



International Conference



On

**ENVIRONMENT, SOCIAL AND GOVERNANCE ISSUES,
IMPERATIVES AND CONTEMPORARY BUSINESS PERSPECTIVES**

March 15 & 16, 2024 (Friday and Saturday)

Organized by

The Department of Commerce, University of North Bengal

In collaboration with

The Eastern Institute of Integrated Learning in Management, Kolkata

Venue

**University of North Bengal Campus District: Darjeeling, West Bengal, India
PIN: 734013**



HOST BODIES

The Department of Commerce, University of North Bengal

The Post Graduate Department of Commerce was established in 1965 with the purpose to promote state of the art teaching and research in Business Operations and Management. The primary programmes offered by the department is Masters in Commerce, with specializations offered in Accounting, Finance, Marketing, Banking and Human Resource Management and also Ph.D. programmes in these disciplines. The alumni of this department are currently working in universities, colleges all over India, institutes like IIMs, public and private sector banks, revenue department of the Government of West Bengal, Income tax department, Insurance companies. The University of North Bengal, since its inception in 1962, has been fulfilling the objectives of imparting higher education and research. The University has shouldered the responsibility of dissemination of knowledge by judicious expansion of its role in advanced, non-conventional, applied and job-oriented fields keeping the quality of education on a par with global standards at low cost. The University lush green campus covers an area of nearly 315.99 acres of land at the foothills of Himalaya in close proximity of vast plains around it with a fascinating glimpse of the Kanchenjunga peak, tea gardens and forest cover and is equipped with conference halls and guest houses.

Eastern Institute of Integrated Learning and Management, Kolkata

EIILM-Kolkata is amongst the top business schools in India known for imparting quality management education and is chaired by Prof. Rama Prasad Banerjee. The institute focuses on developing human perspective through multiple international collaborations with universities all over the world and workshops and training through frequent academia- industry interactions. The institute offers MBA programmes and BBA programmes in Business Analytics, Hospitality Management, Media Management and Hospital Management. It has numerous awards of excellence to its name. like the “Times Best B-School in Placement in Management” award in 2022, “Best B-School Placement in Management in West Bengal Award” received from CNBC TV 18 endorsed by CMO Global, World Federation of Marketing & WFHRP 2022 , “Best B School - Placement”(East) – Education Excellence Award presented by ZEE 24 Ghanta, Kolkata 2021 , “The Asia's Greatest Leader Award 2021" conferred by "ASIAONE" in August 2021, "Outstanding Business School - East" by the highly prestigious ABP Ananda Shiksha Sanman 2022. The institute has been ranked as 1st “Top Eminent B-School of Super Excellence” - CSR-GHRDC B-School Survey, Nov. 2020 and Featured in “Dun & Bradstreet” - Leading Business Schools of India 2019.

OBJECTIVES OF THE CONFERENCE

With the growing transformations in business policies and processes rational investors and stakeholders not only hunt for wealth maximization, but to be responsible for sustainability of the environment and society. Investors are increasingly applying these non-financial factors as part of their analysis process to identify material risks and growth opportunities. The Environmental, Social, and Governance (ESG) metrics are not commonly part of mandatory financial reporting, though companies are increasingly making disclosures in their annual report or in a standalone sustainability report. Global sustainability challenges such as demographic shifts, flood risk and rising sea levels, privacy and data security, and regulatory pressures, are introducing new risk factors for investors that may not have been seen previously. This conference is aimed to be a platform for experts, professionals, academicians and organizations to exchange ideas and knowledge on sustainability, social responsibility, and ethical practices in business, finance, marketing and human resource management. The conference aspires to enhance awareness of the importance of ESG and its impact on the environment, society, and the economy. It aims to provide an opportunity for participants to imbibe the nuances, latest trends and best of ESG, finance, marketing and human resource management from researchers, academicians, industry leaders and policy makers. The conference will therefore cover wide a range of topics related to ESG, including government policies and regulations, corporate practices and reporting, investment strategies, financial and marketing strategies and developments in HRM. The conference will provide an interactive platform for participants to engage with experts and peers, share experiences and knowledge, and explore solutions to ESG and business opportunities and challenges.

