



# **International Conference on Sustainable Management for Peace and Harmony (ICSMPH-2024)**

**Virtual Conference**

**Organized by**

**Mulshi Institute of Business Management (MIBM)  
Pune, India**

**23-24 May, 2024**



## About Conference

Sustainable management looks beyond short-term profits and focuses on long-term gain by incorporating the environmental and social costs of doing business. Also it is a need of an hour to ensure human resource in order to reduce the risk of exhaustion by allowing them to recover. It relates to all three areas viz. environment, future generation and economy through resource conservation.

In the field of international business, HR is most important resource and for sustainable management its conservation can be managed through peace and harmony. Therefore, Mulshi Institute of Business Management (MIBM) has decided to organize an international conference on this theme.

The International Conference on Sustainable Management for Peace and Harmony (ICSMPH-2024) organized by MIBM, Pune, Maharashtra, India during 14-15 March, 2024 in hybrid mode aims to bring together leading academicians, researchers, research scholars and corporate practitioners to exchange and share their experiences and research results on latest trends in sustainable management.

In the contemporary world, sustainability has emerged not only as a topic of research but also an important area for its application in businesses. The principles of sustainability recommend an integrated approach that takes environmental and social concerns along with economic development. This conference will provide a platform for the presentation of Research articles and Case studies in the field of major pillars of sustainability defined as below:

**Contemporary issues in Sustainable Management:** Sustainability is the key to our survival on this planet and will also determine success on all levels

**Sustainable HRM and Innovations:** The only waste of human resources is letting them go unused

**Shaping the Future of Work and Technology:** Sustainable technology is well-reputed for saving costs and speeding up productivity

**New trends in Global Market:** To hit their sustainability targets, leaders must combine vision and pragmatism



# Global Trends in Sustainable Management for Peace and Happiness



Peace and Harmony are the key components of sustainable Development. A healthy business environment is important for development, and in conflict-ridden communities, business operations are disrupted due to the unreliable social problems.

In a society where positive peace prevails, enterprises can ensure greater profitability. Promoting peace, harmony and sustainable management reduces poverty and prevents conflict, translating to a healthier business environment that allows for a more effective delivery of products and services.



Although sustainable management is a key focus in modern times, the work on it is still in its early phase. The effectiveness of sustainable management practices is uncertain. Therefore, this conference aims to provide a brief review of the state-of-the-art and offer some future directions in this emerging area, with special attention to peace and harmony.



## Program Objectives

- To empower academics, researchers and professionals to build collaborative networks in the field of business and human resource management
- To strengthen and transform the global effort and influence decision making to shape the future of Business and human resource

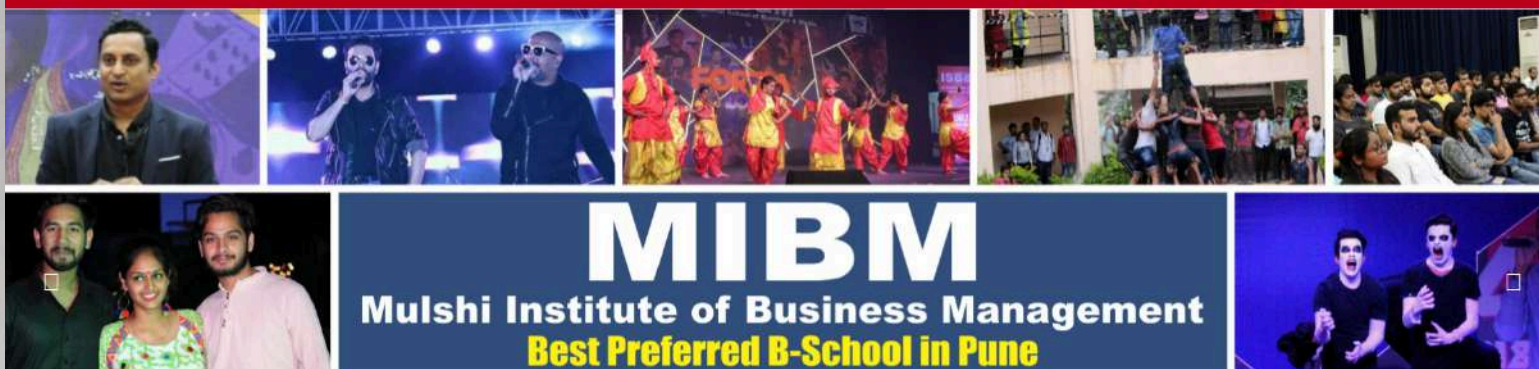


## About Mulshi Group of Institutes

Mulshi Group of Institutes (MGI) is promoted by Ignited Minds Society formed by a team of academicians, researchers and managers with IIT and IIM backgrounds inspired by a book of same name by Dr. APJ Abdul Kalam. MGI was founded in the year 2009 with Mulshi Institute of Business Management (MIBM) and Mulshi Institute of Retail Management (MIRM). Both the institutes offer two years full time residential Post Graduate Diploma in Management (PGDM) approved by AICTE, New Delhi and recognized by USBES, California, and USA.



