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TWO DAY INTERNATIONAL CONFERENCE

on Sustainable, Innovative
Practices in Business and
Academia

[HYBRID MODE]

13th & 14th
DECEMBER
2024

SIPBA24

 JAIN (Deemed-to-be University), Center for Management Studies
133, Lalbagh Main Road, Bengaluru

**DATES
EXTENDED**

About JAIN (Deemed-to-be University)

JAIN was declared a Deemed-to-be University under Section 3 of the UGC Act 1956 by the Ministry of Human Resource Development, Union Government, in July 2008. The university aims to foster human development through quality education, research, entrepreneurship, and sports. It is ranked among the top universities in India for its ever-evolving and open-minded system, as well as its quest for continued success and resilience. Over the years, the university has made conscious and concrete efforts to build on its strengths and consolidate its achievements.

The university caters to over 20,000 regular students from more than 53 countries, enrolled across six faculties and twelve schools in 150+ programmes. The university has eight dedicated research centres conducting cutting-edge research in areas crucial to society and nations. JAIN offers undergraduate, postgraduate, doctoral, and post-doctoral programmes in Engineering and Technology, Aviation and Aerospace Management, Sciences, Allied Healthcare and Sciences, Management and Commerce, Design Media and Creative Arts, and Humanities and Social Sciences. The university has world-class sports facilities. More than ten students and alumni have represented India at the Olympics, over 200 have played at the international level and more than 400 at the national level.

The university also offers UGC-permitted online, open, and distance learning programmes. The Ministry of Education, The Government of India has recognised 'The Centre for Ancient History and Culture (CAHC)' at JAIN (Deemed-to-be University) as an Indian Knowledge System (IKS) centre following a competitive national evaluation. JAIN University's latest educational endeavour is the Fire and Combustion Research Centre (FCRC). FCRC provides research and consultancy services to the scientific and industrial community and is also one of its kind in Asia.

The university has been accredited by the National Assessment and Accreditation Council (NAAC) with an A++ and a CGPA of 3.71, leading to being graded autonomy Category-1 by the University Grants Commission (UGC), Government of India. Additionally, the university is ranked 65th by the National Institute of Ranking Framework (NIRF), Ministry of HRD and ranked 219th in the Asian University Rankings for Southern Asia 2024. It is a member of the Association of Universities of Asia and the Pacific. It has been awarded five stars in the Young University Category in Karnataka by KSURF ICARE Ratings. The university hosted Khelo India 2021 and won the overall championship. In Khelo India 2022, held in Uttar Pradesh, JAIN secured the 2nd runner-up position. The university also hosted the AIU Youth Fest in 2023. It was ranked 6th among the top private universities in India by India Today in 2024.

Jain University has been conferred the prestigious Rashtriya Khel Protsahan Puruskar 2023 by the Ministry of Youth Affairs and Sports in the category of "Identification and nurturing of Budding and Young Talent for the year 2023.

As we progress towards obtaining international accreditations, we have aligned our academic research and outreach activities with fulfilling and advancing the United Nations Sustainable Development Goals (SDGs), especially those related to promoting quality education (SDG 4).

Education is evolving, and artificial intelligence is paving the way for more personalised, efficient, and inclusive learning. As an educational institute, we must work with society to embrace this evolution and ensure that education remains a beacon of opportunities and growth in an ever-changing world.

Center for Management Studies (CMS)

Center for Management Studies, an integral part of Jain University, is an institute that harnesses an international outlook with the commitment to create top business leaders and aspiring media professionals. CMS is a top ranked institution, known for producing some of the best management graduates.

Through a dynamic entrepreneurship program and a diverse range of socio-cultural activities, CMS fosters creativity and problem-solving skills, empowering students to pursue their ideas with a profound perspective on life. Faculty of Management Studies holds 77th rank in the National Institutional Ranking Framework (NIRF), Ministry of Education, Government of India 2024. And also has achieved the prestigious ISO 21001:2018 certification, reflecting our commitment to high educational standards.

As per the India Today Best College Surveys 2024, CMS has secured the 9th overall rank for BBA programs in India and the 3rd place in the category of Academic Excellence.

Furthermore, we are honoured to share that as per Times BBA Educational Ranking Survey, 2024, CMS has achieved the No.1 place among top BBA institutes for placement, No. 5 in the South regional rankings, and No. 19 among the top 70 BBA institutes in India.

These accolades underscore our institution's steadfast commitment to academic excellence and its pivotal role in shaping the leaders of tomorrow.

Conference Theme:

Creating a unified platform for Sustainable, Innovative Practices in Business and Academia

To create a platform for sustainable and innovative practices in business and academia, a multifaceted approach is crucial. This involves fostering interdisciplinary collaboration to leverage diverse expertise, conducting research to drive evidence-based solutions, and implementing sustainable business models that prioritize environmental, social, and economic considerations. By integrating sustainability into core business strategies, adopting sustainable business model archetypes, and addressing challenges through proactive stakeholder engagement and technology innovation, organizations can promote a culture of sustainability and innovation. Embracing change, promoting a mindset shift towards sustainability, and utilizing tools and processes that support sustainable business model design are the key elements in establishing a platform that drives sustainable and innovative practices in both business and academia.

