

LNCT University, Bhopal

In association with

LAKSHMI NARAIN COLLEGE OF TECHNOLOGY - MBA, BHOPAL

— organizes —

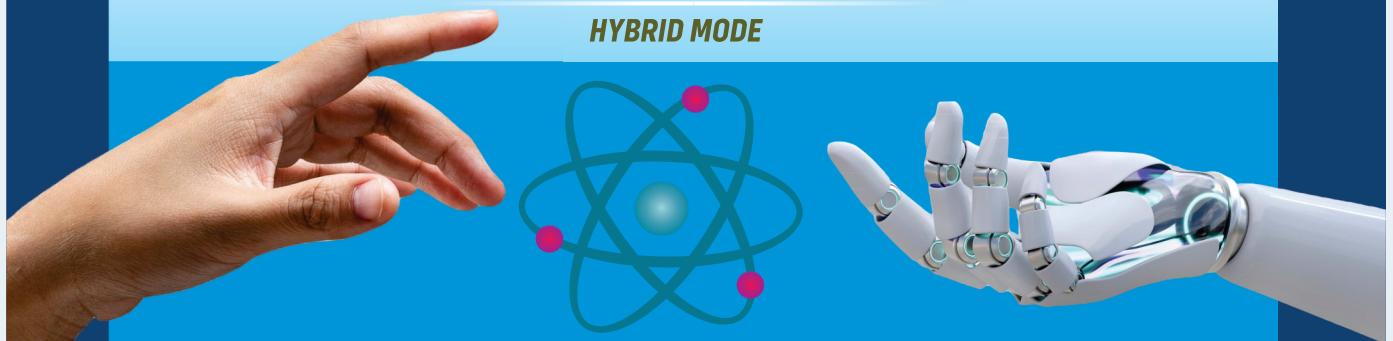
International Conference

ON

**"BUILDING SUSTAINABLE GLOBAL BUSINESS MODELS:
TRENDS & INSIGHT, IN SCIENCE, TECHNOLOGY & INNOVATION"**

Saturday; January 11, 2025

HYBRID MODE



About the Conference

The conference on "Building Sustainable Global Business Models: Trends & Insight in Science, Technology & Innovation" focuses upon exploring how businesses can create and sustain innovative models while addressing global challenges through science and technology. As global challenges like climate change, resource depletion, and social inequality intensify, businesses are increasingly called to adopt sustainable models that not only drive profit but also promote environmental and social well-being. Leveraging advances in science, technology, and innovation is crucial for developing these sustainable business practices. This conference will explore current trends and insights shaping sustainable global business models. This kind of conference serves as a platform for sharing knowledge, networking, and exploring new opportunities for building business models that are both innovative and sustainable in a global context.



About LNCT Group ■■

LNCT Group is one of the largest and most preferred Educational Group for Engineering, Management, Pharmacy, Medical with ISO-9001:2015 certification and NBA accreditation for many engineering courses. Bright young students from all across the country are coming to fulfill their dreams in this group. Founder Chairman Hon'ble Shri JaiNarain Chouksey Ji established Lakshmi Narain College of Technology (LNCT), Bhopal in 1993 under the aegis of H.K. Kalchuri Education Trust. Since then, with the commitment of "Working Towards Being the Best", LNCT Group has achieved many milestones. The LNCT University, Bhopal was established in 2015, spread over a lush green landscape of approx. 50 acres. The campus constitutes of many buildings that houses



the academics and research centers. The campus is fully equipped with facilities like Wi-Fi, central library (digital library, Internet lab), digital classrooms, hostel, mess, Central workshop, Auditorium Sports Ground etc. The institute is successfully meeting the objective of producing skilled manpower of the highest quality who is able to cope up with the challenges of ever evolving industrial needs of the country. The Alumni of LNCT Group and LNCT University are serving all across the Globe in genetic Multinational Companies as well as entrepreneurs firms.

About School of Commerce & Management- LNCTU ■■

Faculty member adopts unique and creative pedagogy that develops the new aspirants. Our Programme aims to provide the students with the knowledge, tools of analysis and skills to understand and participate in the modern business and economic world, along with that it prepares them for subsequent graduate studies and helping them to achieve success in their professional careers.

