

**International
Conference on:**

Innovation and Sustainable Business Practices in The Digital Era (ICISD'24)

5th and 6th April 2024 - Hybrid Mode

Venue: VIT - AP School of Business (VSB) , VIT-AP University

About VIT Group:

Founded in 1984 by the esteemed chancellor, Dr. G. Viswanathan, VIT has evolved under his visionary leadership, attaining University status in 2001. Today, VIT proudly stands with four campuses located in Vellore, Chennai, Amaravati (AP), and Bhopal. We offer an expansive suite of over 86 Undergraduate, Postgraduate, and Research Programmes, welcoming a vibrant community of more than 50,000 students from 28 Indian states and over 50 countries. Our programs are renowned for attracting a plethora of applications from across the nation and abroad, showcasing the university's prestigious standing. VIT is distinguished as the FIRST Indian institution to receive a 4 STAR Diamond rating and is celebrated among the top 550 in the QS World University Rankings by Subject in five disciplines. Furthermore, it is honored in the Top 250 universities in Asia and the Young University Rankings, alongside being ranked among the top 9 institutions in India by the prestigious Shanghai World University Rankings. In 2019, VIT was recognized as the No.1 private institution for innovation, receiving the ARIIA award from the President of India, a testament to our commitment to excellence in research and innovation. The Academic Ranking of World Universities (ARWU) Shanghai Ranking, 2021, acknowledged VIT amongst the top 10 universities in India. VIT has been conferred the title of Institute of Eminence by the Government of India, a recognition of our overarching excellence in research and innovation. Our programmes have earned accreditation from esteemed bodies such as ABET and the IET, affirming our commitment to global education standards. Consistently ranked among the TOP 20 Best Engineering Institutions in India from 2016-2021 by the National Institutional Ranking Framework (NIRF) , VIT continues to set benchmarks in higher education.



VIT-AP UNIVERSITY



About VIT-AP University

Initiating its journey in 2017 in Amaravati, Andhra Pradesh, VIT-AP University has quickly established itself as a burgeoning center of higher education in India. Spanning 100 acres, the University encompasses seven schools that offer 24 Undergraduate, Postgraduate, and Ph.D. programmes in Engineering, Sciences, Arts, Languages, Business, and Law. Our campus is a melting pot of culture, hosting over 14000 students and 400+ research scholars from 26 Indian states and six countries, fostering a rich, cosmopolitan campus life. VIT-AP is on an ambitious path towards NAAC accreditation and inclusion in the NIRF. The University places a strong emphasis on internationalization and is keen on marking its presence in QS and other global rankings. Research is a cornerstone of our academic philosophy, evidenced by over 2300 publications in prestigious journals and a remarkable h-index of 39 and I10 index of 280, within just five years of establishment. Our commitment to innovation is further highlighted by the establishment of Centers of Excellence in cutting-edge fields such as Artificial Intelligence & Robotics, Internet of Things, Cyber Security, and Renewable Energy. In our pursuit of excellence, VIT-AP University has achieved significant recognition by being awarded three prestigious ISO certifications. These include ISO 21001:2018 for Educational Quality Management System, ISO 50001:2018 for Energy Management System, and ISO 14001:2015 for Environmental Management System. These certifications underscore our commitment to maintaining the highest standards in educational quality, energy management, and environmental sustainability. Our dedication to creating a sustainable campus has been further recognized with a certificate of excellence for our efforts in establishing green zones, implementing rainwater harvesting, and conducting pollution control activities. This commendation is a testament to our commitment to environmental stewardship and our continuous efforts to enhance our campus's green footprint.

