J.C. Bose University of Science and Technology, YMCA, Faridabad (Haryana)

A State Government University (Accredited 'A+' Grade by NAAC)

Two Days

National Conference

on

G20 India: Vasudhaiva Kutumbakam

(ONE EARTH • ONE FAMILY • ONE FUTURE)

Striving Sustainable Growth and Development Amid Challenges

OCTOBER 5 & 6, 2023

Extended Date of Full Paper Submission:
September 28, 2023

Organized by:
Department of Management Studies
In Collaboration with
Research and Development Cell

About the University

J.C. Bose University of Science and Technology, YMCA, Faridabad formerly known as YMCA University of Science and Technology, Faridabad was established in 2009 vide Haryana Government Gazette Notification No. 29 of 2009, dated 16.9.2009 (Haryana Act No. 21 of 2009). Earlier, known as YMCA Institute of Engineering, Faridabad, was founded in the year 1969 as a joint venture of Government of Haryana and National Council of YMCAs of India with active assistance from overseas agencies of West Germany to produce highly knowledgeable personnel in specialized fields of engineering to meet specific technical manpower requirement of industries.

The University is well known for its track record of employment of the pass out students since its inception. The university has been recognized at various levels by the agencies including UGC, AICTE, NAAC, NBA and NIRF. The university offers B.Tech and M.Tech programs in core and specialized engineering disciplines. Also, Science, Management and Humanities programs are being offered by it, besides Ph.D. in numerous disciplines.

The University is situated right on the National Highway No. 2 known as Mathura Road, 32 kms from the Nation's Capital, New Delhi. The University has its own campus on a plot area of 20 acres. It is located in the growing and sprawling Faridabad – Ballabgarh Industrial Complex of Haryana. The University is well connected with rail and road transport from Delhi/New Delhi.

About the Department

The Department of Management Studies came into existence in the year 2008 with a vision to build aspiring managers and entrepreneurs possessing good analytical skills and leadership qualities for effective decision making to contribute to the society and the nation. Initially the MBA program was meant for technical graduates only. Since 2011, the program has been opened for graduates from all streams. To promote academic growth at various levels, the department offers high quality management programs at under-graduate, post-graduate, and doctoral level. To cater the needs of practicing managers, department runs MBA – Executive program too.

The department follows industry-focused curricula which is developed in consultation with eminent academicians and industry practitioners. The program delivery is done by well-qualified, competent, research-oriented, and experienced faculty and experts from industry. MBA program run by the department is NBA accredited.

About the Conference

The theme of India's Presidency of G20, "Vasudhaiva Kutumbakam" means "the world is one family". "Vasudhaiva Kutumbakam" or "One Earth ● One Family ● One Future" is drawn from the ancient Sanskrit text of the Maha Upanishad. The theme asserts that all individuals are collectively responsible towards each other and their shared future. With this theme, India is trying to bring the focus of G20 countries on shared global growth while being in harmony with the surrounding

ecosystem. In today's time, when the world is facing numerous challenges such as climate change, inequality, corruption, food and energy insecurity, and international financial instability etc, striving for sustainable growth and development for all in the world is extremely relevant. Implementing goals for sustainable, holistic and inclusive development is a big challenge and requires action on all fronts – government, businesses, civil society, and people, all have a role to play.

This conference aims to provide a platform and an opportunity to the researchers, academicians and business practitioners to exchange ideas, network with peers and contribute to the global dialogue on sustainable growth and development, which can help in creating a better future for all. The conference will feature keynote speeches by eminent personalities, panel discussion, and paper presentations.

Call for Papers

We invite researchers, academicians, and business practitioners to submit their research articles/papers/case studies on topics related to the conference theme. Research work may belong to any of the following sub-themes:

Track 1: Sustainable Development

- Sustainable Agriculture
- Sustainable Cities and Communities
- Sustainable Tourism
- Integration of Environmental, Social, and Governance Factors
- Green Business Technology and Practices
- Climate Change Adaption
- Circular Economy
- Sustainable Development and Inclusive Communities
- Disaster Management
- Conservation and Sustainable Development

Track 2: Sustainability and Finance

- Sustainable Finance Practices in Emerging Markets
- ESG ratings in Investment Decision-making
- Fiscal and Financial reforms
- Financing Green Economy
- Micro finance
- Carbon Financing
- Global Finance and Accounting Practices
- NPAs and Impact on Growth
- Climate Governance
- Fintech

Track 3: Global Growth & Sustainability

- Global Inclusion Practices
- Global Economic Volatilities
- Global/Regional Financial Organisations and Growth
- International Trade and Economic growth
- Export-led Growth and Sustainability
- FDI and FII: National Growth Perspective

Track 4: Community Development

- Women Empowerment
- Childhood Development, Education & Skill Development
- Rural Credit, Rural Entrepreneurship and Inclusive Growth
- Universal Health and Sanitation
- Corporate social responsibility
- Poverty, Inequality and Unemployment

