



लखनऊ विश्वविद्यालय
University of Lucknow
(Accredited A++ by NAAC)



INTERNATIONAL CONFERENCE

on

Management Strategies and Practices for Sustainable Development (Hybrid Mode)

7-9 December 2023

Doctoral Colloquium: December 7, 2023

Organised by

Department of Business Administration, University of Lucknow

In collaboration with

Lincoln University College, Petaling Jaya, Malaysia

Patron

Prof. Alok Kumar Rai

Vice Chancellor
University of Lucknow

Convener

Prof. Sangeeta Sahu

Head, Business Administration
University of Lucknow

Organizing Secretary

Dr. Ritu Narang

Director, Consultancy Clinic
University of Lucknow

Invited Speakers & Guests

Mr. Amit Chaturvedi

Vice President,
Haier, India

Prof. Archana Shukla

Director,
IIM, Lucknow

Mr. Ashwini Kumar Tiwari

Managing Director,
State Bank of India

Prof. Atul Parvatiyar

Rawls College of Business
Texas, USA

Prof. Himanshu Rai

Director,
IIM, Indore

Prof. Magiswary Dorasamy

Deputy Dean, Research and
Industrial Collaboration,
Multimedia University, Malaysia

Prof. Majdi Quttainah

College of Business Administration,
Kuwait University, Kuwait

Prof. Nripendra Singh

Pennsylvania Western University,
USA

Prof. Pawan Kumar Singh

Director,
IIM, Tiruchirappalli.

Mr. Rahul Bose

Indian Actor

Mr. Rajesh Rai

CMD, ITI Ltd.

Dr. Sandeep Goyal

Managing Director,
Rediffusion

Mr. Sanjay Gupta

Country Head,
Google India

Prof. Sanjeev Prashar

IIM, Raipur

Mr. Shashank Naharas

Senior Vice President,
Asia Pacific, ProcMart

Dr. Subhasree Nag

Regional Solutions Consultant South
and South East Asia,
Clarivate Analytics

Prof. Sudhir Rana

Gulf Medical University, UAE
Editor-in-Chief, FIIB Business Review

Prof. Vinay K. Nangia

Deptt of Management Studies,
IIT, Roorkee

Main Attractions

- Technical Sessions
- Doctoral Colloquium
- Workshop on Qualitative Research
- Keynote Addresses
- Round Table
- Plenary Session
- Platform for Release of Book/s
- Interaction with the Editor of an International Journal
- Reward for Best Papers and Posters
- Opportunity for Publication
- Interaction with Clarivate Team
- Conference Souvenir
- Exhibition of Management Books & Journals
- Variable Options for Pre & Post Conference Add-on Excursions to Amazing Places of UP
- Cultural Programme

Venue

Department of Business Administration,
University of Lucknow, Lucknow-226007

Associated Academic Partner

Institute of Management Sciences,
University of Lucknow

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Industry Partner

Research Partner

Clarivate™

About the Conference

The Conference assumes great importance in the present time that has witnessed the emergence of artificial intelligence, digital economy, new market trends, technological advancement and globalized markets as well as environmental, ethical and social issues posing both tremendous business opportunities as well as challenges to sustainable development. Post COVID 2020 recovery has been further complicated by the ongoing Ukraine–Russia war.

Many models for managing businesses have evolved during the last century. The last decade tested various alternatives to enhance and sustainably develop businesses. Integration of technology in various aspects of business, enhanced competition in the globalized business environment, diversity, cultural changes and the rise of emerging markets has necessitated adoption of newer practices to meet the contemporary issues and challenges.

Sustainable development in a dynamic business environment requires a multi-stakeholder approach involving businesses, governments, civil society and other relevant actors. This approach fosters collaboration, transparency, and accountability and encourages the sharing of knowledge and resources. The current conference is an attempt to address contemporary challenges in managing organizations for sustainable growth and development. It is a common platform for research scholars, academicians, researchers, professionals and practitioners and other business stakeholders from different parts of the world to come together and discuss the opportunities and challenges associated with management strategies and practices for sustainable development.

