



ICSD 2024

INTERNATIONAL CONFERENCE ON
SUSTAINABILITY AND DIGITALIZATION

**DEPARTMENT OF
MANAGEMENT**

SMBS

JAMIA HAMDARD

Invites You to an

International Conference on
Sustainability and Digitalization

Business, Economic & Societal Perspective

12th - 13th November, 2024

Venue: Jamia Hamdard

ICSD 2024



ICSD 2024

INTERNATIONAL CONFERENCE ON
SUSTAINABILITY AND DIGITALIZATION

**DEPARTMENT OF
MANAGEMENT**
SMBS, JAMIA HAMDARD

Invites You to an

International conference on
Sustainability and Digitalization

Business, Economic & Societal Perspective

12th - 13th November, 2024

ICSD 2024

Venue: Jamia Hamdard



ICSD 2024

INTERNATIONAL CONFERENCE ON
SUSTAINABILITY AND DIGITALIZATION

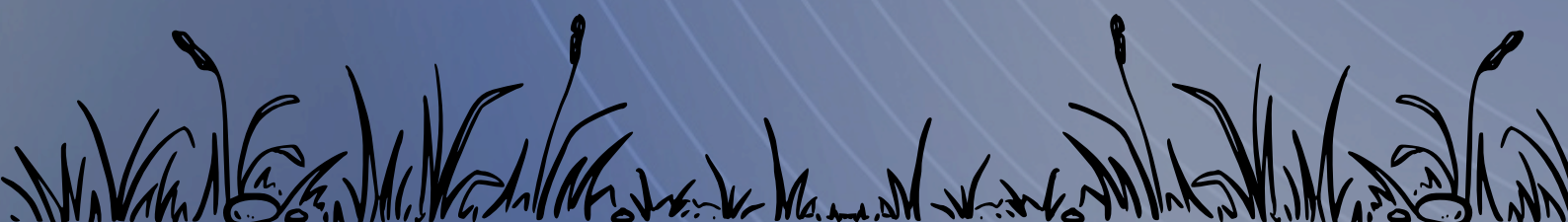
OBJECTIVES

International Conference on Sustainability and Digitalization

"Sustainability" and "Digitalization" are two critical dimensions of today's world that will decide much about the future course of action for the whole humanity.

This has led us to the theme of the international conference i.e. Sustainability and Digitalization. It is an enthusiastic attempt to inspire, encourage and support the scholars belonging to diverse fields to present and share their research work with the academic and marketing fraternity.

The research works presented in the conference are expected to enlighten the stakeholders with various findings related to the field of sustainability and digital transformations. The participants will be able to get acquainted with existing and potential sustainable business practices across the industries align with potential status of Digital India, related challenges and sustainable solutions. The forum will facilitate interaction among stakeholders inside and outside their respective disciplines to enjoy the fellowship of other professionals and scholars in the field.





ICSD 2024

INTERNATIONAL CONFERENCE ON
SUSTAINABILITY AND DIGITALIZATION

ADVISORY BOARD

INTERNATIONAL CONFERENCE ON SUSTAINABILITY AND DIGITALIZATION

Prof. Dr. Mohammed Chowdhury, New York School of Career and Applied Studies, Touro University, New York
Prof. Dr. Flávio de São Pedro Filho, Professor and Researcher, Federal University of Rondônia.
Prof. Dr. Zahurul Alam, Faculty of Business Administration, University of Chittagong, Bangladesh.
Prof. Mohammad Zulfeequear Alam, Department of Marketing, University of Business and Technology
Prof. B. Koteswara Rao Naik, Indian Institute of Management, Mumbai
Prof. P. Ramlal, National Institute of Technology, Warangal.
Prof K V Jayakumar, IIT Dharwad.
Prof. M. Affan Badar, Bailey College of Engineering and Technology, Indiana State University, USA.
Prof. Rehan Khan Suri, Jamia Millia Islamia.
Prof. Pushpendra Priyadarshi, IIM Lucknow.
Prof. Dr. Reshma Nasreen, Department of Management, Jamia Hamdard
Prof. Dr. Sana Beg, Department of Management, Jamia Hamdard
Prof. Dr. Syed Nadimul Haque, Department of Management, Jamia Hamdard
Prof. Dr. Md. Shahnawaz Abdin, Department of Management, Jamia Hamdard
Prof. Dr. SyeedunNisa, Department of Management, Jamia Hamdard
Dr. Moon Moon Haque, College of Healthcare Management and Economics, Gulf Medical University, UAE.
Dr. M. Abdul Mujeebu, Imam Abdulrahman Bin Faisal University, Dammam, Saudi Arabia.
Dr. Arqum Mateen, Associate Professor, Indian Institute of Management Kozhikode.
Dr. Mohd Asif Shah, Department of Economics, Kardan University, Kabul, Afghanistan.
Dr. Khalid Raza, Department of Computer Science, Jamia Millia Islamia
Dr. Noria Farooqui, Department of Management, Jamia Hamdard
Dr. Sadaf Sirai, Department of Management, Jamia Hamdard
Dr. Nudrat Moini Rahman, Department of Management, Jamia Hamdard





ICSD 2024

INTERNATIONAL CONFERENCE ON
SUSTAINABILITY AND DIGITALIZATION

JAMIA HAMDARD

JAMIA HAMDARD

Jamia Hamdard, a deemed to be University is an institute of higher education located in New Delhi, India. It was inaugurated by late Shri Rajeev Gandhi on August 01, 1989. The university is a NAAC A accredited university which was also recommended as the institute of eminence by the Ministry of Human Resource Development in the year 2019.