Additionally, the ISO 21001:2018 certification has been specifically awarded to our rankings, accreditation, and quality assurance department, highlighting our adherence to best practices in educational management and quality assurance. This recognition is a reflection of our unwavering commitment to providing a world-class education and fostering an environment of continuous improvement. For more details about VIT-AP University and our commitment to excellence in education and sustainability, we invite you to visit our official website: <https://vitap.ac.in/>



Empowering Future Leaders: The VIT-AP School of Business (VSB) stands at the forefront of educational excellence, with a visionary mission to nurture the leaders of tomorrow, capable of addressing the complex challenges and seizing the opportunities of the future. Our commitment is to develop not just business acumen but to foster an environment where leadership, ethical considerations, and a deep understanding of the socio-ecological fabric of our society are cultivated. At VSB, we recognize the indispensable role of technology in shaping the future of business. Our curriculum is meticulously crafted to integrate technological advancements, ensuring our students are well-equipped to make strategic decisions in an ever-evolving techno-socioeconomic landscape. This forward-thinking approach prepares our graduates to be influential decision-makers, capable of leading with insight and integrity. In addition to a robust business education, VSB places a significant emphasis on the liberal arts, believing in the power of a well-rounded academic foundation. This unique blend empowers our students with critical thinking, effective communication skills, and an ethical compass, preparing them for diverse career paths including immediate employment, entrepreneurial ventures, and advanced studies. Our holistic educational philosophy is designed to ignite creativity, foster adaptability, and instill a global perspective in our students. Discover more about our mission to shape the leaders of tomorrow at our website: <http://vitap.ac.in/vit-ap-school-of-business/>



Programs offered by VSB

B. Com (Finance) Honours

The B. Com (Finance)- Honours is a 4 years undergraduate program (with an exit option at the end of the third year) designed as per NEP guidelines of the Ministry of Higher Education, Govt. of India. The curriculum is mapped with ACCA professional certification, and therefore, students can simultaneously register for ACCA with subject exemptions. It also provides a foundation to undertake CA, CS, CFA, CPA, and higher education degrees in India and Abroad.

BBA Honours (With specialisation in Fintech, Digital Marketing, Business Analytics and General Management)

The BBA Honours is a 4 years undergraduate program (with an exit option at the end of the third year) that provides a platform to impart contemporary knowledge and insights on business practices. The program is designed per NEP guidelines of the Ministry of Higher Education, Govt. of India. The program curriculum is designed on the liberal arts and STEM foundation and provides elective baskets in the disciplines of Marketing, Finance, HR, and Analytics. The mandatory internship provides the students with real-time industry experience.

Link : <https://vitap.ac.in/vit-ap-school-of-business/>

Ph.D

At VIT-AP, we aim to apply knowledge and conduct pioneering research to contribute to society in the fields of science, technology, and humanities. The institute supports students in getting involved in research at all levels of the educational programs and offers full-time Ph.D. in the area of management with a stipend. The aim is to enable the active translation of research towards social sustainability and growth. The scholars at VIT-AP have a unique opportunity to work with highly qualified faculty members and experts from the industry. Link: <https://vitap.ac.in/research/overview/>



About the University of Newcastle, Australia

The University of Newcastle (UON) is a prestigious institution located in Australia, with campuses in Newcastle, Sydney, and Singapore. Established in 1965, it has evolved into a globally recognized university known for its commitment to innovation, research excellence, and community engagement. UON offers various undergraduate and postgraduate programs across various disciplines, including business, health, engineering, and the arts. The university prioritizes a student-centered approach, fostering a supportive learning environment. With a strong emphasis on research, UON contributes significantly to advancements in science, technology, and social issues. The university's dedication to sustainability, inclusivity, and collaboration has positioned it as a leading educational institution in Asia-Pacific.

The University of Newcastle's Business School is accredited by various organizations, including EQUIS, AACSB, PRME, AMI, AHRI, ACHSM, CAUTHE, Chartered Accountants Australia and New Zealand, CPA Australia, and CFA Institute. The school's programs are recognized for their high-quality education, professional relevance, and commitment to responsible management education. The Master of Applied Finance program, which incorporates at least 70% of the CFA Program Candidate's Body of Knowledge, is also accredited by the CFA Institute. The school's commitment to quality and commitment to responsible management education is evident in its ongoing affiliations with various organizations.

