



**ETERNAL UNIVERSITY, BARU SAHIB & AKAL UNIVERSITY,  
BHANTINDA, PUNJAB**

**ORGANIZING**

## **International Conference**

**on**

**“Business and Society Interface: Contemporary Management  
Practices and Issues before India Inc. – Global & Indian Dimensions”**

**BSICMP-2024**

*(HYBRID MODE)*

**9<sup>th</sup>-10<sup>th</sup> March, 2024**

*Organized by*

**University Corporate Resource Centre (UCRC), Eternal University,  
Baru Sahib - Himachal Pradesh**

*In Joint Collaboration With*

**Akal College of Economics, Commerce & Management,  
Eternal University, Baru Sahib, H.P.**

**&**

**Akal University, Bhatinda, Panjab**

## EMINENT ORGANIZATIONS PARTICIPATING



**INSPIRE – NOIDA**



**Global Foundation (Global Foundation for Advancement of Environment & Human Wellness) New Delhi and USA**



**India & South Asia**



**NTPC Business School, Noida**



## Eminent Personalities Contributing/Participating

SR. No.	NAME OF THE EMINENT PERSONALITIES	PROFILE OF THE EMINENT PERSONALITIES
1	Dr. R. S. Sodhi	President Indian Dairy Association, Chairman- NIFTEM Board Member International Dairy Federation, Brussels Ex Managing Director at GCMMF Ltd (Amul) (2010-2022) Presently - Advisor Reliance Retail Ltd, Mumbai.
2	Mr. Sujoy Choudhury	Director (Planning, Business Development, HR)-Indian Oil, New Delhi
3	Dr. Debajit Palit	Professor In Energy- NTPC Business School, Noida Member- Core & National Advisory Committee
4	Mr. Rajiv Ahuja (C.A.)	President- Sikh Forum, & a leading CA, New Delhi Member- National Advisory Committee
5	Mr. Onkareshwar Pandey	Founder- Common Wealth Thought Leaders Forum CEO- Golden Signature Research & Consulting, New Delhi, Noida, Mumbai. Member- Core & Organizing Committee
6	Mr. Aditya Pundir, Director- (India & South Asia)	The Climate Reality Project, India The Climate Project Foundation, New Delhi (USA, UK, INDONESIA, MEXICO, BRAZIL, CANADA, AUSTRALIA, SOUTH AFRICA, SPAIN, PHILIPPINES, CHINA), Member - Core & Organizing Committee
7	Mr. Mathew Cherian	Chairman- Care India- Solutions for Sustainable Development, New Delhi, Member- National Advisory Committee
8	Prof. Sudanshu Bhushan	Ex Acting VC- NIEPA Professor & Head - Department of Higher & Professional Education NIEPA, New Delhi Member- Core Committee & Organizing Committee
9	D.V. Shastry	Ex ED- GAIL (Gas Authority of India), New Delhi Presently- Executive Director- Natural Gas Society Member- Organizing & National Advisory Committee
10	Prof Saumen Chattopadhyay, PhD- Economics	Prof- Education- Zakir Husain Centre for Educational Studies, School of Social Sciences) - JNU New Delhi. Member- Core & Organizing Committee
12	Dr. Amita Joseph	Director- BCF- Foundation, New Delhi Member- Core & Organizing Committee
13	Mr. Shubhashis Dey	Director -Climate Policy & Climate Finance- Confirmation waited through replacement, Shakti Sustainable Energy Foundation, New Delhi
14	Mr. Harjinder Singh Cheema	Chairman- Cheema Boilers Ltd, Mohali Managing Director- CBL, Punjab- Corporate Partner
15	Punjab Chamber of Commerce & Industries, Chandigarh (PCCI)	Industry Association Partner

