



VISHISHT
SCHOOL OF MANAGEMENT
Recognized from Govt. of MP and Affiliated to Devi Ahilya University



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Sabaragamuwa
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Sri Lanka

11th

VIPSAR

International Conference

on

“

Paradigm Shift in Global Business Practices and Socio - Economic
Progress for Achieving SDGs ”

BPSEP-SDG

14th December, 2024 (Saturday)

About Indore (Cleanest City of India)

the city Indore. Indore is famous for its robust economical strength that thrives economy, education, IT, import export and foodies. Food, synonymous to this city plays a significant role, the city has mastered culinary with two major food lobbies of Chhappan Dukan and Sarafa .With talk of the town dish – POHA. But, Indore is just not a platter of good food with sprinkled sev on it. Also the city is crowned 7 times the title of the “Cleanest city of India”.

The city is pioneer of the nationwide sustainable waste management initiative -Swachch Bharat Mission. Emerging towards becoming the smart city, urban transportation, water conservation and green initiatives are highly practiced. Along with modern and marvelous present the city holds a historic glory of The Holkar, then holders of the Maratha Confederacy. The accounts of which is displayed through the Rajawada palace. The city



is surrounded with serene locations like Patalpani, Choral and Tinha fall. Not just this but it lies mid-centric to 2 of the 12 Jyotirlingas Ujjain and Omkareshwar. It was honoured with hosting 17th Bhartiya Pravasi Diwas showcasing its development and excellence to world economies. It soon will become one of the grossing metropolitan city in nick of time.

About College

Vishisht School of Management

Vishisht School of Management, Indore had glories history of spanning over 14 years. Established in 2011, the institution is proudly affiliated with Devi Ahilya Vishwavidyalaya, Indore— a NAAC A+ accredited State Government Statutory University of Madhya Pradesh. It is also recognized by the Department of Higher Education, Government of Madhya Pradesh and approved by AICTE. Vishisht School of Management has consistently forged a path of excellence, earning accolades such as the 'Best Research-Oriented College' and the 'Most Promising UG College of the Year under the MP Entrepreneur and Excellence Awards.

With a well-deserved reputation for academic rigor, cutting-edge programs, and a robust research orientation, Vishisht School of Management proudly accredited its ISO 9001:2015 certification by the International Accreditation for Quality Management Systems. The institution is celebrated for its exceptional research contributions, partnering with leading research institutes, industry giants, and government organizations to address complex challenges and drive meaningful societal impact.

Over the past decade, Vishisht has successfully hosted 10 international conferences. VSOM is also associated by the Global Research Foundation for its exemplary initiatives in innovative teaching methodologies, faculty development programs, conferences, workshops, industry visits, and cultural and social activities. Furthermore, the Education Conclave-2021 has awarded Vishisht School of Management a Certificate of Recognition for its unwavering commitment to education and its exemplary efforts in bridging the gap between theoretical knowledge and practical industry experience.



About The Conference

The world economic outlook highlights emerging ideas and strategies designed to manage risks associated with business, society, and ecology. In an era of expanding and dynamic economies and businesses, significant changes are being adopted to refine global business practices and socio-economic foregrounds.

The world is moving forward with assessing the opportunities and formulating strategies to overcome impediments of business practices. Emphasizing on technological innovation, evolving business practices and rapid economic growth. Creating a holistic approach so it balances society, economy and ecology. Allocation of resources can be done so that they are utilised properly and replenished timely which is harbinger to deplete.

In hand to hand, sustainability has become the apple of the eyes of every economy. After the benchmark introduction of AGENDA 30 Sustainable Development Goals, it maintain the equilibrium of ecology and economics and creating camaraderie between world economies, each and every country is focused to achieve these goals.

Thus the conference will be exploring the changes that should be adopted in business practices and social economics for achieving SDGs. Exploring socio economic changes that are required for sustainable development, examining the impact of its factors is important for inclusive growth. Participants will present and get acknowledged about measuring and reporting the progress towards achievement of these goals. Collaborations and partnership of international and national academicians & Researcher will be onlooked. It will be providing our participants with opportunities to publish their work in multi disciplinary peer review referred journals including UGC and Scopus-Indexed journals.

To integrate innovative strategies and practical solutions for achieving SDGs, this conference will be served as catalyst for innovative thinking and encouraging knowledge that transcends boundaries and will break the norms of conventional ideologies with imperative oversight.



Benefactor of Conference

The 11th International Conference on "Paradigm Shift in Global Business Practices and Socio-Economic Progress for Achieving SDGs" aims to create a venue for innovative research and perspectives on incorporating Sustainable Development Goals (SDGs) into business and socio-economic strategies. The ultimate goal of this international conference is to provide a comprehensive vision, foster potential collaborations, advances the innovation, development, and dissemination of knowledge, ideas, experiences, and solutions. It presents a valuable opportunity for researchers, academicians, industry professionals, and Students to showcase papers, publish their work in prestigious journals. Additionally, this conference enhances the Academic Performance Index (API) Score for academicians and meets mandatory research requirements for scholars according to UGC Ordinance, thereby contributing to the global discourse on sustainable development.

CONFERENCE SUB THEMES/ TRACKS

As is customary, the conference is designed to appeal to a broad cross-section of Academicians, Scholars and Practitioners. Below is an indicative list of possible sub-themes and Sectors/Industry specific. Proposals will be considered for panels or papers that focus on the overall theme of the conference or on any meaningful variations/ areas related of one of the Sub-Themes and Sectors/Industry specific.