Objectives:

- + Understanding of sustainable and innovative practices in business and academia.
- + Illustrate sustainable and innovative practices for businesses, academia, and society.
- + Demonstrate sustainable and innovative practices to address specific problems, opportunities, or projects within organizations.
- + Evaluate the effectiveness and feasibility of different sustainable and innovative approaches in diverse contexts and industries.
- + Assess the strengths and weaknesses of current practices and initiatives related to sustainability and innovation in business and academia.
- + Formulate the application of sustainable and innovative practices in practical contexts.

Call for Papers:

SIPBA 2024 invites authors to submit original research papers and case studies for presentation at the conference. The two day conference brings together experts, key speakers, country chair, delegates from academia and industry, panel members, doctoral students as well as organizing faculty members to shape the conversation on technology, sustainability, business management, analytics in highly dynamic economies and markets.

Research paper and article submissions are invited (but not limited) to the following topics:

Sustainable Business Models and Practices

- Circular Economy Initiatives
- Ethical Sourcing and Supply Chain Management
- Renewable Energy Integration
- Social Impact and Community Engagement
- Innovative Business Models
- Policy Advocacy and Regulatory Compliance

Innovation and Entrepreneurship for Sustainability

- Green Technologies and Clean Energy
- Resource Efficiency and Waste Reduction
- Sustainable Agriculture and Food Systems
- Water Management and Conservation

- Green Building and Sustainable Infrastructure
- Social Innovation and Inclusive Business Models
- Policy and Regulatory Innovation

Corporate Social Responsibility and Ethical Leadership

- Environmental Stewardship
- Social Impact and Community Engagement
- Ethical Supply Chain Management
- Diversity, Equity, and Inclusion (DEI)
- Ethical Marketing and Consumer Protection
- Governance and Business Ethics
- Measuring and Reporting Social Impact

Sustainable Supply Chain Management

- Supplier Diversity and Localization
- Ethical Labor Practices and Human Rights
- Environmental Impact Reduction
- Supply Chain Transparency and Traceability
- Collaboration and Partnerships
- Continuous Improvement and Innovation

Renewable Energy and Clean Technologies

- Solar Energy Solutions
- Wind Power Innovations
- Hydropower and Marine Energy
- Bioenergy and Biomass Solutions
- Energy Storage Technologies
- Smart Grid and Energy Management

Sustainable Finance and Investment

- Environmental, Social, and Governance (ESG) Integration
- Impact Investing
- Green Finance and Climate Finance
- Sustainable Financial Products and Services
- Stakeholder Engagement and Advocacy
- Risk Management and Resilience
- Climate Change Mitigation and Adaptation Strategies
- Renewable Energy Deployment
- Energy Efficiency Improvements
- Nature-Based Solutions
- Climate Resilience and Adaptation
- Low-Carbon Transportation
- Carbon Pricing and Financial Mechanisms

Social Innovation and Impact Investing

- Social Enterprises and Business Models
- Financial Inclusion and Economic Empowerment
- Healthcare Innovation and Access
- Education Technology and Lifelong Learning
- Environmental Conservation and Sustainability
- Community Development and Social Infrastructure

Circular Economy and Waste Management

- Product Design for Circular Systems
- Waste Prevention and Minimization
- Reuse and Repurposing Solutions
- Recycling and Resource Recovery
- Waste-to-Energy and Bioenergy Solutions
- Digital Solutions and Waste Management Technologies

Education for Sustainable Development

- Curriculum Integration and Reform
- Experiential and Outdoor Learning
- Environmental and Sustainability Literacy
- Education for Climate Action
- Global Citizenship and Social Justice
- Skills for Sustainable Living and Careers

Paper Submission Guidelines:

1. Title and Abstract

- **Title:** The title should be concise, descriptive, and incorporate key terms relevant to the research topic to facilitate understanding and indexing.
- **Abstract:** Provide a succinct summary of 150-250 words that captures the essence of the research.
- **Problem Statement:** The issue being addressed.
- **Methodology:** Brief overview of the research design and methods used.
- **Results:** Key findings of the study.
- **Conclusion:** Main conclusions drawn from the results.
- Include relevant keywords to enhance searchability.

2. Introduction

- **Background:** Offer context about the research area, discussing relevant theories, frameworks, and previous studies to set the stage for the current work.
- **Problem Statement:** Clearly articulate the specific research problem that the study seeks to address, outlining its relevance and urgency.
- **Objectives:** Define the main objectives of the research, explaining what the study aims to achieve.
- **Significance:** Discuss the importance of the research, highlighting its potential contributions to the field and any practical implications.