16	Mr. Vivek Verma	C &MD-Spray Engineering Device Ltd, Mohali, Industry Partner Member- Organizing & National Advisory Committee
17	Mr. R. P. Haran	President - Corporate - Relations, Himalayas Innovative - Tech Pvt Ltd, New Delhi & Venezuela Corporate Association Partner
18	Mr. Ravinder Paul Singh	CEO, Pal N Paul INC. Ambala Conf- Technical Partner. Member- National Advisory Committee of the Conference
19	Dr. Manisha Priyam.	PhD- London School of Economics & Political Science, NIEPA- New Delhi Member - Core & Organizing Committee of the Conference
20	Mr. Pranab J Patar	Award-winning Environment & Sustainability Expert Chief Executive, Global Foundation (GFAEHW), New Delhi, USA. Member- Organizing Committee of the Conference
21	Dr. Debesh Roy	Chairman - Institute for Pioneering Insightful Research Pvt. Ltd. (INSPIRE), Member- Organizing Committee

**Some other luminaries from UNDP, TATA Group, RELIANCE along with MINISTRIES, IFS, NGO'S and some reputed MEDIA HOUSES, will also be an integral part of this mega event.**

## **About the Conference**

The goal of this conference is to discuss the extent to which management practices address societal concerns such as social justice and equity, employment concerns such as inclusion, income disparity, gender bias, and so on, besides its regular business core activities. This becomes especially important in today's globalized world faced with daunting challenges to achieve humane and sustainable development. The main contextual issue here is to understand the nature of this economic dominance over social concerns and its corresponding impacts on the economies of other countries, particularly developing economies.

Since practices of companies and their aims may conflict with more general societal goals (from both a national and international perspective), this theme is important because it will help to explore the issue. The conference will invoke perspectives from philosophy and different social science disciplines, emphasizing on how these disciplines interface and interact to offer a composite thorough knowledge of the issues with the Indian Inc. and Management Practices. Multi and Interdisciplinary approaches are therefore crucial.

## **Objective of the Conference**

This conference aims to create a platform for the researcher, policymakers, and people in general to offer a forum for interdisciplinary conversations on the modern management practices of Indian Inc. from some of the important social concerns of considerable contemporary significance.

This international conference will be helpful in examining the implicit and explicit concepts of the relationship between business, society, and nature that are present in management practices generally used by corporations around the world as well as in our management education.

## THEMATIC AREAS OF PAPER PRESENTATION

The main topics of our conference including main themes:

- Role of Govt. in facilitating industry savvy public policy making – A historical analysis since 1950
- Steering Inclusive Development for Shaping New India- critical role of India Inc.
- CSR and its critical role being played by India Inc. towards sustainability at the societal level
- A Critical analysis of the impact of globalization on Indian Economy- Role played by Pvt. Sectors
- Gender equality and Indian Pvt. sectors initiatives towards Gender neutralization
- Role of Industry – Academia Collaboration in augmenting responsible business practices
- Climate Change catastrophe and its social impacts – Role of India Inc. towards mitigation of climate change
- Circular economy in Agriculture and SDGs- Imperatives before agriculture-based industries of India
- Social Equality and Equity – The promotional role of both private and public sectors in India
- Geo-politics and its impacts on Indian Economy – Immediate emergent changelings before India Inc.
- Investment, Innovation, Technology and Startups: New Frontier of Indian Entrepreneurship, Employment & Wealth Creation
- CSR and its impacts towards rural women empowerment- An historical account of the initiatives taken and its impacts.
- The role of government policies in shaping Indian Inc.'s management practices- An historical contextual understanding (Indian and global dimensions)
- Present business environment, practices, and work ethics- - Its social impacts (A socio political Understanding)
- Corporate readiness to embrace change - Its significance towards growth and sustainability
- Industry associations in India and their role analysis towards economic growth and social inclusion
- Management Practices in Human Resource, Marketing, Finance and Strategic Management Domains regarding Business and Society Interface

**NOTE: The list is not exhaustive or complete. Any new idea and avenue in relation to the main theme are welcome to represent in the form of research papers (Primary/Secondary Data based).**

### Important Information

- Date of International Conference: 9<sup>th</sup> & 10<sup>th</sup> March, 2024
- Submission date of abstract/extended abstract: 1<sup>st</sup> February, 2024
- Communication of abstract acceptance: 6<sup>th</sup> to 8<sup>th</sup> February, 2024
- Submission of full paper: 28<sup>th</sup> February, 2024

**NOTE: The editorial board comprising of people of eminence both external and internal members, will be evaluating the quality of abstract/extended abstract and then after only approved papers will go for publications and souvenir.**

### Category of Participants and Registration Fee

Participants	For Other Institutions	
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	Physical Mode	Virtual Mode	For Home Institutions (EU & AU)
Students (UG/PG)	Rs.1000/-	Rs.500/-	Rs.500/-
Research Scholar	Rs.1200/-	Rs.800/-	Rs.800/-
Faculty/Academicians	Rs.2500/-	Rs.1500/-	Rs.1500/-
Govt./Private Officials/Industrialists/Corporates/ Policymakers	Rs.3000/-		-
Foreign Participants	\$ 200		-

**Last date of Registration:** 20<sup>th</sup> February, 2024

**Early bird Registration Date** (10% Discount on Registration Fee): 12<sup>th</sup> February, 2024

**Registration Link:** <https://forms.gle/uJMYnsFT6ZFuTaSo6>

**Mode of Payment:** Payment through RTGS/NEFT or online transfer to following bank details.

- Beneficiary Name: Eternal University
- Bank Name: State Bank of India
- Bank A/C No: 30957030400
- Bank Branch: Gurudwara Baru Sahib
- IFSC Code: SBIN0011784

**For Abstract and Full Paper Submission:** [conference@eternaluniversity.edu.in](mailto:conference@eternaluniversity.edu.in)

*Note: Regarding query related to paper submission kindly contact Dr. Ankit Pathania (Mob. 8219058331)*

#### **Guidelines for Full Paper Submission**

- The APA 6th edition referencing style must be adopted.
- Use 12-point Times New Roman font, double spacing, 1-inch (2.5 cm) margins all around and 8.5" x 11" page dimensions.
- All papers submitted for publications shall be subject to double blind review and plagiarism check (Authors must send plagiarism report along with the research article)
- Before recommending an article for publication, the Advisory Committee of the conference may request the author to remove any plagiarized content and resubmit the article with necessary revisions.
- The paper should be submitted in word doc only (no PDF will be accepted).
- The allowed word limit for the paper is between 5000 to 6000 words (including abstract, keywords, and references).
- All registered presenters and participants will get certificate.

## **Eternal University, Baru Sahib (Himachal Pradesh)**

### **OUR MISSION**

“To transform and empower young women talent through cutting edge education in science, technology, arts and management amalgamated with spiritual rejuvenation for their holistic development to serve the mankind with compassion and love.”

### **OUR VISION**

"The relatively young Eternal University with its diverse programme, priorities, commitments, values and efforts strives to emerge as a world-class women university with its centers of excellence in science, technology, arts and management. Major emphases will be focused on developing and strengthening industrial-institution linkages and harnessing strength of its alumni for skill development, technology transfer, resources generation and employment opportunities. Its graduates engrossed with holistic development, human values, professional ethics and skills and entrepreneurship will adapt and earn comfortable livelihood and serve the mankind with love and devotion for its inclusive and sustainable development as our ambassadors of universal brotherhood for world peace."

### **About Eternal University:**

Eternal University with its seven constituent colleges is unique in imparting value-based education to girl students and is the first private university of Himachal Pradesh to start College of Nursing, School of Public Health and College of Agriculture. Among several previous recognition the Eternal University has been recently recognized as **“The 20th Best Higher Education Institution in India, 2019 which are providing a broader perspective and cutting-edge higher education with a focal point on fostering skills and innovation”** by EDUCATION BRAINIAC magazine.

In pursuit of excellence towards practicing sustainable education, the **Certificate of Excellence** is awarded to Eternal University (Institutional Grade: A and Institutional band/category: Gold) from Sustainable Institutions of India (The Green Institutional Rankings) for successive years 2022 & 2023.

It is continuously looking forward to take up research in the thrust areas and research gaps in Agriculture, Food Technology, Biotechnology, Public Health, Basic Sciences, Engineering & Technology and Renewable Energy with the teams of world class scientists, in-house and external funding support from different funding agencies of Govt. of India and Himachal Pradesh.

Our student eccentric learning initiatives are also well known and it has already started showing its fruit for the students. Some of the notably well appreciated initiatives are: comprehensive students development program, A robust students information booklet, sound mentor – mentee program, students club, students suggestion box, meeting with parents on regular intervals, distinguished guest lecturer series to enhance and enrich the awareness level, regular field visits to sensitize on contemporary social issues, periodic academic reviews with students representatives and couples with all statutory bodies as per the official requirements of UGC, AICTE and private regulatory body of Himachal Pradesh

**Our well established Corporate- Outreach division** along with Training & Placement division are playing their respective critical role and their efforts have been well recognized by all relevant stake holders including state govt and other central and state agencies. Being in a hilly area, we could manage to organize 10 mega national and international conferences with PAN India and global presence for our students and faculty to disseminate information relevant for their continuous development and aware of contemporary challenges. These efforts of University Corporate Resource

Centre, has been well recognized globally and no other university has ever been able to match our initiatives.

Additionally with time, university has evolved into a holistic campus in its true essence while developing robust mechanism to foster conducive learning and to develop a socially responsible citizen with our long cherished Indian ethos.

Strategic review of over all activities of the university to take corrective measures proactively to address the contemporary issues is going to be another great timely initiative to remain meaningful, value added. We are the number one university with 100% compliance with all govt regulatory requirements. Our green campus initiative has been globally appreciated and recognized, by with many path-breaking efforts both from a statutory and voluntary perspective.

**Presently, the University operates with seven colleges i.e.**

- Akal College of Engineering and Technology
- Dr. Khem Singh Gill Akal College of Agriculture
- Akal College of Economics, Commerce and Management
- Akal College of Arts and Social Sciences
- Akal College of Health and Allied Sciences
- Akal College of Education
- Akal College of Basic Sciences

**About Akal College of Economics, Commerce and Management**

Akal College of Economics, Commerce & Management at Eternal University has been imparting quality education with a touch of humanity and spirituality to develop dedicated, innovative, and effective managers, researchers, and teachers for a decade. It is a distinguished institution renowned for its commitment to excellence in education and research. This college is dedicated to shaping the future of students through innovative teaching, cutting-edge research, and a focus on ethical leadership. The philosophy of our college is built on an integrative value system. It is motivated by duty bound work ethics, human approach, and scientific temper. The college uses rigorous multifaceted pedagogy with an effective interface with the industry to translate the mission into action. It creates opportunities for its students to enhance their understanding of education to broaden their horizon not only to adjust to change but to become catalyst, and to develop their power to conceptualize, decide and communicate.



## CONFERENCE ADMINISTRATION

<b>Chief Patron</b> Dr. Davinder Singh Vice-Chancellor & President (Kalgidhar Trust) Eternal University	<b>Patron</b> Prof. A.S. Ahluwalia Pro Vice-Chancellor Eternal University
<b>Chief- Advisor &amp; Mentor</b> Dr Neelam Kaur Advisor- Health & Education Kalgidhar Trust- Baru Sahib	<b>Advisor</b> Prof. S.K. Chauhan Dean (ACECM) & Additional Registrar Eternal University
<b>Convener</b> Mr. S. C. Ghosh Director, UCRC Eternal University	Prof. T. S. Benipal Dean Academics Eternal University
<b>Organizing Secretary</b> Dr. Tusshar Mahajan Professor-Management Dept. Eternal University	<b>Org-Coordinators</b> Dr. Amit Kumar Mr. Ambar Srivastava Mrs. Beena Aman Mathew Dr. Ankit Pathania Managing Editor- Conference Souvenir and Publication

### For any query you may contact:

Prof. S. C. Ghosh- 9582377747  
Prof. Dr. Tusshar Mahajan- 7042816601  
Dr. Amit Kumar- 9857227675  
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## **POSSIBLE AREAS OF DELIBERATION: BSICMP-2024**

### **TECHNICAL SESSION ONE**

#### **Contemporary management practices and social responsibility of business- Indian perspectives**

##### **Sub-themes:**

1. Corporate social responsibility (CSR) and practices of the Indian Inc.: National & global comparison
2. Contemporary CSR practices and its critical impacts: An in-depth analysis (Indian Scenario)
3. Strategic role of businesses in poverty reduction and realizing social inclusion: Its strategic implications for social recognition and branding of India Inc.
4. The philosophy of business practices, human rights and social justice: Strategizing for the future

### **TECHNICAL SESSION TWO**

#### **Challenges of accommodating & implementing sustainability and ESG implementation before Indian Inc.: A critical evaluation of the existing practices and making of an effective future action plan**

**Moderator: Dr. Debajit Palit, Prof- NTPC Business School**

##### **Sub-themes:**

1. Sustainable management practices of the Indian Inc.: The present scenario in light of national & global Initiatives and the way forward
2. Corporate governance and its strategic significance before the Indian Inc.: Its role towards ethical practices & global citizenship
3. Key contemporary issues and challenges of sustainability practices: Past, present and future action plans
4. Corporate profitability and concern for sustainability: Is there any trade-off?

