

2nd International Conference
on
**SUSTAINABLE PRACTICES IN BUSINESS
MANAGEMENT – RETHINKING,
REDESIGNING, AND REEVALUATING
THE BUSINESS ECO SYSTEM**

INCSPBM-2024

6th-8th November, 2024

Organized by

**School of Commerce and Management
Mohan Babu University**



ABOUT MBU

Mohan Babu University, situated in Tirupati, Andhra Pradesh, India, is a State Private University founded by Sree Vidyanikethan Educational Trust under the leadership of Dr. M. Mohan Babu, a philanthropist, former Rajyasabha Member, producer, and cine artist. The University promotes excellence in various fields such as Engineering, Pharmacy, Liberal Arts and Science, Agriculture, Art and Design, Media Studies, Film Academy, Paramedical and Health Sciences. With a 5-star rated campus, advanced curriculum, expert mentorship, and 65+ clubs. MB School of Engineering and MB School of Computing (Erstwhile Sree Vidyanikethan Engineering College) has achieved notable accreditations which includes,

RANKINGS AND ACCREDITATIONS



Boasting a robust placement record, including a remarkable package of Rs. 60 lakh offered by Google, the university also actively mentors other engineering colleges.

To foster Research, Innovation and Entrepreneurship, MBU has the following:

DST-STI Hub
worth of
3.61
Crores

AICTE-IDEA
Lab worth of
1.1
Crores

V-Hub,
Innovation
Centre

Ear
project



ABOUT SCHOOL OF COMMERCE AND MANAGEMENT

The School of Commerce & Management strives to build itself as an institution of quality management education, research, executive training development and consultancy. In a very short span of time, the school has built an excellent faculty pool of experience and a rich intellectual capital base, state of the art infrastructure, technology-savvy campus along with commitment towards quality. The emphasis has been to prepare business leaders for the society and develop sound academia-industry collaboration

The School of Commerce and Management offers Three years B.Com (Computer Applications), B.B.A and Two Years Full Time MBA Programs with dual specialization and PhD in Commerce and Management (Full time & Part time).




The programs are aimed at transforming young graduates into successful and effective business leaders and research scholars make them to good researchers. The main focus of the programs is to develop professionals who would take up leadership positions in organizations across industry, government and non-government organizations. The programs have been designed to prepare youngsters with the basic set of knowledge, skills and aptitude that would be required of them in corporate and non-corporate organizations. The comprehensive programs aim at building young, thinking minds the power to shape their paths and influence change, enhance the depth of understanding, analytical rigor, and independence of thought, commitment, cooperation, competition, integrity and innovation are the core values instilled in each individual who graduates from the two year programs. All this is achieved through a well-crafted set of curricular, co-curricular and extra-curricular activities, delivered by a mix of experts from academia and industry.

ABOUT THE CONFERENCE

This conference brings together leading experts, practitioners, academicians, faculty, and research scholars to exchange and share their experiences and research results on all aspects of sustainable business practices. Sustainability is the pathway to secure the future generation in terms of business administration practices. Mohan Babu University aims to enrich the awareness among researchers about the various dimensions of business function through Global Conference on Sustainable Practices in Business Management (GCSPBM-2024). The submitted papers will have an opportunity for publication consideration in ABDC/Scopus indexed/UGC Care journals.

ABOUT THE CONFERENCE CITY

Tirupati is a city in the Indian state of Andhra Pradesh. The city is home to the famous Hindu shrine of Tirumala Venkateswara Swami Temple and other historic temples. It is located at a distance of 150 km from Chennai, 250 km from Bangalore, 430 km from Vijayawada. It is one of the eight SvayamVyaktaKshetras (Self-Manifested Temples) dedicated to Vishnu. It is the 7th most populous urban agglomeration in the Andhra Pradesh state. It is the second biggest city in Rayalaseema after Kurnool. India's Ministry of Tourism named Tirupati as the "Best Heritage City" in India. Tirupati has been selected as one of the hundred Indian cities to be developed as a smart city under Smart Cities Mission by Government of India.



HOW TO REACH THE CONFERENCE VENUE

The conference venue, Mohan Babu University, is located in the west side of the city centre. It is 34 KM from the Tirupati International Airport, 15 KM from the Railway Station and 16 KM from the central Bus Stand. Participants have the option to hire a taxi/auto/rapido or utilize ride-sharing services for transportation to the MBU. Intermittent city bus services are available to the conference venue from both the Central Bus Stand and the Railway Station.

THEMES

Sustainable Entrepreneurship

- a. Innovation and Entrepreneurship
- b. Sustainable and Circular Economy
- c. Women Entrepreneurship
- d. Renewable and Clean Energy
- e. E-Business
- f. CSR
- g. Technology Transformation

HRM

- a. Emotional Intelligence
- b. Change Management
- c. Hybrid Model in Workplace
- d. HR Analytics
- e. Technology transformation in HRM
- f. Green HRM
- g. Employee Engagement

Interdisciplinary

- a. Artificial Intelligence, Machine Learning
- b. Data Mining
- c. Data Analytics/Data Modelling, Data Science
- d. Cloud Computing
- e. Internet of Things
- f. Big Data
- g. Cyber Security

Marketing

- a. Green Marketing
- b. Affiliation and Influential Marketing
- c. Design Thinking
- d. Community Building
- e. Marketing Automation
- f. Neural marketing
- g. CRM

Finance

- a. Fintech
- b. Behavioral Finance,
- c. Micro Finance and Sustainability of SHGs
- d. Financial inclusion measurement framework
- e. Fraud regulation in payment system
- f. Corporate Governance, Mergers and Acquisition
- g. Green and Digital finance