WHO SHOULD ATTEND:

- Academicians and researchers
- Business Professionals
- Investors and financial professionals
- Environmental and social activists
- Government officials and policymakers

KEYTAKEAWAYS:

- Learn about the latest trends and developments in ESG, Finance, Marketing and HRM
- Understand the role of investors and policymakers in promoting ESG
- Comprehend the policies and strategies adopted in Finance, Marketing and HRM
- Get up-to-date information on ESG reporting and disclosure requirements
- Build Network with professionals and experts in the field

CALL FOR PAPERS:

Research-based papers on the **following major themes and topics** are invited for presentation at the Conference:

ESG (Environment, Social and Governance Framework)

- The importance of ESG in today's business world
- Case studies of successful ESG implementation in companies
- ESG reporting and disclosure
- The role of investors in promoting ESG
- Government policies and regulations related to ESG
- Net Zero Goals and strategies
- Green Growth Solutions and Sustainable development

Finance and Accounting

- Stock markets, Mutual funds and Derivatives
- Personal finance
- Housing finance
- Financial Engineering
- Blockchain and Crypto currencies
- Personal and corporate taxation
- GST in India and Asian Context
- FinTech and Digital banking
- Risk measurement and management
- Financial Inclusion and financial literacy
- Islamic banking and finance
- Behavioral finance

Business and Entrepreneurship

- Business Models in the contemporary world
- Startups and Innovations
- Entrepreneurship and Micro-Entrepreneurship
- E-Commerce and business strategies
- Culture and Ethics in Business
- Islamic Business
- Family-owned businesses
- Social Entrepreneurship and Impact Innovation

Marketing & HRM

- Brand Equity and Branding
- Customer Relationship Management (CRM)
- Global Marketing
- E-Marketing
- Techmart
- Blockchain
- HR Technology
- Enterprise Resource Planning (ERP)
- Social Media Marketing Strategy
- Marketing Research and Strategy
- Sports Marketing
- Marketing Analytics
- Business Strategy and HRM
- The employment relationship
- HR analytics
- Green HRM

Guidelines to follow for submitting a paper for the conference.

1. The author/authors should submit their research papers with an abstract within 500 words to the e-mail ID icom2024@nbu.ac.in within 10th February, 2024.
2. The authors should ensure that the names, designations, affiliations, e-mail id, mobile number of the author/authors is given in a separate cover page to facilitate blind review.
3. The sub-theme to which the paper belongs should be clearly mentioned in the cover page.
4. Five keywords are to be mentioned below the abstract.
5. The author/authors should declare that the paper has been not sent anywhere else for publication or presentation.
6. If an author would like to submit more than one paper, he/she should send all papers from the same account.
7. The Decision of the Technical Committee regarding the acceptance of the paper for oral/ audio-visual presentation will be communicated through their registered e-mail ID within 15th February 2024.
8. The format of the full paper (other than case studies) should be as follows:
 - Introduction outlining the back ground and significance of the study;
 - Brief literature review;
 - Objectives of the study;
 - Methodologies adopted;
 - Analysis and interpretation;
 - Findings of the study;
 - Concluding observations;
 - References.

****Each paper should preferably be within 5000 words excluding tables and references.**

All the papers will be subject to review by experts referred by the Technical Committee, and thereafter, selected for publication in an edited book having ISBN with a national/ international publisher. The book will be published within six months of the end of the conference and the authors whose papers have been selected for publication will get a copy of the book. The paper should be original and unpublished offering new insights, new approach or new knowledge to the body of literature. The conference adopts a strict anti-plagiarism policy. Any submitted paper with more than 10% plagiarism is not going to be accepted for publication process. A declaration must be submitted, along with the paper, by the author(s) mentioning that the manuscript is not copyrighted, and has not been submitted/ published elsewhere.

Manuscript Preparation:

All manuscripts must be in Microsoft Word or PDF and formatted in 12-point Times New Roman and one & half (1.5) spaced line.

