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IN THE WORLD

International Conference
on
**Building Sustainable Future:
Role of Key Stakeholders**

21 - 22 March, 2025

Organised by:
Birla School of Management
Birla Global University

Building a sustainable future hinges on the coordinated efforts of key stakeholders: Governments, corporations, civil society, and individuals. Governments play a crucial role by creating and enforcing regulations that promote environmental protection, resource efficiency, and social equity. They can set ambitious goals for reducing carbon emissions, conserving biodiversity, and transitioning to renewable energy sources. Additionally, they can offer incentives for green innovations and enforce compliance with sustainability standards, ensuring that economic progress aligns with ecological preservation and social responsibility.

Corporations have the power to innovate and lead by example in adopting sustainable practices. By integrating sustainability into their core strategies, companies can reduce their environmental impact, optimize resource use, and contribute to social well-being. Collaboration with suppliers, customers, and communities is essential for creating value chains that are both economically viable and environmentally responsible. Besides, digital transformation like Data Analytics, IoT, Cloud Computing can reduce environmental impact. Civil society, including non-governmental organizations and community groups, can advocate for sustainable development, hold stakeholders accountable, and foster a culture of sustainability. Higher educational institutions play a crucial role in promoting sustainability through several key avenues like research and innovation. By integrating sustainability into curricula, institutions prepare students to think critically about environmental issues and develop sustainable practices in their future careers.

Individuals also play a significant role by making informed choices, reducing waste, and supporting businesses and policies that prioritize sustainability. Together, these key stakeholders can build a resilient and sustainable future for generations to come.

A Call to Action

The journey towards a sustainable future requires collective action and shared responsibility. Governments, corporations, civil society, and individuals all have a role to play in building a sustainable future. By working together, we can create a future where economic prosperity, social equity, and environmental stewardship are not in conflict but are mutually reinforcing.

The International Conference on **Building Sustainable Future: Role of Key Stakeholders** is a call to action. It is an invitation to come together, share knowledge, exchange ideas, and forge partnerships that drive meaningful change. This conference serves as a platform to discuss innovative solutions, best practices, and collaborative strategies that can be implemented at local, national, and global levels. It is a rallying point for stakeholders to commit to concrete actions that advance sustainability goals, ensuring that our collective efforts lead to a healthier planet, thriving communities, and a resilient economy.

The vision for sustainability is clear: a world where human progress aligns with the preservation of our planet, where economic activities enhance social well-being, and where future generations inherit a thriving, equitable, and sustainable environment. The time to act is now. Let us harness our shared expertise and resources to turn this vision into reality and build a sustainable future for generations to come.



TRACKS

1. Role of Corporate for Sustainable Business

- Managing Talent, DEI & Belongingness in Sustainable Workspace
- Sustainable Banking Practices through Financial Inclusion
- Green Finance and Sustainable Investment Strategies
- Advanced Marketing Strategies to Drive Sustainability Goals
- Green Consumerism and Sustainable Marketing Innovation
- Sustainable Entrepreneurship Ecosystems

2. Digital Transformation for Sustainability

- Leveraging Digital Tools for Sustainability (e.g., AI, IoT, blockchain)
- Cloud Adoption and Risk Management
- Metaverse and AI-Powered Technologies
- Cyber Crime and Security
- Sustainable IT Practices and Policies in Business
- Effectiveness of AI in Business Operations

3. Economic Environment for a Sustainable Future

- Industrial Revolution 5.0
- Renewable Energy
- Revival of Industries Post-pandemic
- Social Value Creation by New Enterprises
- Disruption in the Global Supply Chain
- Reverse Globalization
- Monetary, Fiscal, and Regulatory changes
- Circular Economy
- Environmental Expectations

4. Reorienting Higher Education for a Sustainable Future

- National Education Policy 2020 and its Impact
- Hybrid Learning
- Impact of Online Learning- Social, Psychological and Communication
- Edtech

5. A Sustainable Future: A Collaborative Effort

- Intergovernmental Cooperation: UN, regional organizations, and national governments working together.
- Corporate Sustainability: Climate resilience, low-carbon transition, and sustainable supply chains.
- Civil Society Engagement: Advocacy, community initiatives, and citizen science.

Guidelines for abstract and full paper submission

1. The paper should have an abstract of about 300 words, including the purpose, methodology, major findings of the research, and the keywords (Maximum 5).
2. The title page of the abstract/manuscript must include the track number, title of the manuscript, and name(s) of the author(s), including the corresponding author, affiliations, phone numbers, and email for correspondence.
3. The manuscript should include the following sections: Topic, author affiliations, Abstract, Keywords, Introduction, Literature Review, Conceptual Model, Methodology, Result Analysis and Discussion, Suggestions and Conclusion, Social /Managerial Implications, Future Research Scope & References (APA Style)
4. The word limit of a full paper is 3000 to 6000 words.
5. APA 7 style of referencing for citations should be followed to maintain uniformity.
6. All tables, charts, and graphs should be given on separate sheets with titles.
7. Full paper must be typed in MS Word in Times New Roman using font size 12 and 1.5-line spacing. All pages of the paper shall be numbered. The paper must not have been published or accepted for publication elsewhere. An undertaking to this effect should appear in the cover letter/email.
8. Full papers are to be submitted to email: intl.conference@bgu.ac.in
9. For any queries, please mail at intl.conference@bgu.ac.in

Publication Opportunities

Selected papers will be invited for submission, review and publication in:

- FIIB Business Review Journal (Scopus & ABDC- C, Sage publication)
- Review of Management Literature (Scopus indexed Book Series-Emerald)

For publication, submission, review, and processing will strictly adhere to the norms of publishing journals.

Important Dates

Abstract Submission: January 20, 2025

Abstract Acceptance Notification: February 5, 2025

Full Paper Submission: February 25, 2025

Conference Dates: March 21-22, 2025

Advisory Committee

Prof. Kulbhusan Balooni

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Esteemed Speakers



Dr. Neal Philip
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Department of Chemistry,
Earth Sciences and Environmental Sciences
City University of New York - Bronx Community College



Dr. Paramita Sen
Faculty in the Department of Chemistry, Earth Sciences,
and Environmental Sciences at Bronx Community
College (BCC) of the City University of New York (CUNY) and
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Dr. Krishnadas Nanath
Associate Professor
Deputy Head of CEI
Middlesex University, Dubai



Dr. Ashish Aggarwal
Professor,
Business Sustainability, IIM Lucknow



Registration Fees

Academicians: INR 2000

Industry/Corporate delegates: INR 4000

Research Scholars/Students: INR 1000

Foreign Delegates: USD 100

Bank Detail For NEFT/ IMPS/TRANSFER

Beneficiary Name: Birla Global University

Saving Bank A/c No: 50100503000709

Bank Name: HDFC Bank

Branch: Jagamara, Bhubaneswar

IFSC CODE: HDFC0003722

Registration Link:

<https://forms.gle/hLQGmpHvQfRZ2mvk9>

Organising Committee

Dr. Manidatta Ray, Associate Professor, Birla School of Management

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ABOUT BIRLA GLOBAL UNIVERSITY

Birla Global University (BGU) is a self-financed private unitary University, established by the enactment of Birla Global University Odisha Act, 2015. Its state-of-the-art campus is located at IDCO Plot No.2, Gothapatna, Bhubaneswar. As per the Act, the management of the university is carried out by a Board of Governors headed by Smt. Jayashree Mohta, Chairperson, Birla Academy of Art & Culture. Honorable Governor of Odisha is the Chancellor of the University. The University has been established with a vision to create and disseminate knowledge in global context while pursuing excellence, innovation and inclusiveness.

PROGRAMMES AT BGU

Presently, the university operates with the following seven schools.

Birla School of Management offering MBA, BBA (Hons.), and Ph.D. in Management.

Birla School of Communication offering BA (Hons.), MA, and Ph.D. in Journalism and Mass Communication.

Birla School of Commerce offering B.Com (Hons.), M.Com, and Ph.D. in Commerce.

Birla School of **Economics** offering M.Sc. (Financial Economics), B.Sc. Economics and Ph.D. Programme (Economics).

Birla School of Law offering five year BBA, LLB (Hons.), LLM and Ph.D. in Law.

Birla School of Applied Sciences offering Master of Computer Applications (MCA), BCA (Hons.), and Ph.D. in Computer Science.

Birla School of Engineering & Technology offering B.Tech In Computer Science & Engineering

The university plans to extend the scope of the existing schools and open new schools for Art & Culture, Literature, Sciences, and Ph.D. Programmes in other disciplines.

ABOUT BIRLA SCHOOL OF MANAGEMENT

The Birla School of Management was established as one of the schools of BGU in the year 2016. Within a short span of its existence, it has become one of the preferred B-Schools in the eastern part of India. It has been at the forefront of modern education, creating opportunities for its students to be global business leaders and entrepreneurs of tomorrow with the best of knowledge and technical know-how. The school provides unique experiential and blended learning platforms to its students on a technologically enabled campus where they are constantly moulded by a pool of competent and committed faculty resources who engage them both inside and outside the classrooms, providing them with excellent learning experiences, facilitated by smart classrooms with multi-media facilities.



About Bhubaneswar

Bhubaneswar, the capital of Odisha, is also popularly known as the "Temple City of India". Being the seat of Tribhubaneswar or 'Lord Lingaraj', Bhubaneswar is an important Hindu pilgrimage center. Hundreds of temples dot the landscape of the Old Town, which once boasted of more than 2000 temples. Bhubaneswar is the place where temple building activities of Orissan style flowered from its very inception to its fullest culmination extending over a period of over one thousand years. The new Bhubaneswar with its modern buildings and extensive infrastructure perfectly complements its historic surroundings. With facilities to cater to every type of visitor, Bhubaneswar makes an ideal tourist destination.



Places to visit

Konark Sun Temple (World Heritage Site) - Konark Sun Temple is a 13th-century Sun Temple (also known as the Black Pagoda), at Konark, in Odisha, India. It was supposedly built by King Narasimhadeva I of Eastern Ganga Dynasty around 1250. It has been built in the shape of a gigantic chariot with elaborately carved stone wheels, pillars and walls. A major part of the structure is now in ruins. The temple is a UNESCO World Heritage Site. It is also featured on NDTV's list of Seven Wonders of India and Times of India's list of Seven Wonders of India.



Puri - Puri is a city and the district headquarters of Puri district, Odisha, eastern India. It is situated on the Bay of Bengal, 60 kilometers (37 mi) south of the state capital of Bhubaneswar. It is also known as Jagannath Puri after the 11th-century Jagannath Temple located in the city. It is one of the original Char Dham pilgrimage sites for Indian Hindus, of which the other legs are Dwaraka, Badrinath and Rameswaram. According to Hindu teachings, a pilgrimage of the temples of India is not considered complete without a journey to Puri.



Chilika Lake - Chilka Lake (Chilika Lake) is a brackish water lagoon, spread over the Puri, Khurda and Ganjam districts of Odisha state on the east coast of India, at the mouth of the Daya River, flowing into the Bay of Bengal, covering an area of over 1,100 km². It is the largest coastal lagoon in India and the second largest lagoon in the World. It is the largest wintering ground for migratory birds on the Indian sub-continent. The lake is home to a number of threatened species of plants and animals.



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