



# **MAHARAJA AGRASEN UNIVERSITY**

**NAAC ACCREDITED**



## **PCJ SCHOOL OF MANAGEMENT**



*ICSSR Sponsored* \*  
**NATIONAL CONFERENCE**  
*on*

**SUSTAINABLE BUSINESS PRACTICES IN THE  
NEW NORMAL**

**March 17-18, 2023**

\* Applied For

## **ABOUT THE UNIVERSITY**

Maharaja Agrasen University established in the year 2013, was inaugurated by the then President of India Late Shri Pranab Mukherjee. The University is situated in pollution free environment of Shivalik foot hills near Kasauli and Pinjore Garden. It is easily accessible from Chandigarh (30Km), Panchkula (21 Km), Kalka (10 Km), Pinjore (12 Km). It aspires to become the University of First Choice for potential students, teaching & research community and recognized for providing excellent opportunities for global success. MAU wishes to be acknowledged as a value-based campus where students, faculty and staff are creatively and actively engaged in scholarly activities of relevance to the community at large. Mission of the MAU is to contribute to the society through imparting vibrant, innovative learning and research at the highest international levels by providing intellectual environment built on a commitment of free and open enquiry. Committed to the cause of holistic development of students, the University endeavors to foster equality, initiative, integrity, and excellence while maintaining highest level of consciousness, civility and humility. Focus is given on personality development and judicious mix of academics with extra-curricular activities and social service.

In a very short span of time, the University has been able to make its presence felt not only in Himachal Pradesh but also pan India. This achievement of the University has been appreciated by a consortium of 25 chairpersons of industry who conferred CCI Technology Excellence Award in the category of Best Emerging Private University of India. It has also been adjudged by "Higher Education Review as the University in the category of "Research & Development. In the year 2021 The Institution Innovation Cell of MHRD, Education Ministry GOI & AICTE has selected 50 mentor Institute out of 2700 in India, and Maharaja Agrasen university is one of among them and has approved as Mentor of the many reputed Government Universities and provided five top prestigious Institutions: Central University of Himachal Pradesh, Dharamshala, University Institute of Technology Himachal Pradesh University, Shimla, Deenbandu Chhotu Ram University of Science. & Tech., Murthal, Haryana, Maharishi Markandeshwar University, Ambala, Haryana and Global Institute of Technology, Jaipur. Recently Hon'ble Chancellor of the University Dr. Nand Kishore Garg received Himachal Ratan Award-2022.

Since the inception of the University its faculty members have published more than 75 books, 732 Research Papers in various National and International Journals, 350 papers in proceedings of National and International Conferences. In addition to the above nearly 235 workshops/seminars have been conducted on Industry-Academia Innovative Practices. More than fifty Professional Development/Administrative programs have been organized by the

University for teaching and non-teaching staff. Focus of the University is own good quality education, research and path breaking innovations. 37 research scholars have been awarded PhD and 235 research scholars are currently pursuing PhD. in different fields.



PCJ School of Management started with the inception of Maharaja Agrasen University in 2013. Within a short span of time it has become the most preferred choice of the students aspiring to pursue management Programmes. Since its inception the School has organized 8 National Conferences on different themes concerning management and business. The School endeavors to inculcate in students a constant yearning for learning through the combination of academic rigor, contemporary curriculum design, passionate knowledge delivery, participative dialogue and discussion, interaction with leading practitioners and application orientation. The objective of the UG and PG Programmes is to impart management education in a university environment so as to enable the students to be rightfully equipped to face the challenges of the industry in the Indian ethos. The school of management offers a wide range of Programmes to the students like M.B.A with specialization in Finance, Human Resource and Marketing, MBA(Hospitality and Tourism)M.Com, MTTM at PG Level and B.Com, B.Com (Hon's), BBA, B.Sc. (Hotel Management & Administration) and BHMCT at UG level and Ph.D in Management, Commerce and Tourism & Hospitality resulting in attractive employment opportunities. The School has started BBA Logistics Management and MBA part-time Programme (for the working executives) with effect from the session 2022-23.