Link : <https://www.newcastle.edu.au/>





About ICISD'24

VIT-AP is organizing ICISD'24, the 1st International Conference in collaboration with the University of Newcastle, Australia and the International Institute for Better Futures (IBF) on 5th & 6th April 2024. The conference's theme is **“Innovation and Sustainable Business Practices in the Digital Era.”** This conference aims to create a global forum for exchanging research findings and useful knowledge gleaned from qualitative, theoretical and empirical research and creative ideas.

Researchers, students and practitioners are invited to submit research-focused papers related to the theme of ICISD'24. The conference highlights the following main themes and sub-themes, and paper submissions in any connected field or within these categories are encouraged.

- Marketing
- Accounting and Finance
- IT and Operations
- OB and HR
- Sustainability and Corporate Governance



Sub Themes

Marketing

Sustainability and Marketing - Social Media Marketing and Marketing Analytics
Product and Brand Management - Retail and Distribution Management
Social and Public Service Marketing - Marketing Measurement Model and Methods
Innovation in Marketing - Disruptive Marketing and Technology - Innovative
Operation Techniques and Marketing Management - Green Marketing -Marketing
Analytics - Digital Marketing - Social Media Marketing - Content Marketing
Social Media Marketing - Influencer Marketing - Consumer Behaviour - Branding

Finance and Banking

Artificial Intelligence and Financial Services in Marketing - New Perspectives for the Digital Economy - Financial Risk Analytics and Management - Cryptocurrency
Financial Institutions and Regulation - Application of Blockchain and Financial Institutions - Corporate Finance, Capital Structure, and Dividend Policy
Consumer and Commercial Banking - Managing Personal Finance - Digital Banking and Payment Options - Indian Financial System - Crowd Funding - Financial and Commodity Derivatives - Global Dynamics of Finance - Financial Literacy Disruptive Innovation -Entrepreneurship and Family Business

Human Resource Management & Organization Behaviour

Employee Engagement - Diversity and Inclusion - Leadership and Change Management Talent acquisition - Role of Employees in Brand Building Leadership in Disruptive Times - Developing Organizational Resilience - Fostering Organizational Learning – Managing Disruption - Diverse and Inclusive Workplace Developing Agile, Adaptive and Alert Organizations - Talent Management and Work Resilience - Driving Growth through times of Uncertainty

Operations and Supply Chain

Counterfeit Products and Supply Chain Management - Inventory and Warehouse Management - Sustainable Operation Management - Behavioural Operation Management - Reverse Logistics and Network Optimization -Sustainable Supply Chain management - SCM in the Digital Era -Marketing Interface and Operations Management

Sustainability and Corporate Governance

Sustainable Innovation and Technology - Sustainable Entrepreneurship/ Social Entrepreneurship - Sustainability in Social Media and Information system - Sustainable Consumption - Sustainability in Banking and Finance - Circular Economy - Digital Business Transformation for Sustainable Growth - Sustainability Adoption in Production and Manufacturing - Sustainable Energy: Renewables (Solar, Hydrogen, Wind)

Corporate Sustainability: Sustainability Reporting - Gender and Sustainability: Gender Impact Assessment -Integrating Sustainability into Information Technology and Business Systems: Sustainable IT and Digital Business Practices.

Note: The conference will cover a wide range of topics, but not limited to the tracks mentioned above.

Call for Papers:

ICISD'24 invites researchers, scholars, practitioners and industry professionals to submit original research papers aligning with the Conference's Theme. Submissions will undergo a rigorous peer-review process to ensure high-quality content for presentation and potential publication. Paper presentation opportunities are available both online and Offline (hybrid mode).

Upon acceptance of the paper, it will be communicated to the corresponding authors to the registered email.



Submission Guidelines:

Articles submitted to the conference should be original contributions and should not be under consideration for any other publication at that time. Submit the manuscript as per the manuscript requirements.

