



NAAC A++



SLC (University of Delhi)



SHYAM LAL COLLEGE

Department of Commerce , CSD and IQAC

in collaboration with

ICSSR

organize

INTERNATIONAL CONFERENCE

on

**BHARTIYA BUSINESS
PRACTICES: A ROADMAP TO
FUTURE SUSTAINABILITY**

17-18 April, 2023





CALL FOR PAPERS

The Department of Commerce & IQAC of Shyam Lal College are jointly organising a two days International Conference on “**Bhartiya Business Practices: A Roadmap to Future Sustainability**” to be held on **17-18 April, 2023**. This International Conference will be of great interest to faculties, students, research scholars from different universities and institutions as well as business experts and policy makers across the globe.

ABOUT THE COLLEGE

SLC is a premier educational institution offering vibrant inclusive environment for the development of excellence in academics, culture, sports and other student empowered activities. Founded in 1964 by the great visionary and entrepreneur Padmashree (Late) Shri Shyam Lal Gupta, Shyam Lal College (SLC) is a co-educational constituent college of the University of Delhi. SLC, over the past several years, has been making steady progress towards achieving academic excellence. In 2023, Shyam Lal College achieved a new milestone as it was accredited with **A++ grade by NAAC (National Assessment and Accreditation Council)**. SLC is a dynamic centre of academic excellence and aspires to make quality education accessible to the students, especially girls, from economically and educationally disadvantaged communities. The College campus has sprawling sports infrastructure and is full of lush green lawns and blooming gardens that create natural ambience of holistic teaching learning process. Over a period of the years, SLC has evolved into a leading higher education institute of learning, innovation and knowledge creation with consistent good NIRF Ranking for Colleges of India. **SLC has been under 100 best Colleges of India in NIRF** for the last five years with highest Rank being 41st (2019). The College has also been selected for DBT STAR College Programme under the Ministry of Science and Technology in 2020. The Innovation Council has been recognized with 3 stars from MoE during the IIC Calendar Year 2020-21. SLC is also accredited with several National (SAP, ISO-9001, ARIIA) and International Agencies (WURI in 2022). The College has rapidly emerged as a prominent educational institution of the Country and the Hon'ble Vice President of India Shri Venkaiah Naidu has graced our Annual Day and Prize Distribution function, 2018-19.





ABOUT DEPARTMENT OF COMMERCE

The Department of Commerce of Shyam Lal College (SLC) has plethora of experts and academicians who leave no stone unturned in keeping the students abreast with the latest developments in the field of Commerce and Management. The classroom teaching is supplemented with experiential learning and industry exposure to the students. The Department regularly organizes International Conferences, Seminars and workshops to apprise the students with organizing and networking skills. The teaching faculty of the Department is actively involved in research activities and proactively contributes to regular curriculum updates.

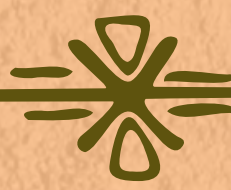
ABOUT CSD

Centre for Skill Development, SLC was established in 2015-16 with an aim to nurture and shape the potential of youth, by providing them with comprehensive and hands-on education, creating more opportunities through co-curricular activities, workshops, and training programmes, engaging them in various skill-sets, instilling problem-solving abilities, and sensitising them to employment and growing industrial opportunities for development. In addition to organising skill enhancement workshops, conferences, seminars, industrial collaborations, skill-based competitions, and internships on a regular basis, the Centre successfully runs several employment-oriented add-on courses. Collaboration with reputed National and International organisations like the National Institute of Electronics and Information Technology, Delhi (NIELIT). Government of India, Ministry of Electronics and Information Technology (MeitY), Bombay Stock Exchange Institute Ltd., Department of Germanic and Romance Studies, University of Delhi, Department of East Asian Studies, University of Delhi, XAMK, Finland, Turku University of Applied Sciences, Institute of Companies Secretaries in India and the Securities and Exchange Board of India has been the greatest source of quality exposure to students.

ABOUT IQAC

As per National Assessment and Accreditation Council (NAAC) guidelines every accredited institution should establish an Internal Quality Assurance Cell (IQAC) as a post-accreditation quality sustenance measure. Since quality enhancement is a continuous process, the IQAC, SLC works towards realization of the goals of quality enhancement and sustenance. The prime task of the IQAC is to develop a system for conscious, consistent and catalytic improvement in the overall performance of the College through monitoring and facilitating academic, co-curricular and extra-curricular initiatives. The IQAC of the College achieves all these through a systemic and regular feedback mechanism and pursues towards achievement of new agendas and goals.