## **ABOUT THE CONFERENCE**

Sustainable business development practices enable the organisations to lessen the adverse effects of their business operations on environment while still generating profits. This has become all the very important in view of depleting natural resources and adverse effects of business operations on the ecology. Past two years were harrowing for the mankind due to spread of COVID-19. The disastrous effects of COVID-19 have started mellowing down. When a crisis ends, an economy, community, or individual settles into a new normal that is different from the scenario that existed before the start of the crisis. In order to recover from the effects of the COVID-19 and speed up the process of economic development, sustainable business practices must be planned and initiated immediately.

Academicians and practitioners are giving much needed attention to Sustainable business development because of their increased concern for societal wellbeing. Sustainable development should be inclusive and take special care of the needs of the poorest and most vulnerable segments of the society. Sustainable business practices need to be ambitious, action-oriented and collaborative, and adaptive to different levels of development as future has arrived early and caught all of us unguarded and unprepared. As we look ahead, the future seems inexplicably uncertain and has compelled us to reassess, rethink and realign our lives to the new world order as the world's vision and commitment regarding sustainable development have been changing throughout the time.

Therefore, there is an urgent need to provide an ideal platform for deliberation upon the various sustainable business practices that are needed to be implemented in the “New Normal”. For this purpose, Maharaja Agrasen University has decided to hold two days national conference to address the above stated issues.

The primary goal of the Conference is to bring together Faculty Members, Academicians, Research Scholars and Industrialists, to share their perspectives, experiences, and research findings and to suggest various sustainable business practices that can be implemented in the new normal. It also aims at finding out possible solutions to corporate problems after the catastrophic pandemic.

It is also intended to provide a forum where educators can present and discuss the post pandemic trends, concerns and challenges of business organisations from various angles. The



“New Normal” is now being used to identify the state of almost all businesses and industries. Being the responsible citizens of this great Nation, it is our responsibility to get set to the New Normal and commit to a sustainable future. So, this Conference intends to provide a platform for the academicians and practitioners to discuss related burning issues like how technology impacts modern businesses, what are the contemporary trends in the field of business, how businesses can grow without harming the environment and the strategies suitable for the developing economies to set to New Normal.

The conference is expected to encourage thought-provoking discussions and develop insights for building resilient and sustainable businesses. The themes on which the prime focus has to be given are mentioned below

**MAIN THEME**  
**SUSTAINABLE BUSINESS PRACTICES IN THE NEW**  
**NORMAL**

**SUB THEMES OF THE CONFERENCE:**

<p style="text-align: center;"><b>Entrepreneurship and Innovation</b></p> <ul style="list-style-type: none"> <li>• Social Innovation, entrepreneurship and business sustainability.</li> <li>• Entrepreneurship Opportunities in the New Normal.</li> <li>• Women Entrepreneurship, Rural Entrepreneurship, Green Entrepreneurship.</li> <li>• Entrepreneurship development- Role of Government agencies Universities and University Incubators.</li> <li>• Make in India campaign: Innovation and technology towards Atmanirbhar Bharat</li> <li>• Tourism Entrepreneurship.</li> <li>• E-Commerce and Entrepreneurship.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Challenges and Public Relation Strategies in the New Normal.</li> <li>• Branding Practices and Brand Architecture in the New Normal.</li> <li>• Changing dynamics of new Supply Chain models and CRM perspective.</li> <li>• Dynamics of Consumer behavior in post pandemic era.</li> <li>• .Marketing Analytics, Business Intelligence and Automation</li> <li>• .Brands Development in Digital Marketing Age</li> <li>• Retail Marketing and Shoppers' Experience</li> <li>• .Social and Digital Media Marketing</li> <li>• .Green Marketing and Consumerism</li> <li>• .Sustainable Tourism and Sports Marketing</li> <li>• .E-Commerce Marketing and Digital Platforms</li> <li>• .Rural Consumers and Marketing Strategies</li> </ul>
<p style="text-align: center;"><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Marketing strategies in turbulent times.</li> <li>• Innovative Marketing Strategies.</li> </ul>	