Conference Sub-themes

- Emerging Marketing Trends
- Changing Consumer Behaviour
- Brand Reputation and Customer Relationship Management
- Operations and Supply Chain Management: Strategies for Procurement and Logistics
- Creating Institutions for Sustainable Development
- Innovation to strengthen ESG Structures
- Corporate Environmental Management and Sustainability
- Finance and Corporate Social Responsibility
- Ethical Leadership and Organizational Culture
- Green Finance
- Sustainable Family Business
- International Management and Sustainability
- PPP for Resilient Business Models
- Ecosystem for Sustainable Business Models
- Human Resource Management and Employee Engagement
- Diversity and Inclusion at Workplace
- Spirituality at Workplace and Employee Well-being
- Organizational Development and Change
- Sustainable Development Goals (SDGs) and Business Sustainability
- Role of Corporate Social Responsibility (CSR) in Sustainable Development
- Eco-friendly Product Development and Commercialization
- Sustainability Reporting and Disclosure
- Systems Thinking and Progress towards Sustainable Development
- Digital Technology and Sustainable Business
- Entrepreneurship and Innovation for Sustainability
- Research in Sustainable Business Management
- Management Education for Sustainable Development
- Opportunities in Management Consultancy

Abstract & Paper Submission Guidelines

Original research papers (in English language) on any of the sub-themes are invited for oral or poster presentation. The abstract should clearly specify the sub-theme and contain the title, affiliation(s) and name(s) of author(s) followed by address(es) and e-mail id(s). The abstract should be of at least 500 words. Abstract Title (14 point, Bold, all CAPS), Text-12 point, 1.5 spacing, justified; Font-Times New Roman. The abstract should be submitted only by e-mail to lumba_conference@lkouniv.ac.in on or before 30th September, 2023. It will be peer reviewed. Acceptance of abstracts will be intimated to the participants by e-mail. The decision of the Peer Review Committee will be final and binding. Upon acceptance of the abstract, the participants need to email their full paper(4000–5000 words app.) along with fee receipt. Best paper in every technical session will be awarded.

Selected papers will be published in a book with ISBN by a reputed publisher.

Poster Presentation: The poster must comprise a brief introduction, objective, methodology, salient findings and conclusion. Poster dimensions: 36" x 38" (W x H)

Participation Certificates will be provided to the registered delegates.

Who should attend?

Academicians, Research Scholars, Industrialists, Professionals, Managers, Members of Professional Bodies, Government Representatives.

Deadlines

Abstract Submission: September 30, 2023

Full Paper Submission & Registration: October 30, 2023

Early Bird Registration: October 15, 2023*

Registration Link & QR Code

<https://forms.gle/gAF1bTUfnKbVJKQ28>



Registration Fee*

Category	Early Bird Discount Fee*	Fee	Late Fee
Research Scholars & Students (Indian)	INR 1500	INR 2000	INR 2500
Academicians (Indian)	INR 2500	INR 3000	INR 3500
Research Scholars & Students (Foreign)	USD 40	USD 50	USD 75
Academicians (Foreign)	USD 75	USD 100	USD 150
Industry Delegate	INR 4500	INR 5000	INR 6000

*Includes Refreshments and Conference Kit

Online Payment Mode

RTGS/ NEFT and QR Code

Bank name- State Bank of India

IFSC No- **SBIN0014906**

Account Name- HEAD DEPARTMENT OF BUSINESS ADMINISTRATION

Account Type- Savings Account

Account Number- **42163009288**

UPI ID- 42163009288@sbi



Accommodation

Accommodation is available at hotels and guest houses within 2 km of the University. For any query email at lumba_conference@lkouniv.ac.in

How to reach Conference Venue ?

Airport: Chaudhary Charan Singh International Airport (CCS) is situated 16 km from the conference venue.

Railway: Charbagh Railway Station (Lucknow Junction) is located just 5 km from the conference venue.

Roadways: University is 8 km from Alambagh Bus Stand and 3 km from Qaiserbagh Bus Stand.

Metro: Vishwavidyalaya Metro Station is situated at Gate no. 4 of the University.

ORGANISING COMMITTEE	
Patron	Prof. Alok Kumar Rai Vice Chancellor, University of Lucknow
Convener	Prof. Sangeeta Sahu Head of Department, Business Administration
Conference Secretary	Dr. Ritu Narang Department of Business Administration, & Director, Consultancy Clinic
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Venue

**Department of Business Administration,
University of Lucknow, Lucknow-226007**

Contact us



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