Tourism and Hospitality Management

- a. Recent trends in tourism and hospitality management
- b. Tourism and environment
- c. Animation in Tourism
- d. New types of tourism (Event Tourism; Film tourism. Etc.)
- e. Urban Tourism and Culture Heritage.
- f. Entrepreneurship in tourism and Hospitality
- g. AI & Tourism management

CALL FOR PAPERS

The abstract (maximum 250 words) / full-length papers (maximum 25 pages/ 8000 words) representing any of the above thematic areas covering the title, names and addresses of the authors including email Id and mobile number of corresponding authors, brief introduction, material and methods, results and discussions and conclusion of the study needs to be submitted. Full length papers must have an abstract of 300 words. The abstract / full-length paper should be written in Times New Roman font with 12 font size having 1.5 space between the lines. All the accepted abstracts will be published in a conference souvenir with an ISBN number and the selected full-length papers will be published in ISBN numbered book/ SCOPUS indexed journals through peer review process and additional article publishing charges born by the authors.

All Submissions Should be Sent to: incspbm@mbu.asia

ACCOMMODATION

A range of premium / economic and budget accommodation for the participants is available in nearby hotels on advance booking on payment basis.

CONFERENCE AWARDS

The best oral / poster presentations will be evaluated by an external screening committee and the three best oral / poster presentations in each theme will be awarded in the valedictory session.

CONFERENCE COMMITTEE

Chief Patrons

Dr. M. Mohan Babu
Chancellor, MBU

Mr. Vishnu Manchu
Pro-Chancellor, MBU

Patrons

Mr. Vinay Maheshwari
Executive Director, SVET

Dr. Nagaraj Ramrao
Vice-Chancellor, MBU

Mr. Vikas Singh
Chief Growth & Strategy Officer, MBU

Dr. K. Saradhi
Registrar, MBU

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Dean R & I

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Associate Professor & In charge Dean, SCM

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Dr. K. V. Nithyananda

Assistant Professor (Sr.), IIM, Trichy

Dr. Chandranath Bhatla

Procurement Head, Cognizant Technology,
Bangalore

Mrs. Girija. T. R.

Senior Analyst, Training and Assessments,
Infosys Limited, Bangalore

Ms. Sindhuja. A

Head, NPD/R&D/QA, Elite Pvt., Ltd.

Ms. Basavaraddi Rdder

Sales Head, South Zone,
Grow Indigo Pvt., Ltd., Hyderabad

REGISTRATION FEE

Registration Fee (inclusive of GST)	Research Scholars and Students (UG, PG and PhD)	Faculty members, Academicians, and Professionals	Industry persons	Foreign Author/ Delegates
	INR 750	INR 1000	INR 1500	\$20

Note: The registration fee includes conference kit, high tea and food.

Registration Link: <https://forms.gle/ND3WY4yivunDHnra8>

IMPORTANT DATES

Conference dates	06.11.2024 to 08.11.2024
Last date for abstract submission	20.10.2024
Notification of acceptance/rejection of the abstract/paper	22.10.2024
Last date for submission of full-length paper	30.10.2024
Last date for payment of registration fee	03.11.2024

BANK DETAILS:

Account No	:	154012010000884
IFSC Code	:	UBIN0815403
Bank	:	Union Bank of India
Branch	:	Sree Vidyanikethan Engineering College, Sree Sainath Nagar, Tirupati

STUDENT CO-ORDINATORS

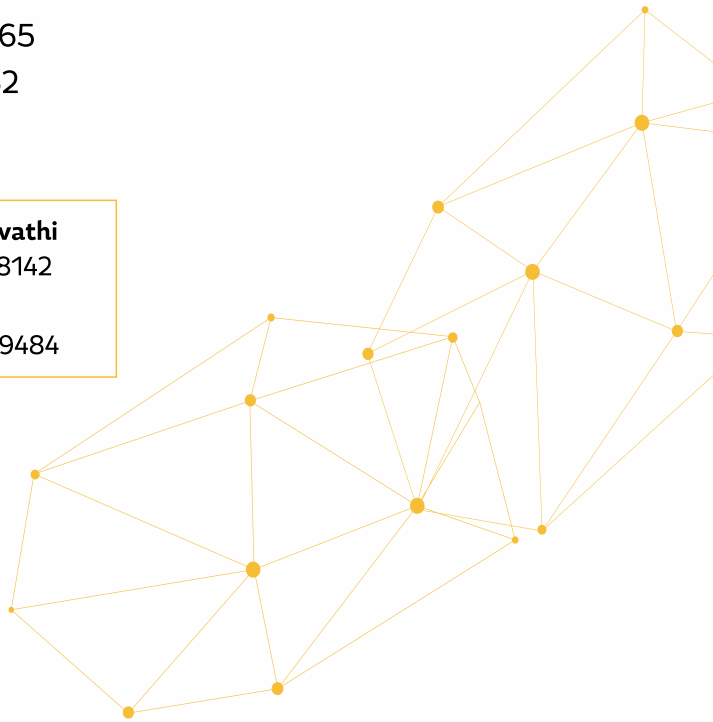
Ms. I Chandana, MBA -9381032130

Mr. N Manikanth, MBA - 9959014365

Mr. R Jithendra, MBA - 9390663862

For More Details Contact:

Dr. D. Venkatesh +91-9666588083	Dr. D. Krupavathi +91-7207368142
Dr. Kuladeep Kumar. L +91-9908049496	Dr. G. Silpa +91-9246999484



MBU
MOHAN BABU
UNIVERSITY

DREAM. BELIEVE. ACHIEVE

MOHAN BABU UNIVERSITY

Sree Sainath Nagar,

Tirupati Andhra Pradesh - 517102

www.mbu.asia