Highly accomplished professors and corporate professionals support the specialist areas. Research expertise form the foundation for teaching in the institutes and is a source of innovation and dynamism. Professional Innovation and Development Center (PIDC) under MGI offers a series of short term MDPs /EDPs in various areas of management and engineering. These Programs are unique learning propositions to the participants and aim at equipping them with the evolving management approaches



# Call for papers

The ICSMPH-2024 conference welcomes submissions in the form of research papers, articles and case studies from the academicians, practitioners and policy makers. All the submissions must be original and not concurrently submitted to any other journal or conference. For making an oral presentation the authors need to submit an abstract of not exceeding 250 words. The abstracts must be consisting of the affiliation of all the authors including the contact details of the author who will be presenting the same. The abstracts will be peer reviewed by a committee of experts before acceptance. The tracks for submissions (but not limited to) for the conference include the following -

## **Track 1: Contemporary issues in Sustainable Management**

- 1. Corporate governance best practices**
- 2. Ethics and transparency**
- 3. Government policies and regulations related to Environment, Social and Governance**
- 4. Corporate social responsibility**
- 5. Strategy in the Global Environment**
- 6. Impact of strategic planning on productivity of business**
- 7. Environmentalism and Sustainability**
- 8. Leadership theories, styles and power of bases**
- 9. Financial Issues for Managers**
- 10. Economies of Scale and Economies of Scope**


## **Track-2: Sustainable HRM and Innovations**

- 1. Progressive Strategies for Managing Retention & Engagement**
- 2. Work-life Balance and Stress Management**
- 3. Human resource strategies and high-performance work systems**
- 4. E-HRM and Green HR Practices**
- 5. Corporate wellbeing at workplace**
- 6. Creativity and innovative behaviour of employees**
- 7. Globalization trends and challenges for the HR management**
- 8. Cross Cultural Communication, diversity and inclusion**
- 9. HR Analytics**
- 10. Knowledge Management in HR Competencies**

### **Track 3: Shaping the Future of Work and Technology**

- 1. Digital India**
- 2. Advances in technology and communication**
- 3. Human computer interaction and human behaviour**
- 4. New Technology direction and challenges**
- 5. Reality about Artificial Intelligence: Uses, Benefits and Risks**
- 6. E- Commerce Network and Security**
- 7. E-commerce Logistic and Supply Chain**
- 8. Innovative e-Mobile computing**
- 9. Innovation in Health, sustainability and social issues**
- 10. Impact Assessment for sustainable development**

### **Track 4: New trends in Global Market**

- 1. Influencer Marketing Strategies**
  - 2. Business model innovation in emerging markets.**
  - 3. Financial Markets- Challenges and Opportunities**
  - 4. Neuromarketing**
  - 5. Marketing analytics**
  - 6. Marketing 4.0**
  - 7. Value driven marketing**
  - 8. Green marketing**
  - 9. Digital Marketing**
  - 10. Marketing Innovations**
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## Keynote Speakers



**Dr. Kalyan Singhal**

McCurdy Professor  
of Economics and Management  
Merrick School of Business,  
University of Baltimore



**Dr. Yaowen Shan**

Professor University of Technology,  
Sydney, Australia



**Dr. Douglas Cumming**

Professor of Finance and  
Entrepreneurship  
College of Business, Florida  
Atlantic University, Boca Raton, Florida.