3. Literature Review

- **Related Work:** Summarize key findings and theories from prior research that relate to your topic, demonstrating an understanding of the current state of knowledge.
- **Gap Analysis:** Identify and elaborate on gaps in the existing literature, specifying how your research will address these shortcomings and contribute new insights.

4. Methodology

- **Research Design:** Describe the overall research approach (qualitative, quantitative, or mixed methods) and the specific design chosen for the study (e.g., experimental, survey).
- **Data Collection:** Provide detailed information about the methods employed for data collection, including tools, instruments, and participant selection criteria.
- **Data Analysis:** Explain the analytical techniques used to process and interpret the data, including any software or statistical methods applied.

5. Results

- **Findings:** Present the main findings of the research clearly and systematically, focusing on data that directly addresses the research objectives.
- **Tables and Figures:** Utilize tables, graphs, and figures to visually represent the results, ensuring they are clearly labeled and referenced in the text.

6. Discussion

- **Interpretation:** Offer a thorough interpretation of the results, discussing their significance and implications in the context of the research problem.
- **Comparison:** Compare your findings with those of previous studies to highlight similarities, differences, and potential reasons for any discrepancies.
- **Limitations:** Acknowledge any limitations of the study, including methodological constraints or potential biases that could affect the results.

7. Conclusion

- **Summary:** Recap the main findings of the research and their significance in relation to the initial problem statement.
- **Future Work:** Suggest potential areas for future research that could build on the findings of the study, addressing remaining questions or new avenues of inquiry.

8. References

- **Citations:** Ensure that all sources used in the research are properly cited within the text, adhering to the citation style specified by the conference.
- **Reference List:** Compile a complete list of all references at the end of the paper, formatted according to the conference's guidelines.

9. Formatting

1. General Specifications

- Page Size: Standard (8.5 x 11 inches or A4)
- Margins: 1 inch on all sides

2. Font

- Font Type: Times New Roman or Arial
- Font Size:
 - Title: 14-point (bold)
 - Headings: 12-point (bold)
 - Body Text: 12-point

3. Line Spacing

- Body Text: Double-spaced
- Abstract: Double-spaced
- References: Double-spaced

4. Columns

- Text Alignment: Left-aligned
- Column Format: Single-column format

5. Headings

- **Heading Levels:**
 - Main Headings (e.g., Introduction, Methodology): 12-point, bold, left-aligned
 - Subheadings (e.g., Participants, Data Collection): 12-point, bold, left-aligned or italicized, depending on style guidelines
 - Sub-subheadings (if applicable): 12-point, italicized

6. Body Text

- **Text Format:**
 - Indented paragraphs (usually 0.5 inches) or block format (with no indentation)
 - Clear and concise language, using appropriate academic tone
 - Page Numbers: Included in the header.
 - References: APA for formatting references, including font and spacing.
 - Figures and Tables: Should be numbered and titled, formatted according to journal guidelines, and included within the text or at the end as specified.

10. Submission

- **Deadline:** Submit the paper before the designated deadline to ensure consideration.
- **Review Process:** Be prepared for peer review and be open to making revisions based on feedback received.
- **Clarity:** Ensure that the paper is well-organized, coherent, and clearly articulated for readers.
- **Originality:** Confirm that the research is original and has not been published elsewhere, ensuring it adds unique value to the field.
- **Ethics:** Follow ethical guidelines for research and publication, including proper handling of data, participant consent, and acknowledgment of conflicts of interest.

Important Dates:

Abstract / Full paper submission	:	5 th December 2024
Intimation of Acceptance	:	9 th December 2024
Last Date of Registration	:	10 th December 2024
Dates of the Conference	:	13 th & 14 th December 2024

Best Paper Awards:

Cash Prize will be given to the Best Three Research Papers, along with the Certificate of Merit

Fee Details:

Participant Type	Indian Participants	Foreign Participants
Industry Delegates	₹ 4,000.00	\$80
Academic Delegates	₹ 3,000.00	\$50
Research Scholars	₹ 1,000.00	\$30
PG/UG Students	₹ 800.00	\$20
Academic Attendees	₹ 500.00	\$20

Note: Fee structure mentioned above is restricted to 2 authors, and for every additional author Rs.1000 will be payable.

Delegates can remit the registration fee by Bank Transfer to the given bank details:

Bank Account Details:

Name : JAIN UNIVERSITY
 A/c No : 60143268072
 Bank : Bank of Maharashtra
 Branch : J P Nagar 6th Phase
 IFSC Code : MAHB0001155
 MICR Code : 560014013

Note: After remittance, kindly email the acknowledgement to conference.desk@jainuniversity.ac.in

Publication Opportunities:

The paper submitted would be peer reviewed and published in ABDC, Scopus Indexed and UGC CARE listed journal with the maximum of three authors. The publication charges for the research papers selected for ABDC, Scopus Indexed and UGC CARE listed Journal will be communicated to the respective authors.

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