



# Dr. D. Y. PATIL VIDYAPEETH PUNE

(Deemed to be University)

(Re-accredited by NAAC with a CGPA of 3.62 on four point scale at "A" Grade)

## GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE

Mumbai-Bangalore Express Highway, Tathwade, Pune- 411 033

IQAC-ORGANISES

## 2<sup>nd</sup> INTERNATIONAL RESEARCH e-CONFERENCE

On

**"Corporate Social Responsibility  
& Sustainable Development"**

10th, 11th, 12th December, 2020



## Corporate Social Responsibility and Sustainable Development



### About University & Institute:

**Global Business School & Research Centre (GBSRC)** situated at Tathwade, Pune is the flagship institute of **Dr. D Y Patil Vidyapeeth, Pune**. It was established in 2006. In a span of 12 years, the Institute has carved a name for itself amongst the top business schools in the country.

The Government of India, Ministry of Human Resource Development, on the advice of UGC, declared **Dr. D. Y. Patil Vidyapeeth, Pune** as deemed-to-be university comprising of **Dr. D. Y. Patil Medical College, Hospital and Research Centre, Pimpri, Pune** vide its notification dated 11th January, 2003.

The **Dr. D. Y. Patil Vidyapeeth, Pune** has been Re-accredited by NAAC with a CGPA of 3.62 on a four point scale at 'A' grade on 3rd March, 2015, valid up to 2nd March 2020. **Dr. D. Y. Patil Vidyapeeth, Pune** is also an ISO 9001: 2015 Certified University.

Under National Institutional Ranking Framework (NIRF) 2020, conducted by Ministry of Human Resource Development (MHRD), New Delhi, the **Dr. D. Y. Patil Vidyapeeth, Pune** has achieved rank as 3rd in Dental Category, 24th in Medical Category & 46th in University Category in India.

Global Business School & Research Centre offer BBA, MBA (Approved by AICTE) and Ph.D. program under Faculty of Management.

### Introduction to the Conference:

Today role of CSR is very crucial especially in developing economy like India. CSR encourages business practices for sustainable Development in the nation. To explore new horizons through sustainable development and e learning Global Business School & Research Centre (GBSRC) is organising International Research Conference (online) with a theme "Corporate Social Responsibility and Sustainable Development" on 10th, 11th, 12th December 2020.

The conference attempts at capturing the views of researchers and Industry experts to present corporate responsibility and accountability through effective implementation of governmental guidelines & international initiatives. As business grow, it is important than ever before that consideration of impact on a country's domestic populace. In the present conference, researchers will discuss the role of corporations to improve local environment and their sustainable development.

## Call for Research Papers:

Authors are invited to submit their original and unpublished manuscripts based on empirical research, experiences, Reviews, promising ideas that demonstrate research focusing on main theme and subthemes of the International Conference.

## Tracks of the Conference

### Track 1:- General Management

- Managing Sustainability with the support of Business Intelligence
- Technology- An Enabler for CSR
- Artificial Intelligence and Business
- Organisational Development & Change Management
- Corporate Governance
- CSR and Business Ethics
- Entrepreneurship Development and Family Business Management
- Current CSR Trends in Healthcare Sector

### Track 2 :- Financial Management

- Indian Financial System and Economic Development
- Financial Markets- Growth and Opportunities
- Sustainable issues in Banking
- Financial Inclusion and Economic Development
- Impact of GST on Indian Economy
- Crypto Currency and Blockchain Technology
- Global Financial Crisis & its Impact on Emerging Markets
- Finance and Corporate Social Responsibility

### Track 3:- Marketing Management

- Impact of CSR on the Pharmaceutical Industry
- CSR and its impact on Sustainability of Healthcare sector
- Sustainability – Drivers & Implications
- CSR and Marketing Strategy
- Consumer Proximity & CSR Performance
- CSR & Brand image
- The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy
- Advertising corporate social responsibility
- CSR and consumer perception

### Track 4:- Operations & Supply Chain Management

- Social Responsibility in Supply Chains
- CSR and corporate citizenship in sustainable supply chain
- Sustainable production and logistics
- Social Responsibility and Purchasing
- Closed-loop supply chain
- Human factors in logistics and supply chain
- Corporate social responsibility and Retail & city logistics
- Agriculture & food supply chain
- Sustainable Development and Operations strategy

### Track 5:- Human Resource Management

- Employer Branding & CSR
- Organisational Culture & CSR initiatives
- Green HRM
- Roles & Challenges of HRD Professional in CSR Implementation
- Corporate Social Responsibility (CSR): implications for HR
- Embedding CSR in Workplace Practices

