

About Galgotias Educational Institutions (GEI)

For over 24 years, Galgotias Educational Institutions (GEI) have been dedicated to developing practical skills and creating 'Global Professionals.' Established by the Smt. Shakuntala Educational and Welfare Society, GEI is currently spearheaded by Mr. Suneel Galgotia, the Chairman and a determined visionary. Galgotias College of Engineering and Technology, located in Greater Noida, is recognized as one of the premier institutions for professional education under Dr. APJ Abdul Kalam Technical University (formerly U.P. Technical University) in Lucknow, Uttar Pradesh, India.

Galgotias Educational Institutions offer an exceptionally empowering educational experience, featuring a faculty of industry experts, global academic partnerships, and dedicated placement efforts to provide top-tier career opportunities for students. Known for their state-of-the-art campus, strategic teaching and learning processes, and advanced facilities, Galgotias Educational Institutions cultivate well-rounded corporate professionals.

About the Department

The department boasts highly qualified, research-oriented faculty members with extensive industry and academic experience, dedicated to the comprehensive development of students. It emphasizes instilling values that shape students into good human beings and equipping them with the unique capabilities and knowledge needed to excel in a competitive world.

Our Patrons

Shri Suneel Galgotia
Chairman, GEI

Dr. Dhruv Galgotia
CEO, GEI

Dr. Mohd. Asim Qadri
Director, GCET

Conference Chair & Convener:

Dr. (Prof) N. Lakshmi (HOD)

Conference Coordinator:

Dr. (Prof) A. Agnihotri (Dy. HOD)

Organizing Committee

Dr. Swati Singh (Associate Prof.)

Dr. Muskan Khan (Associate Prof.)

Dr. M.N. Mishra (Asst. Prof.)

3rd International Conference on 'Sustainable Business Practices' SBP 3.0

Date: August 22-23, 2024



Organized by

Department of Management Studies



**Galgotias College of Engineering and Technology
(GCET)**

1, Knowledge Park II, Greater Noida, Uttar Pradesh, India

Objectives of the Conference

- The primary objective of the conference is to provide opportunity for academicians, industry experts, researchers and students belonging to diverse fields to engage in discussion on issues related to sustainable business practices.
- The participants will be able to get acquainted with existing and potential sustainable business practices across the industries.
- The conference will provide a platform to discuss sustainable solutions for the contemporary business problems.
- The forum will facilitate interaction among members inside and outside their own respective disciplines to enjoy the fellowship of other professionals and scholars in the field.

Expected Outcomes from the Conference

The conference, featuring discussions among esteemed national and international academicians, is expected to yield the following outcomes:

- Participants will gain clarity on what should be the main priorities for managers in the future, specifically with respect to the sustainability of business practices.
- The conference will foster an improved understanding among business organizations on how to effectively balance the interests of people, the planet, and profit, ensuring a more sustainable and ethical approach to business.
- A key expected outcome of the conference is the enhancement of research orientation among both academicians and industry professionals, contributing to the development and dissemination of innovative research in the field.

Call for Papers and Suggested Themes

Themes	Sub-themes
Environmental Sustainability	<ul style="list-style-type: none"> • Lifestyle for Environmental Sustainability and Green, Innovation • Biodiversity Conservation and Ecosystem Restoration • Sustainable Agriculture and Food Systems • Water Resource Management and Conservation • Climate Change Mitigation and Adaptation Strategies • Sustainable Transportation and Urban Planning • Environmental Education and Public Awareness • Sustainable Tourism and Ecotourism Development
Finance	<ul style="list-style-type: none"> • Navigating Financial Risk and Resilience in different markets • Finance Transformation • Integrating Digital Innovations • Ethical Thoughts, and Sustainable Long-Term Growth • Impact Investing and Socially Responsible Investment (SRI) • Sustainable Risk Management and Financial Stability • Ethical Banking and Financial Inclusion for Sustainable Development • Sustainable Real Estate Finance and Green Building Investments
HRM & OB	<ul style="list-style-type: none"> • Alternative Work Arrangements & the Future of Work • Diversity, equality and inclusion in HR • Technology ethics and innovation in HR • Sustainable Talent Management and Employee Engagement • Work-Life Balance and Well-being • Initiatives in Sustainable Organizations • Ethical Decision Making and Corporate Governance in HRM • Green HRM: Integrating Environmental Sustainability into HR Practices • Social Impact of HRM Policies and Practices

Operations & Decision Sciences	<ul style="list-style-type: none"> • Big Data, IoT Blockchain and Cloud Computing • Applied Mathematics and Simulation in Business • Fuzzy Logic and Intelligent Systems • Industry 4.0, 3D Printing, Smart Cities • Renewable Energy Integration in Operations and Decision Making • Carbon Footprint Reduction and Emissions Management in Operations
Marketing	<ul style="list-style-type: none"> • Digital marketing for sustainable strategies • Marketing and big data to shape customer behavior • Green branding strategies • Social Media Analytics • Ethical Marketing and Consumer Behavior in Sustainable Markets • Green Consumerism and Sustainable Consumption Patterns • Eco-labeling and Certification Impact on Consumer Perception and Behavior
Strategy and Entrepreneurship	<ul style="list-style-type: none"> • Social Entrepreneurship for Community Empowerment Social Innovations • Living Lab Experiments • Sustainable Business Strategy Development and Implementation • Green Growth Strategies and Sustainable Economic Development • Corporate Governance and Sustainable Entrepreneurship • Sustainable Value Creation and Stakeholder Management • Sustainability-driven Innovation and Entrepreneurial Opportunities
Economics	<ul style="list-style-type: none"> • Social Inclusion, Income Inequality and Poverty Alleviation through Sustainable Business Practices • Gender Equality and Women's Empowerment in Sustainable Enterprises • Social Entrepreneurship and Inclusive Business Models • Education and Skill Development for Inclusive Economic Growth • Rural Development and Agriculture Sustainability for Inclusive Growth

Important Dates

- Abstract Submission : July 05, 2024
- Abstract Acceptance : July 15, 2024
- Full Paper Submission : August 05, 2024
- Date of Registration : August 18, 2024
- Date of Conference : August 22-23, 2024

Mode: Online

Registration Fees:

Academicians/Industry Expert: Rs.1000/-

Research Scholar: Rs.800/-

Student: Rs. 500/-

For any query, contact:

Dr. Akhil Agnihotri: 9540882212

Dr. Muskan Khan: 8279897697

Dr. Swati Singh: 8765534201

Submit Abstract at: eventmba@galgotiacollege.edu

Conference Highlights and Publication Opportunities

- Registration fee includes Edited E-book of conference proceedings/ Scopus indexed book and certificate of participation/ presentation.
- Best paper recognition.
- Relaxation in registration fee for group registration.

Committee Heads

Dr. Priyanka Tanwar: 9826847413

Mr. Avinash Chopra: 7008139382

Committee Members

Dr. Brijesh Kumar Singh

Mr. Shamaile Nabi

Ms. Pooja Kaushik

Dr. Tanya Chouhan

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