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Presidency Group of Institutions
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Presidency Group of Institutions

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Presidency Business School
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Sharda University, Uzbekistan

Convener: **Dr. K. Ravindran**
Presidency Business School

Co_Convener: **Dr. Raghu N**
Dr. Sendhil Kumar M
Presidency Business School

CONFERENCE COMMITTEE MEMBERS

PRESIDENCY BUSINESS SCHOOL	
Dr. Rajiv R. K. Massey	Prof. Rajagopal K
Prof. Indumathi R Nagesh	Dr. Julie Sunil
Dr. Radhika Arora	Dr. Mohammed Juned
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Prof. Venkatesh Ganapathi	Dr. Rajitha R
Prof. Sreevas V T K	Dr. Satarupa Misra
Prof. U V G Sekar	Prof. Rama N
Dr. Kiran Hiremath	Prof. Bhavya Vinil
SHARDA UNIVERSITY, Uzbekistan	
Dr. Pankaj Tiwari	Dr. Ujjwal Das
Mr. Amir Zia	Mr. Davron

For Registration Contact:

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For further inquiries: pbs@presidency.edu.in

REGISTRATION FEE

Delegate Category	Fee
Academic Delegates /Corporate executives & others	Rs. 750
Research Scholars	Rs. 500
Students	Rs. 250

Note: Co-authors, who wish to have individual certificates, need to register separately.

If any author(s) wish to present more than one paper, they need to register separately.

PUBLICATION

PUBLICATION

- All the Selected research papers could be published in conference proceedings, but requirements must be met by the authors.
- Few selected papers will be considered for publication in Presidency Journal of management Thought and Research on merit basics. (ISSN No:2229-5275)
- Selected paper will be recommended for UGC Care Journal.
- The conference will be conducted in online. Participants can present their work in online.

IMPORTANT DATES

Last date for submission of abstract	17.10.23
Communication for acceptance	24.10.23
Last date for full paper submission	02.11.23
Last date for registration and Payments	02.11.23
Conference date	23rd & 24th Nov'23

MODE OF PAYMENTS

Account No.:14710100094109
IFSC: FDRLOOO1471
Bank Name: Federal Bank
Branch: Banaswadi, Bengaluru
E-Mail: pbs@presidency.edu.in
Website: <https://presidencycollege.ac.in/>



PRESIDENCY COLLEGE

(AUTONOMOUS)

KEMPAPURA, HEBBAL, BENGALURU - 560 024, KARNATAKA, INDIA
AFFILIATED TO BENGALURU CITY UNIVERSITY, APPROVED BY AICTE, DELHI & RECOGNISED BY THE GOVT. OF KARNATAKA
RE-ACCREDITED BY NAAC WITH 'A+' GRADE

PRESIDENCY BUSINESS SCHOOL

Kempapura, Hebbal, Bangalore - 24

Organise

2ND INTERNATIONAL CONFERENCE

ON

CHANGING BUSINESS PARADIGM, (CBP'23)
(THEME-REINVENTING MANAGEMENT THROUGH
SUSTAINABILITY AND INNOVATION)



Online Mode

23rd & 24th November, 2023



Presidency College (Autonomous)
Bengaluru-24

In Association with



SHARDA
UNIVERSITY
— UZBEKISTAN —

PRESIDENCY GROUP OF INSTITUTIONS (PGI):

Presidency Group of Institutions (PGI): The PRESIDENCY Group of Institutions is well known for its innovative and value-based education. Established in 1976, Presidency Group of Institutions (PGI) comprises of Presidency University, Presidency College and eight schools, all located across Bengaluru. The Group has been awarded the title of ‘Most Promising Institute in South India’ by the British South India Council of Commerce and Business Meet.

ABOUT THE PRESIDENCY COLLEGE

Presidency College is a private professional college established in 2000. The College is presently affiliated to Bengaluru City University and is re-accredited by NAAC with ‘A+’. Recently, Presidency College is conferred with an ‘Autonomous Status’ under the provisions of the UGC Regulations-2018, for a period of ten years from the Academic Year 2020-21

PRESIDENCY BUSINESS SCHOOL

Presidency Business School (PBS), established in 2002 as a part of Presidency College, continues to attract good faculty talent and students from across the country. Besides ensuring the requisite content and quality of management education, the Business School pays extra attention to and lays special emphasis on the process of learning in the two-year MBA programme.