LNCTU not just focuses on the traditional method of learning but also concentrates on industrious & academic-oriented comprehension and implementation which is beneficial for the overall enhancement of the students.

We incorporate various co-curriculum activities which help the student to boost their overall personality with a 360-degree approach.

About Bhopal ■■

Bhopal is referred to as the City of Lakes due to its numerous natural and artificial lakes. The city is encircled by various lakes, such as the Upper Lake and the Lower Lake, both of which are favored spots for boating and various water activities.

The origin of the city's name is from Bhoj Tal, meaning "Bhoj's Lake," which was created in the 11th century by the Hindu king Bhoj.

Bhopal ranks among the greenest cities in India, boasting verdant parks and nearby wildlife reserves like the Ratapani Wildlife Sanctuary and the Satpura Tiger Reserve.

The city is home to several historical landmarks, including the Taj-ul-Masjid, Jama Masjid, Gauhar Mahal, and Shaukat Mahal. The Shaukat Mahal stands out as a remarkable example of architecture that combines Post Renaissance and Gothic styles, distinguishing it from other buildings in the area.

Conference Highlights ■■

Conference will be in **Hybrid Mode**.

Key Themes ■■

Sustainable & Innovation Business Models

- Strategies for integrating sustainability in to the core business operations.
- Innovations driving sustainability in various industries.
- Case studies of successful sustainable business models.
- Approaches to fostering innovation with in organizations.
- Examples of disruptive innovations transforming industries.

Global Dynamics ■■

- Understanding the impact of global economic and regulatory trends on business sustainability.
- Strategies for businesses to navigate and adapt to diverse global markets.
- Overview of international policies and regulations affecting sustainable business practices.
- The importance of cross-sector partnerships in driving sustainable development.
- Successful examples of collaboration between businesses, governments, and NGOs.

Science and Technology : Future Directions ■■

- Emerging technologies that impact global business (e.g., AI, block chain, renewable energy).
- The role of scientific research in shaping business practices and policies.
- Predictions for future trends in sustainability and innovation.
- How businesses can prepare for and leverage these trends.

Conference Tracks ■■

Track1: Marketing Practice and Research

- Marketing Analytics, Business Intelligence and Automation
- Brand Development in the Digital Marketing Age
- Retail Marketing and Shoppers 'Experience
- Social and Digital Media Marketing
- Green Marketing and E-Commerce
- Sustainable Value Chain
- Tourism and Sports Marketing
- Marketing Strategies for Rural Consumers



Track2: Human Resource Management

- Sustainable Employee Retention Strategies in Dynamic Environment.
- Sustainable Green HRM practices
- Sustainable Talent Management and Acquisition
- Organizational Culture, Change Management, and Employee Engagement
- Global HRM and Gig Employment
- Workforce Diversity and Inclusion
- Work-life Balance and Stress Management Analytics for Sustainable Business
- Spirituality in Sustainable Work Culture
- Artificial Intelligence in HR
- Human Resource Planning and Change Management
- Sustainability and Social Responsibility

Track3: Finance & Accounting Management

- Sustainable Micro-Finance and Rural Development Green Investing
- Strategies for Financial Inclusion
- Sustainable Financial Performance and Accounting Practices
- Global Taxation Practices
- Digital Banking Practices and E-wallet
- Green financing for Resilient Future
- Strategic Management in Emerging Economies
- Mergers and Acquisitions

Track4: Production and Operations Management

- Sustainable Supply Chain Management
- Innovation and Entrepreneurship
- Circular Economy and Digitalization
- Operational Efficiency for Sustainability
- Role of Digital Technologies for Sustainable Operations
- Lean and Green Manufacturing
- Supply Chain 4.0
- Behavioural Operations Management.

Track5: Information System Management

- Green Information Management
- Digital Technologies for Sustainability
- Sustainable Business Intelligence
- Enterprise Systems and Cloud computing
- Information Security and Privacy
- Deep Learning, Machine learning and Artificial Intelligence
- IT Project Management
- Healthcare Information Systems.