Title: Bold, Centered and 14 points. Each word should start with a capital letter.

Author's Name: Centered and 12 points, with affiliation & e-mail ID, below the name in 10 points. Section Heading: All Capital letters in Bold, Centered and 14 points, e.g., ABSTRACT,

INTRO Sub-headings: Bold, upper-lowers, 10 points, from left margin.

Text: In 12 point and there should be 1-inch margins on all four sides.

Tables and Figures: 'TABLE' and 'FIGURE' in capital letter and centered in 10point, and the table description in bold, upper lower 10 point.

References: APA style (7th edition)

Key Dates

Submission of Full paper(last date)	10 th February, 2024
Intimation of Acceptance(last date)	20 th February, 2024
Registration	From 10 th February to 29 th February, 2024

Registration Fees: ₹2,500 per delegate and per accompanying person payable by any electronic mode to the following Bank Account. Link for registration

<https://forms.gle/iFks24sLUun3xyw39>

Details of Bank Account:

Bank: State Bank of India;

Branch: NBU Campus Branch;

Account Type: Savings Bank Account;

Account Number: 42505252283;

Account Name: DCOMM

Branch Code: 002096

IFSC: SBIN0002096

UPI ID: dcommnbu@sbi



Scantopay

Accommodation: Resource persons and invitees will be provided free hospitality in and around the university campus.

A limited number of rooms in the university guest house, on double occupancy basis may be available for delegates from outside India and states other than West Bengal. For delegates from West Bengal, rooms will be available on first come first serve basis. *(The delegate will be intimated if accommodation is confirmed. Accommodation charges @ Rs 3,000 for three days will have to be paid immediately on confirmation and intimated to the secretary of the conference. (Check in 11 am on 14.3.2024 , check out 10am on 17.3.2024)).*

Participants interested in staying in nearby hotels may book their stay using the following Hotel Links:

- Montana Vista (Uttoryan,,Siliguri):<http://montanavista.in/>
- LemonTreeHotel(Siliguri): <https://www.lemontreehotels.com/lemontreehotel/siliguri/hotel-siliguri>
- Marina's Hotel (Bagdogra):<https://www.marinasmotel.com/>
- Hotel Monarch Aachal (Shivmandir, Siliguri):<https://www.hotelmonarchaachal.com/>
- Mainak Tourist Lodge (PradhanNagar,Siliguri):
<https://northbengaltourism.com/government-resorts/mainak-tourismproperty/>
- Hotel Shivanand, NH31,Shivmandir,PO-Kadamtala Contact-09002010771

HowtoReach:

By Air: Bagdogra international Airport is located about 7kms from the university Campus

By Train: New Jalpaiguri Junction(13kms), Siliguri Junction(7kms), Bagdogra (3kms)

By Road: Asian Highway2isjust beside the campus. Long distance buses are available from Tenzing Norgay Bus stand, Siliguri (7 kms)

Tourist places near University of NorthBengal

Popular Hill stations: Kurseong(35kms),Darjeeling(65kms),Kalimpong(72kms),Gangtok (118kms),Pelling (135 kms), Ravangla (120 kms), Nathula pass (175 kms)

Popular destinations in Dooars: GorumaraNationalPark(70kms),Samsing(155kms),Buxa tigerreserve (160 kms),Chapramari (80 kms), Jaldapara (155kms)

Patrons

**Hon'ble Vice Chancellor, University of North Bengal
Prof. Rama Prasad Banerjee, Chairperson, EIILM**

Organizing Committee

Prof. Samirendra Nath Dhar	-Director of the Conference
Dr. Gangotree Ghosh (Head of the Dept.)	- Organizing Secretary
Prof. Dipen Ray	-Academic and Technical Advisor
Dr. Debasis Bhattacharya	-Academic and Technical Advisor
Dr. Joy Sarkar	-Treasurer
Dr. Soumitra Sarkar	-Joint Treasurer
Mrs. Saraswati Lama	-Liaison and venue administrator
Dr. Jamaluddeen	-Technical administrator

Contact persons

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