1. Business Management

- a) Business Strategy and Management
- b) Workplace Culture and Organizational Behaviour
- c) CSR Reporting and Transparency
- d) Supply Chain Management

2. Finance

- a) Banking and Insurance
- b) Fintech
- c) Investment Analysis and Portfolio Management
- d) Sustainable Finance and Green Finance
- e) Accounting and Finance
- f) Business Analytics
- g) Venture Capital and Private Equity fund
- h) Behavioural Finance
- i) Corporate Finance and Capital Markets
- j) AI in Accounting

3. Marketing

- a) Brand Management and Development
- b) Social media and influencer marketing
- c) Sustainable and Green Marketing
- d) Marketing Automation and AI
- e) Event and Experiential Marketing
- f) Digital Marketing
- g) Cross Cultural Marketing Strategies

4. Human Resources

- a) Human Resource and Human Capital
- b) Leadership Development and Succession Planning
- c) Training & Development
- d) Performance Management and Appraisal Systems
- e) HR Technology and Digital Transformation
- f) Employee Well-being and Mental Health
- g) Remote Work and Hybrid Work Models

5. Entrepreneurship & Start-up

- a) Startup Ecosystems and Support Structures
- b) Funding and Investment Strategies
- c) Entrepreneurial Marketing and Growth Hacking
- d) Sustainable and Green Entrepreneurship
- e) Entrepreneurial Finance and Financial Management
- f) Government Support & Schemes



CONFERENCE SUB THEMES/ TRACKS

6. International Business

- Trade Treaty & Trade Agreement
- Trade Block and Economic Union
- Cross Border E-Commerce and Digital Trade
- International Organisation & SDGs Achievement

7. Information Technology (IT)

- Artificial Intelligence and Machine Learning
- Cybersecurity and Data Protection
- Blockchain
- Gamification and Virtualisations
- Digital Ethics and Policy

8. Sustainable Development Goals (SDGs)

- Social Impact and Community Engagement
- Employee Engagement in Sustainability
- Sustainable Digital Ecosystem

9. Intellectual Property Rights & Regulatory Laws

- International Trade and Regulatory Compliance
- Patent, Trade mark, Copyright, Trade Design & Geographical Indication
- Cyber Law
- Law & Governance

10. Education and Value addition

- New Education Policy (NEP) 2020
- Innovative Teaching and Learning
- Online/Digital/Virtual Education
- Global Education Practices
- Multi-Culturalism & Multilingual Approach
- Internationalisation of Education
- Ethics and Moral Values

*** Sector/Industry Specific

- Tourism & Hospitality
- Healthcare
- Agriculture, food & Forestry
- Real-Estate
- Education and Research/ Edu-tech
- Aviation
- Transportation & Logistics
- Banking, Insurance & Financial Services
- Information Technology and Telecommunications
- Automobiles
- Retail
- Fashion and Apparels

(This is an Indicative List, Contributions from Areas not Listed above will also be considered).

PUBLICATION DETAILS

Category of Delegates	Journal (Peer Review) Publication	ISBN Print Publication	Conference Participation (No Publication)
Foreign	\$70	\$60	\$ 60
Industry/Professional	Rs. 2300/-	Rs. 2000/-	Rs. 1200/-
Academicians / Research Scholars	Rs. 2100/	Rs. 1800/	Rs. 1200/-
Students	Rs. 1000/	Rs. 1000/	Rs. 800/-
On Spot Registration by any of the categories to pay additional	Rs. 300/	Rs. 2300/	Rs. 300/-

** Additional Fees will be applicable for Additional Conference Certificate of co-author (s).

Selected Paper will be published in UGC Care Journal After Reviews and By Paying Additional Charges.

GUIDELINES FOR SUBMISSION OF PAPERS:

1. Please submit the abstract and paper by email with track.
2. Text should be in MS-Word, Times New Roman Font with 12 font size and title and heading with 14 font size and 1.5 line spacing in a Justify Alignment.
3. Word Limit: Abstract should not be more than 250 words
4. Paper should not be more than 10 pages of A4 Size Paper.
5. Cover Page include Title of Paper, Author and Co-Author Name, College/Institute name, Mobile No. and E-mail id.
6. Accepted and Selected papers will be published in the book/Journal.
7. Email your Abstract or paper at conference.vishisht@gmail.com, conference@vsom.in
8. Paper in Hindi Language should be in Kruti dev Font in MS-Word and share PDF Also.



EVENTS/STAGES	LAST IMPORTANT DATES
Date for Submission of Abstract	15/11/2024
Date for Acceptance of Full Paper	30/11/2024
Date of Registration	30/11/2024

REGISTRATION FEES DETAILS

Payment (by one of the method listed below) must accompany the registration form. ***Cheque (in favour of Director VIPSAR)***NEFT-Punjab National Bank Sanwer Road, Branch Indore Account Number 2157002100012610 (Director VIPSAR), IFSC Code –PUNB0215700, MICR Code 452024006, Madhya Pradesh, India**

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For Patent / Copy Right Details, Reach out to:- Ms. Pratibha Sharma - 7389642293, Mr. Aakash Debnath - 7005514370

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Please complete the form and send by e-mail or Post to the Conference Secretary, Should you have any questions, Please do not Hesitate to Contact:

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