Manuscript Requirement link:

All the papers will undergo double-blind review and editorial processes.

<http://tinyurl.com/23934tkz>

Paper Submission:

Full papers adhering to the manuscript requirements should be submitted using **the Microsoft Conference Management Toolkit (CMT)**

<https://cmt3.research.microsoft.com/ICISD2024/Submission/Manage>

Instruction to the Authors:

1. At least one author of an accepted paper must register for the conference and present the paper in their respective tracks.
2. Maximum three authors per paper. E-certificate will be provided to all authors.
3. A conference kit will be provided to the registered participants who are presenting the paper in the physical mode.
4. Submitted manuscripts will be checked for plagiarism. It should be less than 10%. Non-adherence to this policy will result in the paper being desk rejected from the conference proceedings.

\$ Registration Fee:

Category	Indian Delegates	Foreign Delegates
Research Scholar	INR 1500	\$ 50
Faculty/ Academicians	INR 2000	\$ 100
Industry delegates	INR 3000	\$ 150

**Registration fee does not include the Article Processing Fee charged by the associated Scopus/UGC CARE journals (Details will be sent to the registered email ID).*

Upon acceptance of the paper, at least one author must register for the conference at the link provided below:

Registration Link: <https://vtop1.vitap.ac.in/ICISD/Conferenceinitial>

Tiny URL

<http://tinyurl.com/mre85nms>



Publication Opportunities:

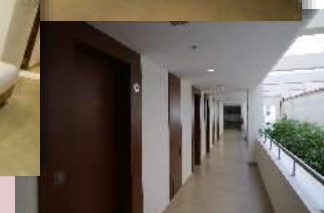
All accepted papers will be included in the conference proceedings as a book chapter with an ISBN Number, which will be published, and soft copies will be sent to the registered mail ID. However, only selected papers will have the opportunity to be published in allied journals as per the norms of the respective journals.

IUP Journal of Corporate Governance (C-Category in ABDC)

RAUSP Management Journal (Scopus Indexed, Emerald Publishers)

Springer Book series (Science for Sustainable Societies)

<https://www.springer.com/series/11884>



Important Dates:

Full paper Submission Deadline: **March 5, 2024**

Notification of Full Paper Acceptance

And Conference Registration: **March 15, 2024**

Camera Ready Paper: **March 25, 2024**

Conference Dates: **April 5 and 6, 2024**

Mode of Conference: Hybrid Mode

Venue: VIT-AP University, G-30, Inavolu, Beside AP Secretariat ,Amaravati, Andhra Pradesh-522237

Accommodation

Campus accommodation may be provided on a payment basis, subject to availability.

Tariff:

Single occupancy = INR 2500/day

Double occupancy = INR 3000/day(Two people share the cost)

For accommodation, please contact Dr Somasekhar +91 98885509766

Delegates may also avail accommodation in Vijayawada City (16 km from the campus) or Guntur (30 km from the campus).

Bus facility will be provided from Vijayawada and Guntur bus stations on the conference days.



Best Paper Award

The Best Paper Award for each track and the Overall ICISD '24 is judged by an award committee.

Key Note Speakers

Mr.Paps Muppa,

Design Recruiting,
JP Morgan Chase & Co.
New Jersey, United States

Dr. Gurpreet Singh,

Associate Director, South Asia,
Global Office, Global Engagement
and Partnerships Division,
The University of Newcastle, Australia



Dr. Mardy Chiah,

Associate Professor,
Newcastle Business School,
Australia



Dr. Isabel B. Franco,

Executive Director,
International Institute for Better
Futures(IBF), Australia.

Dr. Balakrishnan Muniapan,

Associate Professor,
Wawasan University, Malaysia



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Ernest Johnson, Associate Professor, Faculty of Business Administration, University of Regina, Canada

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Google map Location link: <https://maps.app.goo.gl/BHgdTiBaFZRyHNp59>

Location:

