

**Greenovation Excellence: Empowering
New Entrants with Sustainable Business Practices**



14th -15th

**May
2024**

Hybrid Mode

ABOUT THE COURSE:

The 2nd International Conference revolves around "Greenovation Excellence: Empowering New Entrants with Sustainable Business Practices." It provides a platform for global experts to discuss innovative approaches to sustainable business, with a focus on green innovation. Attendees will explore topics like eco-friendly technologies, sustainable development strategies, and integrating green practices into business operations. The conference aims to foster collaboration, knowledge exchange, and cutting-edge research dissemination to advance sustainable practices across sectors. Participants will gain valuable insights and tools for navigating the business landscape with a commitment to environmental stewardship.

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CALL FOR PAPERS

The upcoming International Conference will feature plenary sessions, parallel sessions, workshops, and editorial panel discussions. We welcome original, unpublished papers and cases from global Business Schools, Industry Practitioners, Management Institutes, and Engineering Institutions. Topics of interest include, but are not limited to, the following:

General Management:

- Green Leadership: Navigating Challenges for Sustainable Growth
- Corporate Social Responsibility (CSR) and its Impact on General Management
- Circular Economy Practices in General Management
- Innovation and Change Management for Green Initiatives
- Metrics for Assessing Green Performance in General Management

Finance Management

- ▷ Sustainable Finance: Investing in Green Ventures
- ▷ Environmental, Social, and Governance (ESG) Reporting in Financial Management
- ▷ Green Bonds and Financing Sustainable Projects
- ▷ Valuation of Sustainable Business Practices
- ▷ Financial Incentives for Green Innovation

Business Analytics with Artificial Intelligence and Machine Learning

- ▷ Predictive Analytics for Sustainable Business Decision-Making
- ▷ AI and Machine Learning for Environmental Monitoring
- ▷ Data-driven Insights for Green Innovation
- ▷ Fraud Detection in Green Finance using AI
- ▷ Ethical Considerations in AI for Sustainable Business Practices

Human Resource Management

- ▷ Employee Engagement in Sustainable Practices
- ▷ Green Talent Acquisition and Retention
- ▷ Diversity and Inclusion in Green Organizations
- ▷ Employee Wellness and Sustainable Work Environments
- ▷ Leadership Development for Green Initiatives
- ▷ Performance Evaluation in the Context of Sustainability

Operations Management

- ▷ Lean and Green Manufacturing Practices
- ▷ Sustainable Supply Chain Optimization
- ▷ Waste Reduction Strategies
- ▷ Green Technologies in Operations
- ▷ Sustainable Logistics and Transportation

Agribusiness Management

- ▷ Sustainable Agriculture Practices
- ▷ Agroecology and Organic Farming
- ▷ Technology Adoption in Agribusiness Sustainability
- ▷ Agribusiness Innovation for Environmental Conservation
- ▷ Climate-Resilient Farming Practices

Marketing Management

- ▷ Green Branding and Consumer Behavior
- ▷ Sustainable Marketing Strategies for New Entrants
- ▷ Green Communication and Transparency
- ▷ Green Innovation and Competitive Advantage
- ▷ Marketing Metrics for Sustainable Business Success

SUBMISSION TYPE

The conference invites academicians, research scholars, and corporate/industry executives to submit:

- Research Paper (qualitative/quantitative/mixed)
- Literature Review
- Case Study
- Conceptual Paper

SUBMISSION PROCESS

- Authors can submit their extended abstracts of up to 750 words or the full paper on a conference.mba@sitrc.org.
- All papers must be original and not previously submitted for any other conference or journal. Authors must follow the Publication Manual of the American Psychological Association (APA), Seventh Edition (2020), while preparing their manuscript. The similarity of the text must not exceed 10%.

MODE OF PRESENTATION

- The Conference will be conducted in hybrid mode. Indian participants can present papers physically at the SITRC campus. International participants may present their papers virtually (Optional).
- Best papers will be awarded.

IMPORTANT DATES:

Last date for submission of Abstracts	:	15th April 2024
Last date for submission of full manuscript of papers	:	25th April 2024
Notification to authors on selected papers for Conference	:	30th April 2024
Last date for Registration of Authors/Delegates	:	5th May 2024
Conference Dates	:	14th - 15th May 2024

REGISTRATION DATES:

All authors and Delegates are required to register for the Conference before **5th May 2024**.

Registration Details are as follows:

Indian Research Scholars/ Students	:	Rs.1200/-
Indian Academicians/ Delegates	:	Rs.1500/-
Foreign Delegates	:	USD 75/-

SCAN TO
REGISTER



SCAN FOR
PAYMENT



PUBLICATION PARTNER

- Selected Management papers integrated with IT will be sent for publication in IEEE proceedings which will be submitted to Scopus for possible indexing.
- Other selected Management papers will be sent for publication in a book series by a publisher of International Repute and the same will be submitted to Scopus for possible indexing.



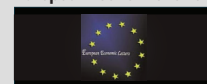
Scopus Indexed Journal



ABDC Indexed Journal
European Economic Letters



UGC CareList 1 Journal



International Conference Web Page Link: <https://www.sandipfoundation.org/MBA-conference/>

SITRC's MBA Department Web Site Link : <https://mba.sandipfoundation.org/>

CONTACT DETAILS

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INFORMATION TO PARTICIPANTS

About SITRC

Sandip Institute of Technology and Research Centre (SITRC) in Nashik is a private autonomous institution affiliated with Savitribhai Phule Pune University. Recognized as a premier institute in Nashik, SITRC holds a distinguished position among the top institutions in India, earning recognition as the leading B-School in Maharashtra. The institute is committed to providing high-quality education and has consistently achieved excellence, contributing significantly to the academic landscape in the region.

Travelling to Nashik

Nashik, embraced by lush hills, presents a picturesque landscape with serene countryside vistas. Accessible from Pune or Mumbai airport, approximately 200km away, Nashik is conveniently reached by taxi. The city boasts a well-connected railway station within its bounds. Both Mumbai and Pune airports facilitate seamless connectivity to various major cities in India, including Bangalore, Chennai, Delhi, Mumbai, and Kolkata. This strategic transportation network enhances Nashik's accessibility, making it a desirable destination for travelers seeking the charm of nature and the convenience of well-connected transportation hubs. The city's scenic beauty and logistical advantages make it an attractive locale for diverse travel experiences.



Department of Management Studies (MBA)

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