<p style="text-align: center;"><b>Finance and Economics</b></p> <ul style="list-style-type: none"> <li>• Financial Management and Sustainable financial models in the new normal.</li> <li>• Social Banking and Micro-finance, Banking Challenges and NPAs, Financial Services &amp; Insurance.</li> <li>• Financing Innovations, Fintech and Start-up ventures in the new normal</li> <li>• Dynamics of Investment behavior post pandemic.</li> <li>• Stock Exchange Performance during and after pandemic.</li> <li>• World Economic Growth during PostCOVID-19 Era.</li> <li>• Changing Public Policies for Inclusive Development of Village / Town / Metropolitan Cities.</li> <li>• Shift in Global Economic Policies to Achieve SDGs during the Post-COVID19 Era</li> <li>• Sustainable finance - the roles and impacts of different financial services actors and institutions</li> <li>• .Sustainable Micro –Finance and Rural Development</li> <li>• .Social and human rights dimensions of sustainable finance</li> <li>• .Sustainable/Green Investing</li> <li>• Innovative Economic Strategies for Financial Inclusion</li> <li>• Sustainable Financial Performance and Accounting Practices</li> <li>• Sustainable investment in and by emerging market actors</li> <li>• Green Finance</li> <li>• Green Accounting</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Innovation, Engineering and Analytics</li> <li>• Crypto Currency and Block Chain</li> <li>• Digital Banking Practices and E-wallet</li> <li>• Corporate Social Responsibility and Finance</li> </ul> <p style="text-align: center;"><b>Human Resource Management &amp; Organizational Behavior</b></p> <ul style="list-style-type: none"> <li>• New challenges for HR practitioners and Innovative HR Strategies.</li> <li>• Organizational Changes, Employee Engagement and Work Life Balance in the new normal</li> <li>• Sustainability of Organizations during and post pandemic.</li> <li>• Employee Behavioral Challenges post pandemic.</li> <li>• .Employee Retention in Dynamic Environment</li> <li>• .Sustainable Retention Strategies in Dynamic Environment</li> <li>• .Sustainable Green HRM practices</li> <li>• Role of Foreign Assignments in Social Innovation</li> <li>• Sustainable Talent Management and Acquisition</li> <li>• Organizational Culture and Employee Engagement</li> <li>• Work-life Balance and Stress Management</li> <li>• HR-Analytics for Sustainable Business</li> <li>• Spirituality and Religious Practices in Sustainable Work Culture</li> <li>• Artificial Intelligence in HR</li> <li>• Corporate Social Responsibility and HR</li> </ul>
<p style="text-align: center;"><b>Law</b></p> <ul style="list-style-type: none"> <li>• Legal issues and challenges faced by business organizations.</li> <li>• Laws and regulations related to healthcare in India.</li> <li>• Environmental Jurisprudence in India.</li> <li>• International legal framework on sustainable development.</li> <li>• Cyber Laws in India; Issues and challenges.</li> </ul>	<p style="text-align: center;"><b>Engineering</b></p> <ul style="list-style-type: none"> <li>• Health care Technology.</li> <li>• Industry 4.0.</li> <li>• Mixed Reality.</li> <li>• Artificial Intelligence.</li> <li>• Cognitive Computing.</li> <li>• Image Processing</li> <li>• Green Energy, Waste Minimization and Management.</li> <li>• Biodiversity and Conservation.</li> </ul>

