



**SRM**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
Deemed to be University u/s 3 of UGC Act, 1956  
**VADAPALANI**



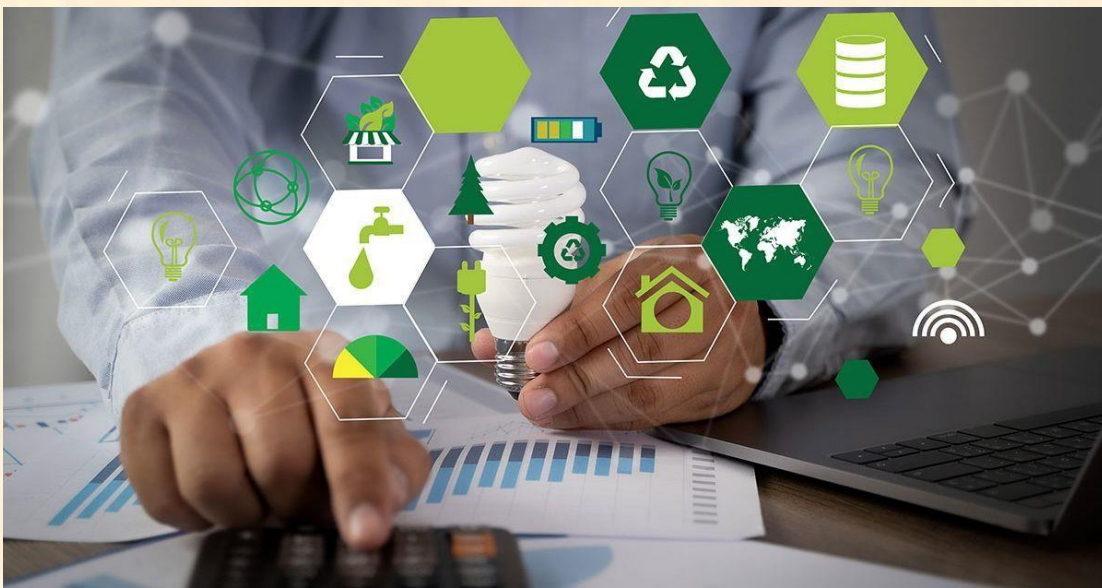
Indian Council of  
Social Science Research



# SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

## VADAPALANI CAMPUS

### FACULTY OF SCIENCE AND HUMANITIES



*Organises*

**ICSSR Sponsored Two Days International Conference on  
INDIA'S G20 PRESIDENCY AND HORIZONS OF BUSINESS  
SUSTAINABILITY**

**18<sup>th</sup> and 19<sup>th</sup> December 2023**

**C-Block, 3<sup>rd</sup> Floor, Auditorium**

## **SRM Institute of Science and Technology- Vadapalani**

SRM Institute of Science and Technology (SRMIST) Vadapalani Campus formerly known as SRM University, was established in 2015, it is located in the heart of the Chennai city, Tamil Nadu, India. SRM Vadapalani has been approved by UGC and AICTE. SRM Vadapalani has been accredited by NAAC with the highest grade of A++. . The wi-fi enabled campus hosts well planned academic blocks, air-conditioned class rooms, computer labs, lecture halls, library, laboratories, state-of-the art studios, auditorium, conference halls and a hygienic cafeteria. Well qualified and committed faculty impart quality education using innovative learner-centric teaching strategies.

### **Faculty of Science and Humanities (FSH)**

Located in the heart of Chennai city, Faculty of Science and Humanities, a constituent of SRM Institute of Science and Technology, Vadapalani, attracts top caliber students across the country and provides an ideal ambience for the development and growth of its students. FSH has carved a niche for itself with its distinguished alumni holding prestigious positions and our students achieving great feats in academics, sports and co-curricular / extra-curricular activities.

### **About the Department**

The Department of Bachelor of Commerce (B.Com) with Honors in International Accounting and Finance is established in 2023, offering an undergraduate degree program that focuses on providing students with an in-depth knowledge and skills related to international financial practices, accounting principles, and finance concepts. This program is designed to prepare students for careers in the global financial industry, multinational corporations, and international financial institutions.

### **Theme of the Conference**

A looming global recession, climate change and energy transition, a strong need for a resilient global healthcare system, digital transformation, unemployment, and a rising poor-rich divide are just some of the issues forcing countries to sit together and have a conversation beyond their own self-interest. Admst these uncertainties India's G20 Presidency has marked a significant milestone in its global leadership role. It is in the shadows of these uncertainties that India - the current G20 presidency — finds itself to be among the world's fastest-growing economies. India can boast of tens of millions of aspirational consumers with a growing propensity to spend, a young labor force, and a huge start-up ecosystem. Adding to this a pro-reform, government is eager to bring in investments and scale-up manufacturing, and India sits in a sweet spot.

