

INTERNATIONAL CONFERENCE

Jointly Organized by



**School of
Business**

19th-20th Sept. 2024

INTERNATIONAL CONFERENCE

(ONLINE)

IC-MILES 2024

THEME

**Management, Innovation, Leadership,
Entrepreneurship & Sustainability**

About University

Sushant University was established in 2012 under the Haryana Private Universities Act 2006. Located in the heart of Gurugram, India's largest hub of National and Fortune 500 companies. We have seven schools offering programmes in Architecture, Design, Law, Management, Hospitality, Engineering, Health Sciences and Planning & Development.

About the School of Business

School of Business (SoB), Sushant University, the epitome of excellence, created dynamic industry leaders who are a force to be reckoned with. SoB, being one of the Best Business Schools in India, has an inspiring environment that combines Academic Excellence, Global Focus and an Exceptional Diversity of perspectives. The school offers undergraduate, postgraduate management programmes and Ph.D. in management of international repute. The school has collaborated with University of Essex, UK and University of Warwick, UK to provide plethora of opportunities for management aspirants.

About the Conference

The organizers of IC-MILES 2024 firmly believe that the future of our world hinges on our ability to address critical issues surrounding Management, Leadership, Entrepreneurship, Sustainability and harness the potential of technology and innovation. Consequently, we are proud to present this conference, aimed at bringing together academics, policymakers, and industry leaders to delve deep into the central themes of IC-MILES.

This conference serves as a vital platform for the exchange of knowledge, the dissemination of research findings, and the sharing of best practices. By inviting researchers, scholars, and practitioners to participate and contribute papers, cases, or extended abstracts related to the conferences overarching theme, we aspire to foster collaboration and knowledge-sharing.



OUR INTERNATIONAL COLLABORATORS

Australian Catholic University, Sydney, Australia



Ranked in the top two percent of universities worldwide and recognised as one of the top 50 young universities, ACU is a young university making a serious impact. With seven campuses around Australia, a campus in Rome, Italy, and an online campus – ACU Online – the university offers cross-cultural, collaborative research and learning opportunities for students and staff. An ACU education seeks to transform lives and communities. Students are challenged to look beyond the classroom, solve real-world problems, develop their own search for meaning and cultivate strong professional ethics.



College of Banking & Financial Studies, Sultanate of Oman

College of Banking and Financial Studies, Sultanate of Oman

The College of Banking Financial Studies (CBFS) is a government organization established by a royal decree in 1983 with the objectives of educating training bankers encouraging research in banking financial subjects. it is under the juristic supervision of the central bank of Oman (CBO)is supported by the commercial banks operating in the sultanate.

University of the West of England, UK

The University of the West of England (also known as UWE Bristol) is a public research university, located in and around Bristol, England, UK. With more than 36,000 students and 4,200 staff, it is the largest provider of higher education in the South West of England.



King Mongkut's University of Technology (KMUTT), Thanburi, Thailand



The King Mongkut's University of Technology (KMUTT), Thonburi , Thailan is a national public engineering and technology university in Thailand, focusing on teaching and research. It is one of nine national research universities (NRU) in Thailand. It is in Bang Mot

Sub-district, Thung Khru District, Bangkok. It was founded on 18 April 1960, making it the third oldest engineering school and seventh oldest university in Thailand.

OBJECTIVES OF THE CONFERENCE

- To provide a platform to collate research endeavours by professionals from various domains under one umbrella in order to have more engaging research-oriented outcomes.
- To provide a common platform to researchers, academicians, industry experts & students from management, technology and allied backgrounds to deliberate and exchange views on the topics and issues at a global level.
- To strengthen the industry academia relation through interactions in the form of keynote addresses by the eminent personalities of various domains of management.
- To analyse the economic impact of sustainable practices and strategies.

WHO SHOULD ATTEND?

Academicians, Research Scholars, Aspiring Researchers and Industry Delegates, all are invited to contribute research papers, articles, and case studies in the conference. Only original and unpublished work in the following functional areas will be accepted for the conference.

TRACKS & SUB-TRACKS

Track 1- Human Resource Operations & Leadership Innovation In Management

- Diversity and Inclusion in Business Management
- Organisational change and its implications on human resource management
- Organisational Culture
- Rewards and performance management
- Talent management and leadership
- Strategic human resource management
- Human resource analytics

Track 2- Finance Banking and Accounting

- Theoretical and empirical asset pricing
- Corporate finance, capital structure and dividend policy
- Financial risk analytics and management
- Market microstructure and algorithmic trading
- Financial policy choice, institutions and regulation
- Financial literacy and financial education
- Quality of financial reporting and adoption of IFRS

Track 3- Marketing & Strategy

- Emerging trends in Marketing
- Internet Marketing
- Marketing Analytics
- Social Media Marketing
- Brand Equity
- Customer Relationship Management (CRM)

Track 4- Innovation and Technology

- Information, Cyber and Network Security
- Internet of Things and Computer Networks
- Artificial Intelligence, Machine Learning and Automation
- Computer Vision, Natural Language and Image Processing
- Cyber Security and Privacy
- Big Data & Analytics
- Design Thinking and User-Centric Innovation

Track 5- CSR, Sustainability & Circular Economy

- Sustainable Business Models
- Circular Economy and Sustainable Supply Chains
- Clean Technologies and Environmental Innovation
- Corporate Social Responsibility Trends in Business

Track 6- Dynamics of World Market

- Geopolitical Impacts on Innovation
- Cross-Border Business Strategies
- The Future of Global Trade and Innovation
- Cultural and Regional Influences on Business Operations
- Impact of globalization of business on local

Track 7- Entrepreneurship and Start-up Eco system

- Entrepreneurship and Start-ups in Emerging Markets
- Building Effective Innovative EcoSystems
- Partnerships with Startups and SMEs
- Funding and Investment Trends for Startups
- Managing Intellectual Property in Ecosystems

SUBMISSION GUIDELINES

- Paper should have an abstract of about 250 words including the purpose, methodology, major findings of the research and the keywords (Maximum 5).
- Abstract shall be submitted to <https://bit.ly/sobconference>
- Line spacing 1.15 throughout your paper.
- Word limit of the paper is 4000-4500 words.
- Use a standard font, Times New Roman, in a legible size (12-point).
- References must be cited in unnumbered alphabetical order in APA style.
- Author shall submit the plagiarism report along with the paper (not exceeding 10%).
- All full manuscripts must be submitted to sobconference@sushantuniversity.edu.in
- The selected paper shall be published in ABDC/SCOPUS/WoS/SCI index journal.
- All selected papers will be published in an edited book by BLOOMSBURY.

IMPORTANT DATES

	Dates
<input checked="" type="checkbox"/>	Last Date of Abstract Submission 10 th August, 2024
<input checked="" type="checkbox"/>	Abstract Acceptance Decision 15 th August, 2024
<input checked="" type="checkbox"/>	Last date of Registration 20 th August, 2024
<input checked="" type="checkbox"/>	Last Date of Full Paper Submission 30 th August, 2024

Awards

Best Paper Award

NOTE

Certificate of Participation / Presentation will be provided to all the registered participants in the conference.

REGISTRATION FEE

Category	Indian Delegate		International Delegate	
	Early-Bird Registration	Regular - Registration	Early-Bird Registration	Regular - Registration
Corporate	Rs. 2000	Rs. 2500	40 USD	50 USD
Academician	Rs. 1500	Rs. 2000	30 USD	40 USD
Research Scholar	Rs. 1300	Rs. 1500	25 USD	35 USD
PG / UG Student	Rs. 500	Rs. 800	15 USD	20 USD

SCAN FOR PAYMENT



Note: Requested to mandatory use **ICMILES24** in the place of Reg./Roll No.

Conference Registration Link
<https://bit.ly/sobconference>

Conference Committee

Chief Patron

Shri J.S. Mishra, IAS (R), Chancellor, Sushant University

Patrons

Prof. (Dr.) Rakesh Ranjan, Hon'ble Vice Chancellor, Sushant University

Dr. Sanjeev Kumar Sharma, Hon'ble Pro Vice Chancellor & Registrar, Sushant University

Conference Chairs

Prof. Vijay A Dubey, Associate Dean, School of Business, Sushant University

Md. Akhtaruzzaman, Associate Professor, Peter Faber Business School, Australian Catholic University.

Advisory Committee

Atul K Thakur, Secretary, PHDCCI

Priyesh Mishra, NITI Aayog

Dr. Pankaj Ramesh Natu, Director & Prof., Thakur Institute of Management Studies & Research

Dr. Prashant Sarangi, Director, (ICSI) & Managing Director, ICSI, IIP (Institute of Company Secretaries of India, Institute of Insolvency Professionals)

Dr. Anand S. Upadhyaya, Academic Director, College of Banking and Financial Studies, Sultanate of Oman

Prof. JS Mukul, Professor- Emeritus

Dr. Jagat N Giri, Professor, School of Business

Our Industry Partner

IDP, Baroda Freight Carrier, Filix Consulting Pvt. Ltd.

Convenors

Dr. Gunjan A Rana, Professor, School of Business
Dr. Kanika Sachdeva, Associate Professor, School of Business

Dr. Richa Nangia, Associate Professor, School of Business

Co- Convenors

Dr. Swati Srivastava, Assistant Professor, School of Business

Ms. Chakshu Mehta, Assistant Professor, School of Business

Ms. Farhana Mariyam, Assistant Professor, School of Business

Organizing Committee

Dr. Atul Kr Agarwal, Professor, School of Business

Dr. Nidhi Chowdhary, Professor, School of Business

Ms. Aanchal Dangwal, Assistant Professor, School of Business

Dr. Ashish Kumar, Assistant Professor, School of Business

Dr. Deepti Sehrawat, Assistant Professor, School of Business

Dr. Geetu Singal, Assistant Professor, School of Business

Dr. Neetu Jora, Assistant Professor, School of Business

Dr. Priyanka Pradhan, Assistant Professor, School of Business

Ms. Neha Mishra, Assistant Professor, School of Business

Dr. Richa Arora, Associate Professor, School of Business

For more information, feel free to contact:

Swati Shrivastava

9717009234

Chakshu Mehta

9008704114

Farhana Mariyam

9718525323

Sushant University, Sector 55, Golf Course Road, Gurugram - 122003, Haryana