ABOUT THE CONFERENCE

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The Bhartiya way of business is inspired by the country’s ancient wisdom and spiritual thought along with modern business practices and contemporary contexts. Sustainability has always been a primary component of Indian knowledge systems. India, since ancient times, has encouraged preaching and practising environment friendly activities and has laid great importance on living in harmony with nature. The rivers, mountains, lakes, animals, flora and fauna all are considered as manifestations of God. Thus, deep respect and gratitude towards nature is felt unanimously in various realms of knowledge. These core values are reflected in Bhartiya business practices since times.

Sustainable Development is “**a process for improving the range of opportunities that will enable individual human beings and communities to achieve their aspirations and full potential over a sustained period of time, while maintaining the resilience of economic, social and environmental systems**” (Munasinghe 2001). In context of businesses, sustainability is to maintain a balance between the businesses and the society, undertaking business activities with judicious use of natural resources for the development and betterment of the whole society. Further, it requires businesses to rearrange their priorities and take lead in execution of the sustainable development goals (SDGs) by implementing sustainable business practices.

Recent global and domestic initiatives, however, have made sustainable development and self-sufficiency critical for India's economic growth. We all understand and recognise the importance of meeting contemporary social demands without reading of the environment and resources. This is being accomplished by experimenting with new business strategies based on the fusion of Bhartiya values and modern technology, as it paves the way for linking economic prosperity with sustainability. Innovation ideas and creative thinking is the buzzword for any business strategy. The business strategies affect not only business but also society, education, demographics, and the macro economy of the nation as a whole. Further, in the year of **G-20 Presidency**, India aspires the world to observe LiFE (Lifestyle for Environment) which is a behaviour-based movement that draws from our India’s rich, ancient sustainable traditions to convince consumers, and in-turn markets, to adopt environmentally-conscious practices.

With these ideas in the backdrop, the conference would focus on exploring explore novel ideas, exposed practical applications of theories through real life examples of Bhartiya Business Practices. The future sustainability models of doing business will be discussed in domestic as well as global context. The conference is expected to feature inspiring talks by sustainable development experts and academicians that complement the theme of the conference. It will provide an opportunity for academicians and researchers to present and discuss their recent scholarly work, and discover new and interesting developments in this field.





SUB THEMES OF THE CONFERENCE

While discussing future sustainability models of doing business in domestic as well as global context, the conference will provide a platform to exchange and share experience of experts and leading academicians on the theme. We invite original research articles/papers in the following areas. However, the list is indicative only:

- **Heritage Trade & Commerce**
- **Sustainable Finance**
- **Developments in Accounting and Taxation**
- **Digital Business Strategies and Models**
- **Emerging Issues in Green Marketing**
- **Changing Dynamics of Human Resource Management**
- **Skill Education and Employment**
- **Women entrepreneurship**
- **Regulatory environment in India and other countries**





RULES AND REGULATIONS

- Research Paper shall be **original work, abstract and unpublished research paper/articles and case study.**
- **Plagiarized work** would lead to **disqualification.**
- **Maximum three persons** can write a paper together for publication, however **presentation certificate** will be given to **only registered participant.**

PAPER FORMAT AND LENGTH

- **Extended Abstract maximum: 800 words.**
- **Manuscripts maximum: 4000-5000 words.**
- **Paper size: A4 size sheet.**
- **Font type (English): Times New Roman, Font size: 12 for content, 12 for sub heading (bold and capital) and 14 for heading (bold and capital), Line spacing: single.**
- **All papers must be submitted in MS Word 2003 or 2007 only.**
- **All references and bibliography should be given in APA style.**

TIMELINE FOR PAPER SUBMISSION

Last date for extended abstract submission	7th April 2023
Intimation on acceptance	10th April 2023
Submission of Full Paper	15th April 2023
E-mail address for abstract and paper submission	Commerceconference@shyamlal.du.ac.in

Kindly add "Extended abstract or paper submission and the name of the participant" in the subject line when mailing the abstract or final paper.





REGISTRATION FEES FOR PARTICIPANTS

PARTICIPANTS	REGISTRATION FEES
UG/PG Students	₹750
Academicians/Research Scholars	₹1500
Industry Experts	₹ 2000
Foreign delegates	\$100

Registration Link: <https://bit.ly/3mse6xT>

BANK DETAILS FOR REGISTRATION FEES

The registration fee can be paid through electronic fund transfer system and confirmation of such transaction is to be intimated by sending snapshot and UTR number of your transaction to Commerceconference@shayamlal.du.ac.in with the "**Registration details and the Name of the participant**" as the subject before filling the registration form.

BENEFICIARY NAME	SHYAM LAL COLLEGE CONFERENCE AND SEMINARS ACCOUNT
BANK NAME	Central Bank of India
BANK ADDRESS	Shyam Lal College, Shahdara, Delhi-110032
BANK ACCOUNT NUMBER	3731428412
IFSC CODE	CBIN0283941

PATRON

Smt. Savita Gupta, Chairperson, Governing Body
Shyam Lal College

Prof. Rabi Narayan Kar, Principal
Shyam Lal College





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