<p><b>Hospitality Management &amp; Tourism</b></p> <ul style="list-style-type: none"> <li>• New Trends in Hospitality Sector.</li> <li>• Food and Health.</li> <li>• Tourism in the New Normal.</li> <li>• Travel, Tourism and Hospitality.</li> <li>• .Technology and Sustainable Tourism Development</li> <li>• .Tourism Consumer Behavior</li> <li>• .Green-labeling/Eco- in the Hospitality and Tourism industry</li> <li>• .Marketing to De-marketing: Discouraging the unsustainable Tourism practices</li> <li>• .Sustainable Marketing in Tourism and Hospitality Industry</li> <li>• .Corporate Social Responsibility in the Tourism and Hospitality sector</li> <li>• Future implications for SDG for Tourism, Hospitality &amp; Aviation Industry</li> <li>• .Contemporary Issues in Tourism and Hospitality Industry Practices</li> </ul>	<p><b>Environment and Sustainable Development</b></p> <ul style="list-style-type: none"> <li>• Environmental sustainability and media around the globe.</li> <li>• Role of media in communicating global warming &amp; climate change.</li> <li>• Digital media technologies in environment communication.</li> <li>• Reporting of sustainable development goals in Indian context</li> </ul>
	<p><b>Film &amp; Media</b></p> <ul style="list-style-type: none"> <li>• Role of social media, documentary &amp; ad-films in healthcare &amp; wellbeing.</li> <li>• Re-designing brand architecture of healthcare brands.</li> <li>• Communication of epidemiology, occupational safety and public health.</li> <li>• Trends in healthcare &amp; wellness communications.</li> <li>• The impact of audio-visual media in global healthcare and wellbeing.</li> <li>• Role of film and media in entrepreneurship and business development</li> </ul>
<p><b>Information Technology</b></p> <ul style="list-style-type: none"> <li>• Role of Artificial Intelligence, Machine learning and Internet of Things during uncertain times.</li> <li>• Block chain, crypto currency and bit coins</li> <li>• Innovations in use of technology.</li> <li>• Use of Information Technology during pandemic.</li> <li>• Big data analytics in communication industries Robotics and Artificial Intelligence</li> </ul>	<p><b>Production and Operation Management</b></p> <ul style="list-style-type: none"> <li>• Role of Six Sigma and TQM for uncertain times.</li> <li>• Innovative Production &amp; Operations Strategies.</li> <li>• Challenges for business operations and supply chain.</li> <li>• Operations Management.</li> </ul>

**REGISTRATION/DELEGATION FEE:**

Category	Fees
Students	Rs.250
Research Scholars	Rs.750
Faculty	Rs.1000
Professional from Industry	Rs. 1500
Additional Rs. 500 shall be payable for the ISBN number book containing the selected articles/ research papers. Boarding and lodging shall be provided by the university on first come first serve basis at a concessional rate.	

Note: The conference will be held in a blended mode that is both offline as well online. The participants are advised to communicate in the registration form the mode in which they want to participate in the conference.

The registration fee can be paid through Demand Draft in favour of “Registrar, Maharaja Agrasen University, payable at Baddi” or through NEFT/RTGS.

The details for online payment are given as under:

**Account Name: Registrar Maharaja Agrasen University**

**Bank Name - Union Bank of India Branch - Baddi**

**IFSC Code - UBIN0554901**

**Account No.-549002010005449.**



# CONFERENCE SECRETARIAT

## CHIEF PATRON

**Dr. Nand Kishore Garg**

Chancellor, Maharaja Agrasen University, Baddi, Himachal Pradesh

## PATRON

**Dr. R K Gupta**

Vice Chancellor, Maharaja Agrasen University, Baddi, Himachal Pradesh

## CONFERENCE TECHNICAL ADVISOR

**Sh. Suresh Gupta**

Chancellor's nominee, Maharaja Agrasen University, Baddi, Himachal Pradesh

## CONFERENCE DIRECTOR

**Prof. A K Vashisht**

Dean Research & Director, PCJ School of Management

## CONFERENCE CONVENER

**Dr. Sanjeev Sharma**

Honorary Dean, PCJ School of Management

Ex- Director, UIAMS, Panjab University

## ORGANISING SECRETARIES

**Dr. Neeraj**

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**Dr. Uttera Choudhary**

Assistant Professor

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## ORGANISING COMMITTEE

**Dr. Harvinder Singh**, Professor & Head (PCJSOM)

**Dr. Dharamveer**, Professor

**Dr. Jai Kumar Sharma**, Professor

**Dr. Sangeeta**, Assistant Professor

**Dr. Kiran Chanda**, Assistant Professor

**Dr. Satvir Kaur**, Assistant Professor

**Dr. Harpreet Kaur**, Assistant Professor

**Dr. Vinay Chamoli**, Associate Professor

**Dr. Karnail Singh**, Associate Professor

**Dr. Neeru Gupta**, Assistant Professor

**Dr. Manjula Gupta**, Assistant Professor

**Dr. Sonia Jindal**, Assistant Professor

**Dr. Swati**, Assistant Professor

## WHO CAN ATTEND

The conference is aimed at providing a platform / resource base for intellectuals and professional expert in the field of commerce and management. The following are welcome to participate: Academicians, Policy makers, Research Scholars, Trade professionals, Entrepreneurs and Students.