**Dr. Pramod Kumar**

President, ISB&M  
Ph.D. (Organizational Behavior), IIT  
Mumbai



**Mr. Benjamin Warr**

Co-Founder, Director at PHYLA.earth  
Zambia



**Dr. Sagar Athota**

Senior Academic and  
Discipline Head of Management  
in the School of Law and Business  
The University of Notre Dame, Australia



**Dr. Shereen Nasaar**

Edinburgh Business School,  
Heriot-Watt University, Dubai



**Dr. Christina Koutra**

Associate Professor, Management  
Abu Dhabi University,  
Abu Dhabi, UAE



## Important dates

Details	Dates
Abstract Submission	6 May, 2024
Notification of Acceptance	13 May, 2024
Full-Length Paper Submission	16 May, 2024
Last date of Registration	<b>18 May, 2024</b>

## Submission Process & Guidelines

Paper submission will be done through **IntConfChair** using the following link: **IntConfchair**

### The manuscript should be prepared in the following format:

1. Title of the Paper, Name, Affiliation, Contact no. and Email address
2. Name of the author should be in font size 12 and affiliation in font size 11
3. Title of the paper should be in font size 16 and should be centrally aligned
4. Abstract of approximately 500 words in Italic with 3-4 keywords at the end of the abstract
5. Abstract should be in font size 12 (Times New Roman, 1.5 Line Spacing)
6. Include Margins -1 inch (2.5 cm) margins all around.
7. The subheadings and the body of the text should be in font size 12
8. The final paper word limit is 7000-8000 words, along with the abstract
9. Paper should be submitted in MS-Word format
10. All the tables and diagrams should be appropriately numbered and provided at the end of the paper
11. All references should follow APA style(6thedition) - [www.apastyle.org](http://www.apastyle.org)

### Guidelines for Presentation

Authors will be provided with a link for online participation during conference days

- The total time allotted for the presentation is 10-15 minutes.
- PPTs need to be sent before the presentation.

# Publication Opportunities

We are dedicated to support you through every phase of your journey in research publication. With the aim of locating your research to the right destination, International Conference on Sustainable Management for Peace and Harmony (ICSMPH-2024) has amplified its publication opportunities by partnering with [TIKM Publishing Support](#) with following options

## A) Book of Abstracts

All registered abstracts for The World Conference on Business Management and Economics 2024 will be published in the Conference Abstract Book with an associated ISBN No. We follow universally accepted ethics on publication in accordance with COPE Guideline

## B) Conference Proceedings

Conference Proceeding is an option available for you to publish your full paper present in the conference. "Full papers" submitted for the Proceedings of the International Conference on Sustainable Management for Peace and Harmony ( ICSMPH-2024) will undergo a double-blind reviewing process. Selected papers will be electronically published in open access format with the ISSN No. in the proceedings, accompanied by a DOI number (DOI prefix: 10.17501).

Conference proceeding is indexed in Google Scholar and Crossref, and we are committed to striving for indexing in Scopus, Thomson Reuters, and CABI for your papers.

## C) Peer-reviewed Journals

Selected papers will be published in regular issue of following journals

**1. Journal of Entrepreneurship and Innovation in Emerging Economies**

**2. South African Journal of Business Management**

**3. Business Strategy and Development**

Selected papers will be published in Special issue of the **Journal of Emerging Economy Reforms**

## Organizing Committee

### Conference Chair



**Dr. Saroja Asthana**  
Founder Director  
Mulshi Group of Institutes

### Conference Convenor



**Ms. Sonali Kadam**  
Conference Convenor  
Faculty, MIBM  
MTech (IIT, Kharagpur)

## Scientific Committee



**Dr. Pramod Kumar**  
President, ISB&M



**Dr. R S Ganapathy**  
Retired Professor  
IIMA



**Dr. C M Dwivedi**  
Advisor and HR Consultant  
NITI Aayog (GoI)



**Dr. Rameshwar Ture**  
Assistant Professor (OB-HRM)  
IIM Kashipur



**Dr. Nitin Deshmane**  
Academic Chairman  
MIBM



**Dr. Vilas Pharande**  
Principal, AGCOE  
Satara

## Registration Fees

Categories	International	Indian
Academician/Practitioner/Industrialists*	250 USD	17000 INR
Student	200 USD	12000 INR
Corporate Speaker	275 USD	20000 INR
Attendees/Listener (Without paper presentation and publication)	75 USD	4000 INR

\* Up to 3 authors, in case of more authors each additional author will have to pay \$35 or INR2500

## Contact Information

Conference Chair : **Dr. Saroja Asthana, Founder Director, MGI, Pune**

Conference Convener: **Prof. Sonali Kadam, Faculty, MIBM, Pune**

Contact: +91-9209061807 (E-mail: [sonali.kadam@mgi.ac.in](mailto:sonali.kadam@mgi.ac.in))

Official Website



<https://mibmevents.co.in/icsmph-2024/>

Contact Coordinator



[icsmph2024@gmail.com](mailto:icsmph2024@gmail.com)

## Venue

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