**\*\*All the other topics related to themes and sub-themes will be welcomed.**

**\*\* Themes and sub-themes are indicative. Authors can submit paper(s) on any topic related to theme of the conference**

## Guidelines for Submission of Full Paper with Abstract:

Full Paper(s): Full paper(s) (in word doc) of at least 6000 words(all inclusive). The full paper should include the following: abstract (max 300 words), introduction, review of literature, methodology, data analysis, discussion and implications, conclusion and references. The paper should clearly mention the title, name of the author(s), affiliation(s), email address(es), track for which it is being submitted and contact details of the author on its cover page. The manuscript should be formatted as follows:

Font	Times New Roman 12 point
Spacing	Single
Margin	Normal
Headings	Bold
References	APA format
Column	Single Column

- Full Paper should be submitted through email to [conference.gbsrc@dpu.edu.in](mailto:conference.gbsrc@dpu.edu.in)
- Authors are requested to identify the track in which their paper needs to be considered. Track indication may be given in the title page of the abstract as "Suggested track:"
- Authors will be notified about the acceptance of their paper(s) for presentation through email, after which the process of registration will begin.
- Registration will be confirmed only after the payment of registration fee. In a joint submission, author and co-authors should be registered for the conference and at least one author must attend (online) conference and paper presentation.
- Author(s) with multiple entries must register for each paper separately.
- Please note that the Institute has a strict anti-plagiarism policy so the originality of the work should be ensured by the authors. We seek original, unpublished work.
- Registration fee is inclusive of e-certificate
- Papers shall be presented online, however, in-absentia presentation is not allowed.

## Publication Opportunities:

- A. All papers selected for presentation and subsequently presented by the registered author(s) in the conference will be published in the **Conference Proceedings** with ISBN:978-93-87901-17-9 as well as in a special issue of **International Journal 'JournalNX-A Multidisciplinary Peer Reviewed Journal'** with ISSN:2394-3696.
- B. Selected extended papers will be invited for review and potential publication in\*:
- **International Journal of Management (IJM), ISSN-09766502** (Scopus Indexed Journal)
  - **Pabandhan: Indian Journal of Management, ISSN-09752854** (Scopus Indexed Journal)
  - \* The papers shall be selected for publication strictly on merit basis.
  - \* Submission and processing norms are as per the publishing journal

## Important Dates:

Last Date for Submission Full Paper with Abstract	November 23rd, 2020
Acceptance of Full Paper Notification	November 27th, 2020
Last Date for Registration	December 1st, 2020
Date of Conference	December 10th, 11th, 12th 2020

## Registration Fees:

Type of Participant	Registration Fees	18%GST	Amount to Pay
Research Scholars, FacultyAcademicians, and Industry Experts	INR 1000/-	INR 180/-	INR 1180/-
Foreign Delegates	INR 1500/-	INR 270/-	INR 1770/-
Co-Authors (Indian)	INR 500/-	INR 90/-	INR 590/-
Co-Authors (Foreigners)	INR 750/-	INR 135/-	INR 885/-

- A. \* Registration fee is non-refundable and includes admission to all the online plenary sessions and online paper presentation tracks.
- B. **Best Paper Award:** ONE selected paper shall receive the Best Paper Award as nominated by the jury, conference organization committee after carefully scrutinizing all aspects of the paper. Only presented papers will be considered for the selection process. All the rights are reserved with GBSRC-Conference Committee 2020.

## REGISTRATION GUIDELINES:

1. There cannot be more than three authors per paper
2. One author cannot contribute more than two papers
3. To register, additional authors (apart from the first author) need to pay separate 50% of Registration Charges.

## REGISTRATION DETAILS:

1. The registration fee for the conference needs to be paid via Electronic payments / NEFT along with Online Registration form URL: <https://tinyurl.com/y4fo9b63>
2. Conference Registration through Townscript link: <https://tinyurl.com/y39o5ndr>

### The electronic payment mode is as follows:

Name : Global Business School and Research Centre  
Account Number : 0522104000109062  
Bank Name : IDBI Bank  
Branch Name : Chinchwad  
IFSC Code : IBKL0000522  
City : Pune

### Faculty Contact Details:

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## 2<sup>nd</sup> INTERNATIONAL RESEARCH e-CONFERENCE

**“Corporate Social Responsibility & Sustainable Development”**

**DATE: 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup> December, 2020**

### REGISTRATION FORM

Name of the Author	:	_____
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Co-Authors Signature

Date:

Place:

Authors Signature :