Given this scenario, India has G20 Presidency, which is an excellent opportunity to strengthen the business with other largest countries of the world. India's G20 Presidency offers a window to view new challenges and opportunities and become a part of the journey towards more collaboration, partnership and trust between global

businesses. With this embarking remarks, an international conference have been organised by the Department of Commerce- B.Com (Hons) International Accounting and Finance, College of Science and Humanities, SRM Institute of Science and Technology Vadapalani Campus to provide a platform for academicians, corporate executives, practicing managers, and scholars to deliberate and discuss about the latest sustainable developments aftermath of India's Presidency G20 summit, as well as the impact of changing economic scenarios on various sectors of business and industry. It is expected that, the conference outcomes and recommendations will provide insightful directions for framing effective policies, plans, practices and strategies in the branches of management towards sustainability around the world in near future.

### **CALL FOR RESEARCH PAPERS**

We Invite submission of original research papers, case studies and innovative ideas related to, but not limited to the following conference themes.

#### **G20 and Sustainable Business and Marketing**

- Services Marketing
- Customer Relationship Management
- Green Marketing – A tool for Sustainability
- Marketing Analysis and Sustainable Business
- Tapping Rural Marketing for business Sustainability
- Marketing Strategies build around GEN-Z
- Integrated Tool for Robust Marketing
- Decoding Consumer Behavior in Consumer Age
- Logistics and Supply chain operations post Covid-19

#### **Sustainable Human Resources Management in G20 Era**

- Talent Acquisition, Management & HR Engagement
- Training & Development
- Leadership and Corporate Communication
- Workforce Diversity, Global HRM, Green HRM,
- Performance Management Strategic HRM
- Employment Dynamics
- Stress Management, Work and Family Balance.
- Team Development and Organizational Structural Modifications
- Virtual Communications in HR
- Recent trends in HR- VUCA

## **Sustainable Business and Financial Sector**

- Financial Services – Public Finance, Banking, Insurance
- Capital Market & Behavioral Finance
- Corporate Restructuring for Financial Management
- Structured Finance and Financial Engineering
- International Finance
- Financial Literacy and Financial Inclusion
- Recent trends in finance

## **Sustainable Business and Information Technology**

- Machine Learning and Big Data Analytics in Business
- ERP and Business Process Re-Engineering
- IT innovations in business
- E-Business Models cognitive & Block chain Technologies
- Recent Trends in Operations & IT Infrastructure
- IT Infrastructure for Smart Cities and digital villages
- New Age Technology for building sustainable business
- Cybercrimes, Security and its impact in business
- Implementation of Cloud Computing in New-Age Business
- Smart Tech for Resilient Businesses

## **Innovation and Entrepreneurship**

- Entrepreneurship and Sustainable Development
- Challenges in Rural Entrepreneurship
- Role of IT in Entrepreneurship
- Skill Development and Subsidiaries
- Startups, Social Entrepreneurs
- Developing Managerial Capabilities for MSMEs
- Sustainability in Family Business
- Innovation in Eco- Entrepreneurship
- Cultural and Social Orientations For Entrepreneurial Development
- Recent Trends in Entrepreneurship and Startups

## **Sustainable Business and Economy**

- Monetary and Fiscal Policy
- Humanities, Logistics and Healthcare
- Environmental policies for Protections & Role of NGOs
- Challenges and Crisis Management
- Live hood and Agriculture Economics
- Service Economy and Inclusive Growth
- e- Governance and Current Economy
- Social Media and Economic Changes

## **Guidelines for Paper submission & Presentation**

- Every article must be accompanied with a cover page, which should carry the details like, Title of the paper, Name(s) of the Author(s) and their Affiliations, Complete contact details with full postal and email address.
- The Article must be submitted in a word document with Times new Roman Font, 12 size with 1.5 line spacing with 1 inch margin and APA referencing style.
- The word limit for the research articles is limited to 4500 words, and must contain the following: Title, Objectives of the study, Methodology, Findings, Conclusions/ Implications/ Recommendations, Limitations/ Acknowledgements, References and Appendices
- Abstract should not exceed 300 words including key words.
- The University has a strict Anti- Plagiarism policy; therefore the authors must ensure originality of the work (Tolerance limit is 10%)
- Plagiarism report and copyright (if any) to be attached.
- All the authors of the paper must have to register separately
- Participation and presentation certificates will be issued to participants during valedictory session..
- The decision of the review Committee will be final and binding

## **Important Dates**

Submission of Abstract& Full paper: 30<sup>th</sup> Nov 2023

Last date of registration: 10<sup>th</sup> Dec 2023

Send your papers to: ***hod.iaf.vdp.@srmist.edu.in***

## **Payment Details:**

Account Name: College of Science and Humanities

Account Number: 500101013160065

IFSC Code: CIUB0000117

Bank Name: CITY UNION BANK

Branch: CHENNAI TAMBARAM

DD Name: "College of Science and Humanities" payable at Chennai

### **Publication Details**

Selected papers will be published in UGC CARE/ SCOPUS INDEXED JOURNALS after confirming with the author with processing charges.. All rights of publications of papers presented in the conferences shall rest with the conference organizers.

### **Registration Fee**

|                                   |          |        |
|-----------------------------------|----------|--------|
| Industrialist                     | INR 1200 | US\$15 |
| Academicians                      | INR 1000 | US\$13 |
| Research Scholars and PG Students | INR 700  | US\$5  |
| Students UG                       | INR 400  | US\$3  |

### **Chief Patrons**

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