



Affiliated to GGSIP University, Recognized u/s 2(f) of UGC
Recognized by Bar Council of India; ISO 9001:2015 Certified Institute
Maharaja Agrasen Chowk, Sector 22, Rohini, New Delhi, Delhi 110086
ACCREDITED BY NAAC WITH 'A++' GRADE



MAIMS INTERNATIONAL CONFERENCE- MIC'24

Sponsored by



INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH
(ICSSR), DELHI

*Re-visiting Business, Education and
Communication with an emphasis
on Sustainable Development*



12th & 13th March, 2024 (Hybrid Mode)

"Unleashing the power of business for a sustainable tomorrow, where profitability meets purpose and innovation sparks positive change."

Maharaja Agrasen Institute of Management Studies

Dr. Nand Kishore Garg
Founder and Chief Advisor, MATES
Chancellor, Maharaja Agrasen University, Baddi, HP, India



Chairman	Executive Chairman	
Sh. Vineet Kumar Lohia	Sh. S.P. Aggarwal, IAS	
Sr. Vice Chairman		
Sh. Sunder Lal Goel		
Vice Chairman		
Er. Ravinder Kumar Gupta	Sh. O.P. Goel	Sh. Jagdish Mittal
Sh. Umesh Kumar Gupta	Sh. Gian Chand Aggarwal	Prof. (Dr) M.L. Goyal (Academics)
Sh. Ramesh Gupta	Er. S.C. Tayal	Sh. S.P. Goel
Sh. Nand Kishore Aggarwal (Crystal)		
General Secretary	Joint General Secretary	
Er. T.R. Garg	Sh. Mohan Kumar Garg	
	Sh. Sanjeev Goel	
Treasurer	Co- Treasurer	
Sh. Anand Gupta	Sh. Vivek Garg	
Secretaries	Co-Secretaries	
Sh. Satish Garg	Sh. Vikram Garg	Sh. Anil Roshan Lal Aggarwal
Smt. Sangita Gupta	Sh. Rajnish Gupta	Sh. Avinash Aggarwal
Sh. Amar Nath Jindal		
Chief Executive		
Sh. Gyanendra Srivastava, IAS		



Maharaja Agrasen Institute of
Management Studies



Maharaja Agrasen Institute of
Technology



Maharaja Agrasen University



Maharaja Agrasen Global
School

Prof.(Dr.) Rajni Malhotra Dhingra,
Director (MAIMS)

Prof.(Dr) Neelam Sharma
Director (MAIT)

Prof.(Dr) S.S. Deswal Dean
(Academics)

Prof.(Dr) R.K. Gupta,
Vice Chancellor

Sh. Suresh Gupta,
Project Director

Sh. B. L. Mahajan-
Director

Sh. J R Mani Tripathi
CAO (Accounts)

ABOUT MATES

Maharaja Agrasen Technical Education Society (MATES) is a charitable trust comprising of a group of well - known Educationists, Industrialists, Businessmen, Professionals and Philanthropists with an aim to promote quality education in the field of Technology, Management, Law, Pharmacy and Health Services to shape the human society for a better future. Dr. Nand Kishore Garg (Founder & Chief Advisor - MATES, Chancellor - MAU, three times MLA - Delhi Vidhan Sabha) has been a significant source of inspiration and motivation for achieving the aims and goals of the society.

ABOUT MAIMS

MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The institute has attained a distinct position in running BBA, B. Com (H), BA (H) Eco., BA (JMC), BALLB (integrated) BBALLB (integrated) and LLM programmes affiliated with Guru Gobind Singh Indraprastha University, Delhi. The institute was granted ISO certification 9001:2015 after meeting the updated requirements of ISO certification. MAIMS has over the years grown into a premiere center of excellence and has made its niche in the areas of teaching, research, consultancy and corporate development.



Vision

MAIMS envisions a value based education which empowers the youth to bring positive change in society.

They should become capable of taking balanced decisions keeping global interest in mind; in the true spirit of "Vasudhaiva Kutumbakam".

