTICIPATION			
	EARLY BIRD (On or before 23 <sup>rd</sup> Feb 2024)		AFTER (23 <sup>rd</sup> Feb 2024)		EARLY BIRD (On or before 23 <sup>rd</sup> Feb 2024)		AFTER (23 <sup>rd</sup> Feb 2024)	
	Indian	Foreign	Indian	Foreign	Indian	Foreign	Indian	Foreign
Student/Research Scholar	₹1,200	\$75	₹1,500	\$90	₹1,000	\$50	₹1,300	\$65
Academicians	₹1,500	\$100	₹1,800	\$115	₹1,200	\$75	₹1,500	\$90
Industry Delegate/Professionals	₹2,000	\$125	₹2,300	\$140	₹1,500	\$100	₹1,800	\$115

### FOR PAYMENT

Account Name:	ST JOSEPHS UNIVERSITY COLLECTION ACCOUNT
Account Number	0964053000001831
Account Type	Savings Bank
IFS Code	SIBL0000964
Bank name	South Indian Bank
Branch	0964 Langford Road Branch

- The registration fee includes a conference kit, Attendance Certificate, Duty Letter, lunch, and refreshments.
- The registration fee does not cover accommodation, the paper publication in SCOPUS indexed journal and UGC CARE listed journal.
- Registration must be done separately by the author and co-author.

## KEY HIGHLIGHTS

NETWORK WITH  
INTERNATIONAL  
UNIVERSITIES  
INDUSTRIES  
PROFESSIONAL BODIES

BEST PAPER AWARDS  
CASH PRIZE  
AWARDS  
SCOPUS/UGC PUBLICATION

EXPLORE SJU  
CAMPUS TOUR  
HIGHER STUDY COUNSELLING  
ABROAD COUNSELLING

## PATRONS



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Pro Chancellor, SJU



Rev. Fr. Dr. Victor Lobo SJ  
Vice Chancellor, SJU

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Dr. Christo Selvan V,  
Dean, School of Business

## CONVENERS



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Conference Convener



Ms. Immaculate Mary  
Conference cO-Convener

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## VENUE

St Joseph's University, 36 Lalbagh Road,  
Bengaluru-560027, Karnataka, India

Reception: 08022274079



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www.sju.edu.in



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for general queries: [icbd@sju.edu.in](mailto:icbd@sju.edu.in)





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UNIVERSITY**  
BENGALURU . INDIA

## SCHOOL OF BUSINESS

**International Conference on Business  
Dynamics and Sustainable Development  
(HYBRID MODE)**

# RESEARCH PAPER PRESENTATION AND PUBLICATION CALL

### UGC CARE LISTED

1. Case Folio The IUP Journal of Management Case Studies (ISSN: 0972-5350)
2. The IUP Journal of Accounting Research and Audit Practices (ISSN: 0972-690X)
3. The IUP Journal of Marketing Management (ISSN: 0972-6845)
4. The IUP Journal of Organisational Behavior (ISSN: 0972-687X)

### SCOPUS INDEXED

Conference proceedings in a Scopus-indexed journal

### VENUE

St Joseph's University, 36 Lalbagh Road,  
Bengaluru-560027, Karnataka, India

Reception: 08022274079

### CONTACT

for Accommodation: Cyril@sju.edu.in  
for Registration: ranganatha.b@sju.edu.in  
+91 97415 50883 / 81235 84830  
www.sju.edu.in

#### Patrons

Rev Fr Dr. Swebert D'Silva SJ Pro Chancellor, SJU  
Rev. Fr. Dr. Victor Lobo SJ Vice Chancellor, SJU

#### Conference Chairman

Dr. Christo Selvan V,  
Dean, School of Business

#### Conveners

Ms. Amita Priyadarshini Conference Convener  
Ms. Immaculate Mary Conference Co-Convener

**DATE:**  
**MARCH 14, 15 2024**

#### Title Sponsor



#### Platinum sponsor



#### Awards/Gift sponsor



#### Knowledge Partner



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## PUBLICATION OPPORTUNITIES

All the manuscripts are subject to peer review. The review committee will scrutinize the papers and the selected papers will have publication opportunities in UGC Care listed journals (with additional publication charges) or conference proceedings in SCOPUS indexed journal (with additional publication charges) or in the online ISSN in-house journal at free of cost. In all the journals, the authors are responsible for corrections if any as suggested by the journals.

## IMPORTANT DATES

Full paper Submission: 05.03.2024  
Full paper Acceptance: 07.03.2024

The last date to Register: 10.03.2024

## PROCEDURE FOR PAPER SUBMISSION

- The paper should be original and unpublished.
- The document should be neatly typed in MS Word 2007 or above version with double spacing, 12 point Times New Roman font on A4 paper size.
- 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 Discussions, Findings & Result and Conclusions besides supportive references.
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- Participants and delegates are expected to attend all the sessions to receive the certificates.
- Best papers from students, Research scholars and Academicians will be awarded.

### REGISTRATION FEE

Category	PRESENTATION				PARTICIPATION			
	ONLINE		OFFLINE		ONLINE		OFFLINE	
	INDIAN	FOREIGN	INDIAN	FOREIGN	INDIAN	FOREIGN	INDIAN	FOREIGN
STUDENT / RESEARCH SCHOLOR	Rs 1,500	\$75	Rs 1,200	\$50	Rs 800	\$50	Rs 1,000	\$50
ACADEMICIANS	Rs 1,500	\$75	Rs 1,500	\$100	Rs 1,000	\$75	Rs 1,200	\$75
INDUSTRY DELEGATE	Rs 2,000	\$100	Rs 2,000	\$125	Rs 1,500	\$100	Rs 1,500	\$100

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