## CALL FOR PAPERS

### Abstract and Paper Submission:

#### Contribution

Persons interested to participate in the conference are welcome to contribute their research papers/ research notes/ case studies/ brief research notes on the thematic areas with specific recommendations for discussions in technical sessions.

### Guidelines and for Submitting Abstracts Papers

#### Format for Full Length Papers

All manuscripts must be strictly prepared as per the following format:

- **Title:** Bold centred 14 point
- **Font size:** 12, justified
- **Font Type:** Times New Roman
- **Main Text:** Minimum 3,000 maximum 6,000 words -including tables, figures and references - single-spaced
- **Page Numbering:** All pages should be numbered in footer in the bottom centre of each page
- **Citations and References:** Harvard style
- **Author(s):** Name, position, organization - bold centred 12 point (2 lines each author)
- **Contact Details:** Complete address, phone, fax, email, web site (if any) –centred 12 point
- **Bio Data:** Authors should provide their brief biographical details, not exceeding 100 words.
- **Key Words:** Up to five keywords to be provided for indexing, cataloguing and classification purposes.
- **Similarity index should be below 10 Percent. A plagiarism certificate/report should be attached with the paper.**

**Note:** There should be no author identification after the title page. The page following the title page should show only: Title, abstract within the paper, then the main text.

## **IMPORTANT DATES:**

Abstracts and full papers to be submitted to: [conferencemgmt@mau.edu.in](mailto:conferencemgmt@mau.edu.in)

### **Schedule for submission**

Submission of Abstract:	16, January 2023.
Notification of Acceptance of Abstract:	26 January 2023
Full-length paper submission:	15, February 2023
Notification of Acceptance-Full paper:	25, February 2023
Last date of registration:	14 , March, 2023
Conference date:	17-18, March, 2023

## **MANUSCRIPT CONTENT**

Papers should demonstrate critical rigor and make clear their contribution to knowledge. It should also state their implications in relation to the theme of the conference, and contribution to one or more areas of research, education, policy or practice.

## **PUBLICATION OF ACCEPTED MANUSCRIPTS**

The papers will be published in an Edited Book with ISBN number. The book will be given to all the registered participants who have paid Rs. 500/- for the book on the day of conference. It is therefore desired that the research papers must be submitted well in time and strictly as per the guide lines, so as to include in the proposed publications.

## **CONTACT PERSONS:**

1. Dr. Neeraj, Organizing Secretary. M: 9992704000
2. Dr. Utera Choudhary, Organizing Secretary. M: 8860951336

# MAHARAJA AGRASEN UNIVERSITY

Atal Shiksha Kunj, Pinjore-Nalagarh Highway, Kalujhanda,  
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NAAC ACCREDITED

## REGISTRATION FORM

**PCJ School of Management**

**NATIONAL CONFERENCE**

**ON**

**SUSTAINABLE BUSINESS PRACTICES IN THE NEW NORMAL**

**(March 17-18, 2023)**



Student ☐ Research Scholar ☐ Academician ☐ Professional from Industry ☐

Name : \_\_\_\_\_ (In Block Letters)

Designation : \_\_\_\_\_ Area of Specialization \_\_\_\_\_

Organization Name: \_\_\_\_\_

Address for correspondence: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Pin: \_\_\_\_\_

E-mail: \_\_\_\_\_

Mobile No \_\_\_\_\_

Title of Paper : \_\_\_\_\_

Mode of Participation: Offline ☐ Online ☐

Whether requiring boarding/lodging: Yes / No \_\_\_\_\_

Whether requiring Conference book: Yes / No \_\_\_\_\_

Mode of Payment: Cash/Draft/NEFT/UPI (Please mention details) \_\_\_\_\_

Signature : \_\_\_\_\_ Date : \_\_\_\_\_

**\*\* Note: Please use separate registration form for each participant.**





*Spark...  
The Change*

# MAHARAJA AGRASEN UNIVERSITY

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## HOW TO REACH US



MAP NOT TO SCALE