ABOUT THE SHARDA UNIVERSITY

Sharda University Uzbekistan has been established in line with Sharda's commitment to offer world class education to everyone. It is the first independent private university in Uzbekistan that is being envisioned to become the gateway for students from Eurasia. The Faculty of Management (FoM) has its foundation on the structure and framework of our university's vision and mission. Faculty of Management offers BBA, BSc. Economics and Finance, MBA and Ph.D programs and have elevated our academics to the pinnacle of quality.

ABOUT THE CONFERENCE

To captures the significance of innovation and sustainability in business practises. It aims to discuss the new ideas, concepts, and models in general, the real-world problems faced, and the solutions chosen in specific about various management functionalities. In order to address current concerns and difficulties in business and industry, this conference aims to provide a place for academicians, researchers, industry practitioners, and students to exchange ideas and research finding.

OBJECTIVES OF THE CONFERENCE

- 1. The conference's goal was to share thoughts and perspectives to develop business theory and practise.
 - 2. To provide a robust platform for researchers, academicians and corporates for exchange of ideas.
 - 3. To explore possibilities from all functional areas for finding solutions to recent business problems
 - 4. To review the future trends in business which might benefit the society at large
- Invitation for Papers: Original research papers/case studies related to the theme and sub-themes are invited. Target Audience: Corporate Professionals, Academicians, Research Scholars and Students.

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SUB THEMES

Reinventing Finance through Sustainability and Innovation

- Global outlook on financing for sustainable development
- Transition finance
- Advancements in FinTech
- Neuro Finance and Behavioural Finance
- Quantitative Modelling in Financial Markets
- Core banking and future trend
- Cryptocurrencies
- Block chain and Fintech applications in finance
- Behavioural Finance
- Financial Modelling and Capital Markets etc.

Reinventing Marketing through Sustainability and Innovation

- Sustainable marketing
- Digital marketing
- Green marketing
- IMC in the digital age
- Marketing innovations
- Permission Marketing
- Marketing Analytics
- B2B marketing
- Rural marketing ecosystem

Reinventing OB and HRM through Sustainability and Innovation

- HR Strategies in Uncertain Times
- AI in Recruitment
- Technology and HR
- Green HRM
- WFH and HR Reset
- Onboarding 2021 Reimagined
- HR Analytics
- Employer Branding
- Employees in Gig Economy
- Sustainable Human Resource Management

Reinventing Strategy and Entrepreneurship through Sustainability and innovation

- Business Ethics,
- Inclusive Growth - Strategy and Policy, CSR,
- The new age start-ups SMEs for sustainable and global development,
- Social Entrepreneurship,
- Techno Entrepreneurship
- Women Entrepreneurship.

Reinventing IT through Sustainability and Innovation

- E-Commerce
- Management of Information Technology, ERP,
- Project Management
- Decision Support, Experts Systems,
- IoT and Knowledge Management etc

Reinventing In General management through Sustainability and Innovation

- Healthcare Management
- Sustainable Business Models
- Cloud Computing
- Business Strategy
- Corporate Governance issues
- Corporate Social Responsibility
- Ethical issues in Business
- Dynamic Legal Aspects of Business

GUIDELINES FOR PAPER SUBMISSION

- Research papers should be original unpublished works that follow the conference theme.
- Word limit would be 200 to 250 words for abstract and around 4,000 words for research paper. Abstract should specify the research objectives, methodology and major findings.
- Suggested structure of the research paper: Introduction, Review of Literature, Research Gap, Research Methodology, Major Findings, Contributions of the study, Limitations and Scope for Further Research.
- Text should be written in A4 size, Times New Roman, font size-12 with 1.5 line spacing. Reference style should be APA (6th edition).
- On acceptance of the abstract, we will be sending the link to submit full paper and payment details of registration.
- Send your abstract to **pbs@presidency.edu.in** with the following details – Name of the participant, Name of the Institution and Mobile Number
- **The Best Paper will be awarded based on recommendations of the committee:**
- **Category 1** – Corporate Professionals/ Academicians/ Research Scholars
A cash prize of Rs. 5,000 along with Best Paper Award Certificate.
- Category 2** - Students - A cash prize of Rs. 2,500 along with Best Paper Award Certificate.