

**ICSD 2024**



**Department of Management  
SMBS, Jamia Hamdard**

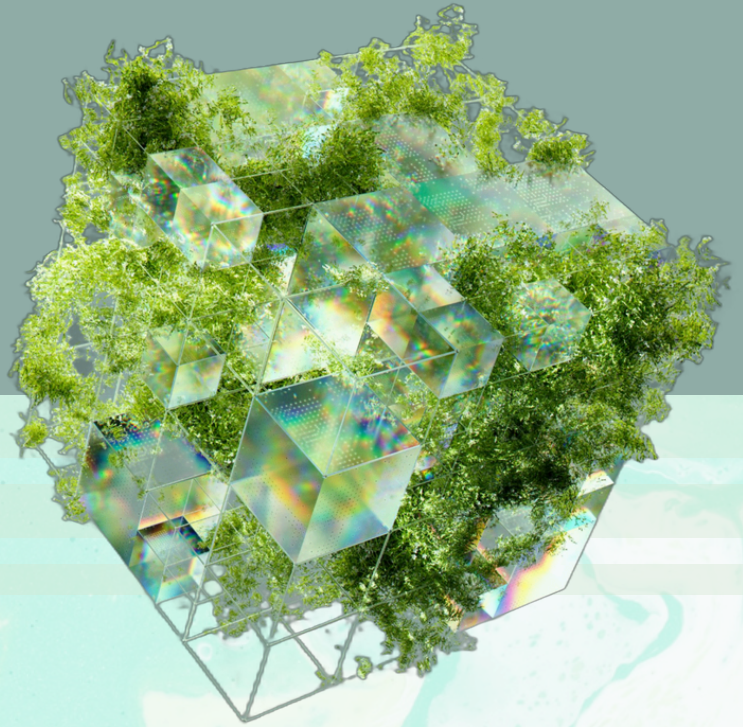
Invites you to the

**INTERNATIONAL CONFERENCE  
ON**

**SUSTAINABILITY AND  
DIGITALISATION**

Business, Economic & Societal Perspective  
28th-29th August, 2024





## **OBJECTIVES OF THE CONFERENCE**

Sustainability" and "Digitalization" are two critical dimensions of today's world that will decide much about the future course of action for the whole humanity.

This has led us to the theme of the international conference i.e. Sustainability and Digitalization. It is an enthusiastic attempt to inspire, encourage and support scholars from diverse fields to present and share their research work with the academic and marketing fraternity.

The research works presented in the conference are expected to enlighten the stakeholders with various findings related to the field of sustainability and digital transformations. The participants will be able to get acquainted with existing and potential sustainable business practices across the industries align with potential status of Digital India, related challenges and sustainable solutions. The forum will facilitate interaction among stakeholders inside and outside their respective disciplines to enjoy the fellowship of other professionals and scholars in the field.





## **Advisory Board**

1. Prof. (Dr.) Mohammed Chowdhury, New York School of Career and Applied Studies, Touro University, New York.
2. Prof. Dr. Flávio de São Pedro Filho, Professor and Researcher, Federal University of Rondônia.
3. Prof. (Dr.) Zahurul Alam, Dept. of Management, Faculty of Business Administration, University of Chittagong, Chittagong, Bangladesh.
4. Dr. Khalid Raza, Associate Professor, Department of Computer Science, JMI.
5. Prof. B. Koteswara Rao Naik, Indian Institute of Management, Mumbai.
6. Prof. P. Ramlal, National Institute of Technology, Warangal.
7. Prof K V Jayakumar, Visiting Professor cum Outreach Advisor, IIT Dharwad.
8. Prof K V Jayakumar, Visiting Professor cum Outreach Advisor, IIT Dharwad.
9. Dr. M. Abdul Mujeebu, Associate Professor, College of Architecture and Planning, Imam Abdulrahman Bin Faisal University, Dammam, Saudi Arabia.
10. Prof. M. Affan Badar, PhD, CPEM, IEOM Fellow, Professor & PhD Technology Management Director, Bailey College of Engineering and Technology, Indiana State University, USA
11. Prof. Rehan Khan Suri, Jamia Millia Islamia
12. Prof. Pushpendra Priyadarshi, IIM Lucknow
13. Dr Moon Moon Haque, Dean, College of Healthcare Management and Economics, Gulf Medical University, UAE.
14. Dr. Mohd Asif Shah, Associate Professor and Dean, Department of Economics, Kardan University, Kabul, Afghanistan.





## **ABOUT JAMIA HAMDARD**

Jamia Hamdard, a deemed to be University is an institute of higher education located in New Delhi, India. It was inaugurated by late Shri Rajeev Gandhi on August 01, 1989. The university is a NAAC A accredited university which was also recommended as the institute of eminence by the Ministry of Human Resource Development in the year 2019.

## **ABOUT SCHOOL OF MANAGEMENT & BUSINESS STUDIES**

Management education was introduced in Jamia Hamdard in the year 1998. Since then, it has become one of the important units of the University. The School of Management & Business Studies (SMBS) has three departments namely, Department of Management, Department of Healthcare & Pharmaceutical Management and Department of Hotel Management and Catering Technology. Today more than 1200 students are enrolled in this school for various PG and UG courses. Owing to the core competencies of the faculty, the school has made a name for itself, both among industry erudite and intelligentsia.

## **ABOUT DEPARTMENT OF MANAGEMENT**

The Department of Management Studies was established in the year 1998, offering an MBA Program with specializations in Marketing, Finance, Human Resources, Operations Management and IT Management. Two more specializations have been added over the period, namely International Business and Entrepreneurship. Ever since its inception, the department has aimed at broadening students' outlook and strengthening their soft skills, with emphasis on the personality development of the student. In the year 2014, the Bachelors Program of BBA was initiated, which has been a well-received program. In the year 2020, the Department also started offering B.Com. The department invites guest speakers from the industry to interact with the students and give insights into contemporary issues and developments. To develop academic excellence, the Department of Management offers full-time and part-time doctoral (PhD) programs in Management in various areas of expertise.