Mission

- To contribute towards generation and dissemination of Knowledge.**
- To nurture creativity and encourage entrepreneurship.**
- To enhance employability and contribute to human resource development.**
- To instil sensitivity amongst the youth towards the community and environment.**
- To develop global competencies amongst students.**
- To foster the spirit of national development.**

ABOUT CONFERENCE

In a world grappling with environmental challenges and social inequalities, re-imagining business with a focus on sustainable development is more crucial than ever. Traditional models that prioritize short-term profits at the expense of the planet and its people no longer suffice. It's time for a fundamental shift in mindset and practices. Sustainable development demands that businesses consider the long-term consequences of their actions and integrate environmental and social considerations into their strategies.

By embracing this approach, businesses not only contribute to addressing global challenges but also unlock opportunities for innovation, cost savings, and enhanced brand reputation. To embark on this journey, businesses must adopt a triple-bottom-line approach, prioritizing environmental stewardship, social equity, and economic resilience. This involves setting clear sustainability goals, engaging stakeholders, embracing circular economy principles, investing in renewable energy, and enhancing supply chain sustainability.

Additionally, transparency and reporting are essential to building trust and inspiring others to follow suit.

By reimagining business with a focus on sustainable development, we can forge a future where economic prosperity is decoupled from resource consumption and environmental degradation, and where social well-being thrives alongside. Together, let's create a world where business drives positive change for the planet and its people.

MIC'24 sponsored by ICSSR will provide ample networking opportunities for delegates to connect with like-minded individuals from diverse backgrounds. Through the exchange of ideas and experiences, delegates will foster meaningful connections, paving the way for future collaborations and partnerships.

Join us on this extraordinary journey of re-imagining business and shaping a sustainable future. Save the date and be a part of this transformative conference experience. Together, let's unlock the potential for sustainable development within the business world and create a positive impact on society and the planet.



Topics of Discussion

EDUCATION STRATEGIES FOR SUSTAINABLE DEVELOPMENT

- Integrating sustainability into curriculum design.
- Best practices for teaching and promoting sustainability.
- Strategies for continuous education in the context of sustainability.
- Online learning platforms for sustainable development.
- Leveraging technology to enhance sustainability education.
- Virtual reality, gamification, and other innovative tools.

FINANCE

- Sustainable finance - the roles and impacts of different financial services actors and institutions Innovative Economic Strategies for Financial Inclusion
- Sustainable Financial Performance and Accounting Practices
- Sustainable investment in and by emerging market actors
- Green Finance
- Green Accounting

CROSS CUTTING THEMES

- The role of government policies in promoting sustainable business and education.
- Regulatory frameworks for sustainable communication.
- Ethical considerations in sustainable development practices.
- Balancing profit motives with social and environmental responsibilities.
- Using data to measure and analyze the impact of sustainable strategies.
- Big data in sustainability reporting.

COMMUNICATION

- Communicating sustainability messages to diverse audiences.
- Storytelling for sustainability.
- Leveraging social media for sustainable development campaigns.
- Role of influencers in promoting sustainability.
- Addressing environmental crises and communicating effectively during emergencies.
- Case studies on successful crisis communication.
- Strategies for communicating sustainability in diverse cultural contexts.
- Overcoming language and cultural barriers.

HR

- Sustainable Retention Strategies in Dynamic Environment
- Sustainable Green HRM practices
- Sustainable Talent Management and Acquisition
- Spirituality and Religious Practices in Sustainable Work Culture
- Artificial Intelligence in HR

MARKETING

- Green Marketing and Consumerism
- Sustainable Tourism and Sports Marketing
- E-Commerce Marketing and Digital Platforms
- Customer Experience, Engagement and Relationship Management
- Marketing Analytics, Business Intelligence and Automation

GENERAL MANAGEMENT

- Exploring strategies for businesses to adopt circular economy principles.
- Sustainable supply chain management
- Technological innovations driving sustainable business practices.
- Case studies on successful sustainable business models.
- The role of CSR in sustainable development.
- Measuring and reporting on CSR initiatives.
- Sustainable investment strategies.
- The role of financial institutions in promoting sustainable development.

Submission Guidelines

- The author(s) may send full length original research paper(s) (3000 to 5000 words) at:
- <https://easychair.org/conferences/?conf=sustainabilityfinanc0>

Structure of the paper:

- Title page
- Structured Abstract of 250 words
- Introduction
- Review of Literature
- Methodology
- Analysis/Discussion
- Conclusion
- References in APA style



PUBLICATION OPPORTUNITIES

- The selected papers would be published in the form of an edited book by an International Publisher of repute for dissemination to a larger audience. All rights of publication of research papers accepted in the conference shall rest with the organizers.
- Few selected research papers will be published in International and National Journals of repute. Quality of submitted papers will be adjudged by the reviewers and the best paper award will be conferred track-wise.