Track 5: Sustainability and Information Technology	Track 6: Responsible Marketing
• Digital Technologies for Growth • Artificial Intelligence and Machine Learning • Internet of Things • Cloud Computing • Mobile Technology • Blockchain • Gamification • Virtual and Augmented Reality • Cybersecurity • Information Technology and Data Analytics	• Green Marketing • BOP marketing • Rural marketing • Cause-related Marketing • Sustainable Branding • Social Marketing • Ethical Marketing and Consumer Privacy • AI and VR in Marketing • Metaverse and Augmented Reality • Experiential and Sensory Marketing • Retail Management
Track 7: Sustainable Human Resource Practices	Track 8: Startup 20 – Innovation, Entrepreneurship and Collaborations
• Diversity and Inclusion • Ethical Employment Practices • Employee Well-being • Workforce Development • Change Management • Work-life balance • Sustainable Education and Engagement • Intellectual Capital and Knowledge Management	• Innovation for Sustainability • Sustainable Business Models • Social Entrepreneurship • Impact Investing • Green Logistics and Transport Management • Sustainable Sourcing and Supply Chain • Sustainable Quality Management • Risk Management

Note: Topics are not limited to the above list, any other topic related to the main theme and sub-themes will be welcomed.

Guidelines for Authors

Title Page: The title page should contain the title of the paper, the author's name, e-mail, phone number and institutional affiliation.

Abstract: An abstract of about 200- 300 words should include the research topic, methodology, findings, and keywords (maximum 5).

Manuscript: The manuscript should be of 3000-4000 words (A-4 size page, 1.5 line spacing, and 12-point Times New Roman font). The authors must submit their original work only. There should not be any infringement of existing copyrights or indulgence in plagiarism.

Tables and Figures: The tables and figures should be placed in the appropriate location in the paper. Format and size of all the tables should be same and should be numbered consecutively.

References: References should be complete in all respects in APA style 7th edition.

Submit Papers in MS-Word to: g20conference@jcboseust.ac.in

Conference Highlights

- **Best Research Paper Recognition:** In each track, best paper will be given recognition for outstanding contribution. The paper should clearly emphasize on the theme of the conference and must be submitted by the due date.

- **Publication Opportunities:** All papers will undergo blind-review process and quality papers selected by the reviewers will be published in Conference Book bearing ISBN number.

- **Special Session for Students:** The conference will provide an opportunity to students to present their work and interact with experts.

Important Dates

Last Date of Full Paper Submission:	**September 28, 2023**
Communication of Acceptance:	**September 30, 2023**
Conference:	**October 5 & 6, 2023**

Registration Fee

Category	Amount
Students	**₹ 500/-**
Research Scholars	**₹ 750/-**
Academicians	**₹ 1000/-**
Industry Executives	**₹ 1500/-**

Registration fee includes conference kit, tea and lunch. All participants must register separately. The participants are required to submit registration fee with registration form available at: https://jcboseustymca.co.in/Forms/otherActivity/EntryForm.aspx

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GGSIP University, N. Delhi

Conference Chair

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Chairperson

Department of Management Studies (DMS), JCBoseUST, YMCA, Faridabad

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Assistant Professor, DMS

JCBoseUST, YMCA, Faridabad

Contact No. - 9717750009

Dr. Gunjan Gumber

Assistant Professor, DMS

JCBoseUST, YMCA, Faridabad

Contact No. - 9810695278

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Assistant Professor, DMS

JCBoseUST, YMCA, Faridabad

Contact No. - 9718999040

Dr. Rajeev Kumar Saha

Dy. Director, Research and Development Cell,

Associate Professor, Dept of Mechanical Engineering, JCBoseUST, YMCA, Faridabad

Contact No. 9911921584

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Associate Professor, DMS

JCBoseUST, YMCA, Faridabad

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JCBoseUST, YMCA, Faridabad

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JCBoseUST, YMCA, Faridabad

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Assistant Professor, DMS

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Assistant Professor, DMS

JCBoseUST, YMCA, Faridabad

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JCBoseUST, YMCA, Faridabad

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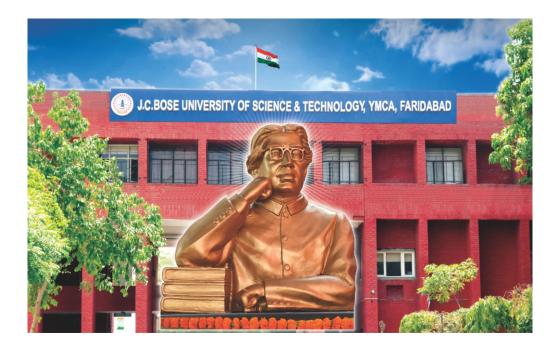*Assistant Professor, DMS*

JCBoseUST, YMCA, Faridabad

Mr. Vikas Kumar

Assistant Professor, DMS

JCBoseUST, YMCA, Faridabad

J.C. BOSE UNIVERSITY OF SCIENCE AND
TECHNOLOGY, YMCA, FARIDABAD (HARYANA)

A State Government University (Accredited 'A⁺' Grade by NAAC)

(Established by Haryana State Legislative Act No. 21 of 2009, Recognized by U.G.C. u/s 2 (f) and 12(B) of U.G.C. Act 1956)

NH- 2, SECTOR-6, MATHURA ROAD, FARIDABAD-121006, HARYANA (INDIA)

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