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## **CHIEF PATRONS**



**Janab Hammad Ahmed**  
(Hon'ble Chancellor)



**Prof. M. Afshar Alam**  
(Hon'ble VC)

## **PATRONS**



**Prof. Reshma Nasreen**  
(Dean, SMBS)



**Prof. Sana Beg**  
(Head, Dept of Management)

## **CONVENORS**



**Dr. Asad Ahmad**



**Dr. Mohammed Jamshed**

## **COORDINATORS**

**Dr. Abdullah**  
**Dr. Faizan Khan Sherwani**  
**Dr. S. Ahmed Mozumder**  
**Dr. Babar Ali Khan**  
**Dr. Mohd Shafeeq**  
**Dr. Vardah Saghir**



## **SUSTAINABILITY AND DIGITALIZATION**

### **Ensuring a Sustainable and Equitable Future post pandemic**

*I sincerely thank the leadership of Jamia Hamdard, our chief Patron and mentor Prof. Afshar Alam (Hon'ble VC) for guiding us in organizing the 2nd edition of the International Conference. Our collective global efforts to create a sustainable, equitable, clean, and green planet are the need for today. I look forward to continuing my efforts of making sustainable development a globally shared goal.*

**-Prof. (Dr.) Reshma Nasreen (Dean, SMBS)**

*I believe the conference will be offering us a platform to share our findings related to sustainability and Digitalization with the global community. I am grateful to the administration of Jamia Hamdard for supporting us in organizing our 2nd edition of the conference. I would also congratulate the organizing team for planning such an interesting and important topic of discussion. I look forward to having these kinds of events regularly where we would discuss sustainable development which needs to be a globally shared goal.*

**-Prof. (Dr.) Sana Beg (Head, Department of Management, Jamia Hamdard)**

## **CALL FOR PAPERS**

Department of Management, SMBS, Jamia Hamdard, New Delhi invite research scholars, academicians, and management practitioners to present their research work at the 2nd International Conference on "Sustainability and Digitalization" to be held on the 28th and 29th of August 2024. Following are the themes for the paper submissions, but not limited to

- Marketing Practices
- Consumer Behavior and Psychology
- Financial Services and Fintech
- Banking and Micro-Finance
- Green Finance, Neuro Finance and Behavioral Finance
- Sustainability Reporting, SRI & ESG Strategies
- AI, Blockchain and Cryptocurrency
- Banking and Micro-Finance
- Food and Agri-Business
- Economics & Public Policy
- Pharmacy & Community Medicine
- Human Resource Practices
- Organizational Behavior
- Corporate Governance and CSR
- Entrepreneurship & General Management
- International Business & Trade Policy Health and Hospital Management
- Tourism and Hospitality Management
- Operations and Supply Chain Management



## ICSD 2024



### Important Dates

Last Date to Submit Abstract: **June 20th, 2024**  
Last Date to Submit Full Paper: **July 16th, 2024**  
Paper: **28th and 29th August,**  
Conference Date: **2024**  
Venue: **Jamia Hamdard, New Delhi**

Paper submission:  
**submission\_icsd@jamiahamdard.ac.in**

### Submission Guidelines

Please submit the extended abstract (1000-2000 words) and Full Paper (5000-7000 words), excluding references.

#### The abstract should cover:

- Research Gap and Research Problem
- The Objective of the Study and Summary within 250 words
- Research Methodology
- Findings of the Study
- Implications of the Study

**\*\* Incomplete submissions will not be considered for review\* \***

#### Formatting:

- Use Times New Roman 12-point font, double spaced, 1-inch (2.5 cm) margin all around
- 8.5" x 11" (A4) page setting. References may be single-spaced
- In-text citations and references should follow the American Psychological Association (APA) Style.

**SELECTIVE HIGH-QUALITY RESEARCH PAPERS FROM EACH TECHNICAL SESSION WILL BE  
CONSIDERED FOR THE BEST PAPER AWARD**

#### PUBLICATION OPPORTUNITIES

Selected Papers will be recommended for publication in Journals of repute (Regular/Special Issue) as well as an edited book (ISBN) based on the recommendation of review committee.



## ICSD 2024



### Registration Details

On receiving the Acceptance of your Extended Abstract, you may proceed for Registration.

#### The steps for registration are as follows:

1. Fee Payment in the Account (See Details on the Right).
2. Save the transaction details in image or pdf format.
3. Click on the link or Scan the QR code. A form will appear, fill up the details and submit the form.

### Account Details

Account No.: **0915010950000001**

Beneficiary Name: **JAMIA HAMDARD SFS**

IFSC Code: **JAKA0JAMIAH**

SWIFT Code: **JAKAINBB**

MICR: **110051038**

Bank Name: **J&K Bank, Jamia Hamdard Branch**

Note: **0** in the IFSC Code is a numerical "**Zero**".

### Registration Link

<https://forms.gle/DAA8o7d766WZ3RrP9>

OR



### Registration Fee

Corporates: INR 3000

Research Scholars: INR 1200

Academicians: INR 2000

International Participants: USD 50



**ICSD 2024**



**INTERNATIONAL CONFERENCE ON SUSTAINABILITY & DIGITALIZATION**

**QUERY**

**[query\\_icsd@jamiahamdard.ac.in](mailto:query_icsd@jamiahamdard.ac.in)**

**CONTACT**

**+91-9760424348, 9997764720, 9458884380, 8791248131**