Key Dates:

- **Abstract submission- February 9, 2024**
- **Acceptance of Abstract- February 14, 2024**
- **Full Paper submission- February 28, 2024**
- **Final submission after review- within 5 working days**

For any further details contact

Dr. Monica Sharma

+919560234566

Dr. Shikha Sharma

+919871419018

Email:

Internationalconference2024@mains.ac.in

REGISTRATION

- Registration Fees includes kit, lunch and tea on both the days
- Registration by all the authors is mandatory.
- All the registered participants will be awarded participation certificates.
- At least one of the authors needs to present their paper on the day of the event.
- The presentation will be through MS-PowerPoint. Presentation time allocated for each presenter is 6-8 minutes, followed by Question/Answer session for 2 minutes.

Registration Fees

For Academicians/Corporate

Delegates: ₹2000/-

For Research Scholars: ₹1000/-

For Students: ₹500/-

Registration Link

<https://forms.gle/TQQ77VoVmQzMz2b86>

GOVERNING BODY

CHIEF PATRON



Dr. Nand Kishore Garg

FOUNDER CHAIRMAN, MATES

PATRON



Shri. S.P. Aggarwal (Retired IAS)

EXECUTIVE CHAIRMAN, MATES

PATRON



Shri. Vineet Kumar Lohia

CHAIRMAN, MATES

PROGRAMME CHAIR



Prof. (Dr.) Rajni Malhotra Dhingra

DIRECTOR, MAIMS

CHIEF CONVENORS



Dr. Manoj Verma

HEAD, DEPT OF BUSINESS ADMINISTRATION



Prof. (Dr) Manju Gupta

HEAD, DEPT OF COMMERCE



Dr. Gaurav Aggarwal

HEAD, DEPT OF ECONOMICS



Dr. Umesh C. Pathak

HEAD, DEPT OF JOURNALISM

ORGANIZING TEAM

CONVENORS



Dr. Bharti Chaudhary

ASSOCIATE PROFESSOR, MAIMS



Dr. Charu Mohla

ASSOCIATE PROFESSOR, MAIMS



Dr. Shilpee Aggarwal

ASSOCIATE PROFESSOR, MAIMS

CO-CONVENORS



Dr. Deepak Dagar

ASSISTANT PROFESSOR, MAIMS



Dr. Shikha Sharma

ASSISTANT PROFESSOR, MAIMS



Dr. Monica Sharma

ASSISTANT PROFESSOR, MAIMS

TEAM MEMBERS

Ms. Shifali Ahuja

ASSISTANT PROFESSOR, MAIMS

Mr. Jitender Vig

ASSISTANT PROFESSOR, MAIMS

Ms. Rashi Aggarwal

ASSISTANT PROFESSOR, MAIMS

Ms. Neetu Aggarwal

ASSISTANT PROFESSOR, MAIMS

Ms. Kshama Aggarwal

ASSISTANT PROFESSOR, MAIMS

Dr. Sheetal Badesra

ASSISTANT PROFESSOR, MAIMS

Dr. Priyanka Tyagi

ASSISTANT PROFESSOR, MAIMS

Dr. Tanu Aggarwal

ASSISTANT PROFESSOR, MAIMS

Ms. Saloni Arora

ASSISTANT PROFESSOR, MAIMS

Mr. Ayush Goel

ASSISTANT PROFESSOR, MAIMS

Mr. Manish Sharma

ASSISTANT PROFESSOR, MAIMS

Dr. Parul Ahuja

ASSISTANT PROFESSOR, MAIMS



RE-VISITING BUSINESS, EDUCATION AND COMMUNICATION WITH AN EMPHASIS ON SUSTAINABLE DEVELOPMENT

Register Now!

<https://forms.gle/TQQ77VoVmQzMz2b86>

Payment Mode- NEFT Details

MAIMS Alumni Association

Union bank of India

Account no 604201010050499

IFSC code UBIN0560421



12-13
March
2024



Maharaja Agrasen Institute of Management Studies

Affiliated to GGSIP University, Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001:2015 Certified Institute

Maharaja Agrasen Chowk, Sector 22, Rohini, New Delhi, Delhi 110086

Accredited By NAAC with 'A++' grade