### **TECHNICAL SEESION THREE**

#### **Indian knowledge system and its relevance in crafting corporate strategies: Implications before Indian Inc.**

##### **Sub-themes:**

1. Conscientious leadership: Its global strategic role for an inclusive and sustainable human society from and Indian perspective
2. Globalization, hyper competition and management challenges: Perspectives from the Indian ethos to follow
3. Stake holders' mindset and management practices: The Imperatives of Indian ethos and values
4. Contemporary management perspectives and practices: Looking for a synergy between East and the West- A critical introspection

### **TECHNICAL SESSION FOUR**

#### **Political economy based on conscious capitalism (national and global dimensions): Implication before Indian Inc.**

##### **Sub themes:**

1. Competing in the global scenario: challenges before the Indian Inc.
2. FDI, FII and emerging global destinations for corporate investment: an analysis of the contemporary challenges before Indian Inc.
3. The geopolitics of the emerging global order: Implications for global trade and its micro impacts
4. Political economy of globalization- strategic issues, challenges, and significance of India Inc.

### **TECHNICAL SESSION FIVE**

#### **Cross functional issues**

##### **Sub themes:**

1. Fostering Inclusivity, diversity and pluralism in the Indian society: A sociopolitical understanding of present management responsibilities: Indian stake holders' perspectives
2. Indian business houses and its practices in skill development and human resource development: Initiatives taken and way forward
3. Industry- academia interface: An analysis of strategic understanding and its role in funding research, promoting R & D and employment
4. Dialectics between modern business practices and societal norms: An in-depth introspection

### **TECHNICAL SESSION SIX**

#### **Public policy formulation and the evolution of the Indian Corporates: An analysis of the role of government since independence**

**Moderator: Prof. (Dr.) Saumen Chattopadhyay- JNU**

##### **Sub themes:**

1. Public policy and business environment: The role of government as a regulator versus facilitator
2. The Indian tax policy and the corporate: Looking for possible reforms in the corporate tax, GST and the Income tax
3. Policy initiatives for digitization of the Indian economy and its impact on the corporate sector Practices
4. Macro-economic policy formulation (monetary policy, capital market regulations, budgetary allocation) significance for growth of big Indian corporate
5. Creating space for the private sector growth: Fostering public-private partnership

### TECHNICAL SESSION SEVEN

#### **Fourth industrial revolution & rise of corporate nation states**

**Moderator: Dr. R P Pradhan, Professor, Dept. of Humanities & Social Science, BITS-PILANI**

#### **Sub themes:**

1. Emergence of Cyber economy & digital order: Profit vs. people, society, values and sustainability debate
2. Nation states vs. the rise of ‘Corporate Nation States’ or FAANG economy: Implications and challenges
3. Smart economy vs. sustainable economy: Balancing between profit and people, planet & sustainability
4. Technology, innovations & wealth creation vs. equitable wealth distribution

### TECHNICAL SESSION EIGHT

#### **Rural & Semi urban focus of India: Economic planning & growth**

#### **Sub themes:**

1. Rural India & India’s economic planning: Bridging development dilemma
2. Rural & semi-urban India: India’s next generation economic growth hotspot
3. Infrastructure, connectivity & economic integration: Completing India’s economic growth circle
4. People, resources & opportunities: Indian inc. & rural India connect

### TECHNICAL SESSION NINE

#### **Focus group discussion**

A focus group discussion will be led by Dr. Sudhanshu Bhushan, NIEPA under the moderating role of Dr. Saumen Chattopadhyay, JNU.

### TECHNICAL SESSION TEN

#### **CEO Dialogue Forum- Panel Discussion**

CEO’S perspectives and future action plans- Mitigating challenges and strategy formulation (Indian Case)