Best Paper Award ■■

The best paper award will be presented to outstanding papers based on their research contribution & implication at the conference for each track.

Best Presenter Award ■■

The best presenter award will also be presented to the outstanding presentation for each track of the conference. The selection will be done by our distinguished panel, whose decisions will be final and binding.

Guide lines for authors ■■

The conference invites participation from academicians, research scholars, industry executives and students engaged in the field of business strategy, marketing, finance, human resource, operation research, information technology, social science and other issues related to the conference theme.

Submission guidelines

Abstract submission ■■

1. Participant must submit an abstract not exceeding 300 words.
2. The abstract must include the following details on the front page:
 - Title of the paper (Times new Roman font size 14)
 - Author(s) name(s)
 - Affiliation(s)
 - Full postal address
 - Email ID
 - ORCID (if available)
 - Telephone number/mobile
 - Keywords (maximum 6)

Full paper submission ■■

- The full text of the paper must be typed in any word processing software e.g. MS Word, using Times New Roman font, size 14 (heading), size 12 (body), on A4 size paper with 1.5 spacing.
- The paper should not exceed 3000 word limit.
- Proper head for tables and figures.
- Half inch margin on all 4 sides.
- If a paper has more than one author then all authors will individually register and will receive an acknowledgment of the full paper, Registration form and registration fees by email after receiving the same.
- Paper can be presented by one of the authors only.
- The co authors can attend the seminar then only certificate of participation will be issued.
- All submission should be made on the following email:

Email: Conferences-mba@Lnct.ac.in

Publication Opportunities ■■

- All selected papers will be published in the E-book with ISBN.
- Selected papers will be published in indexed UGC care journal with additional charges as per the policy of the journals.

Important Dates ■■

Submission of abstract – **30th November '24**

Acceptance of abstract – **7th December '24**

Submission of full paper – **21st December '24**

Notification of acceptance of full paper – **28th December '24**

Date of registration – **04th January '25**



2025 REGISTRATION FEES (Perparticipants) ■■

Delegate Category	Registration Fee
Research scholars/ students	INR 1000
Academics	INR 1500
Industry/Corporate delegates	INR 2000
Foreign delegates	USD 100

Note: Accommodation will be available on payment basis (as per the participant's requirements)

Registration Link: <https://forms.gle/J1b5zXmZ4PbmGQKn6>

Payment Option ■■

Bank Details- Bank Account # 50200040546341

IFSC Code: HDFC0004668

Name of the Payee: LAKSHMI NARAIN COLLEGE OF TECHNOLOGY - MBA

Name of the Bank: HDFC Bank Ltd.

Bank Branch: - 10-C Mandakini Colony, Kolar Road, Bhopal-462042, Madhya Pradesh, India.

**Scan and Pay
for Registration**



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- Shri. Jai Narain Chouksey, Hon'ble Chairman-LNCT Group
- Smt. Poonam Chouksey, Hon'ble Vice Chairperson-LNCT Group

Patrons ■■

- Dr. Anupam Chouksey, Secretary-LNCT Group
- Dr. Shweta Chouksey, Executive Director, LNCT Group
- Ms. Poojashree Chouksey, Executive Director, LNCT Group

Convener ■■

- Prof. (Dr.) Arvind Singh, Director-FMC

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Tech Co-Ordinator ■■

- Mr. Mukesh Narula

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- Dr. Mukesh Chansoria, Director, LNCT-MBA, Bhopal

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- Ms. Damini Yadav

How to Reach

The below mentioned are the modes to reach the city and venue with the distance:-

- Bus services (private and state) with in the region and interstate.
- Rani Kamalapati Railway Station (14 Km)
- Bhopal Junction (13 Km)
- Raja Bhoj Airport (25 Km)

Contact # +91 9131561463; 8770553757; 8989717094

Conference Venue and Address for Communication

LNCT CAMPUS,
KALCHURI NAGAR, RAISEN ROAD, BHOPAL, 462022

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