SCHOOL OF MANAGEMENT & BUSINESS STUDIES

Management education was introduced in Jamia Hamdard in the year 1998. Since then, it has become one of the important units of the University. The School of Management & Business Studies (SMBS) has three departments namely, Department of Management, Department of Healthcare & Pharmaceutical Management and Department of Hotel Management and Catering Technology. Today more than 1200 students are enrolled in the school for various PG and UG courses. Owing to the core competencies of the faculty, the school has made a name for itself, both among industry erudite and intelligentsia.

DEPARTMENT OF MANAGEMENT

The Department of Management Studies was established in the year 1998, offering MBA Program with specializations in Marketing, Finance, Human Resource, Operations Management and IT Management. Two more specializations have been added over the period, namely International Business and Entrepreneurship. Ever since its inception, the department has aimed at broadening students 'outlook, strengthening their soft skills, with emphasis on the personality development of the student. In the year 2014, the Bachelors Program of BBA was initiated, which has been a well-received program. In the year 2020, the Department also started offering B.Com. The department invites guest speakers from the industry to interact with the students and give insights in contemporary issues and developments. To develop academic excellence, the Department of Management offers full time and part time doctoral (Ph.D.) program in Management in various areas of expertise.



ICSD 2024

INTERNATIONAL CONFERENCE ON
SUSTAINABILITY AND DIGITALIZATION

ICSD 2024

INTERNATIONAL CONFERENCE ON
SUSTAINABILITY AND DIGITALIZATION

CHIEF PATRONS



JANAB HAMMAD AHMED

Hon'ble Chancellor



PROF. M. AFSHAR ALAM

Hon'ble Vice Chancellor

PATRONS



PROF.(DR.) RESHMA NASREEN

Dean, School of Management and Business Studies



PROF.(DR.) SANA BEG

Head, Department of Management

CONVENORS



DR. ASAD AHMAD

Assistant Professor
Department of Management



DR. MOHAMMED JAMSHED

Assistant Professor
Department of Management

CO-CONVENERS

DR. ABDULLAH (+918439055448)

DR. BABAR ALI KHAN (+919455717186)

DR. FAIZAN KHAN SHERWANI (+918077003181)

DR. MOHD SHAFEEQ (+919873475996)

Dr. VARDHA SAGHIR (+919891809344)



ICSD 2024

INTERNATIONAL CONFERENCE ON
SUSTAINABILITY AND DIGITALIZATION

ENSURING A SUSTAINABLE AND EQUITABLE FUTURE

I sincerely thank the leadership of Jamia Hamdard, our chief Patron and mentor Prof. Afshar Alam (Hon'ble VC) for guiding us in organizing the 2nd edition of the International Conference. Our collective global efforts to create a sustainable, equitable, clean, and green planet is the need for today. I look forward to continue my efforts of making sustainable development a globally shared goal.



PROF. (DR.) RESHMA NASREEN
Dean, SMBS, Jamia Hamdard

I believe the conference will be offering us a platform to share our findings related to Sustainability and Digitalization to the global community. I am grateful to the administration of Jamia Hamdard to support us in organizing our 2nd edition of the conference. I would also congratulate the organizing team to plan such an interesting and important topic of discussion. I look forward to have these kind of events on a regular basis where we would discuss sustainable development which needs to be a globally shared goal.



PROF. (DR.) SANA BEG
Head, Department of Management,
Jamia Hamdard



CALL FOR PAPERS

Department of Management, SMBS, Jamia Hamdard, New Delhi invite research scholars, academicians, and management practitioners to present their research work in the 2nd International Conference on "Sustainability and Digitalization" to be held on 12th and 13th of November, 2024.

FOLLOWING ARE THE THEMES FOR THE PAPER SUBMISSIONS, BUT NOT LIMITED TO

- Marketing Practices
- Consumer Behavior and Psychology
- Financial Services and Fintech
- Banking and Micro-Finance
- Green Finance, Neuro Finance
- Behavioral Finance
- Sustainability Reporting, SRI & ESG Strategies
- AI, Blockchain and Cryptocurrency
- Banking and Micro-Finance
- Food and Agri-Business
- Economics & Public Policy
- Pharmacy & Community Medicine
- Human Resource Practices
- Organizational Behavior
- Corporate Governance and CSR
- Entrepreneurship & General Management
- International Business & Trade Policy
- Health and Hospital Management
- Tourism and Hospitality Management
- Operations and Supply Chain Management



ICSD 2024

INTERNATIONAL CONFERENCE ON
SUSTAINABILITY AND DIGITALIZATION

SUBMISSION GUIDELINES

Please submit the extended abstract (1000–2000 words) and Full Paper (5000–7000 words), excluding references.

THE ABSTRACT SHOULD COVER:

- ✓ Research Gap and Research Problem
- ✓ The Objective of the Study and Summary within 250 words
- ✓ Research Methodology
- ✓ Findings of the Study
- ✓ Implications of the Study

FORMATTING:

- ▶ Use Times New Roman 12-point font, double spaced, 1-inch (2.5 cm) margin all around
- ▶ In text citations and references should follow the American Psychological Association (APA) style.
- ▶ 8.5" × 11" (A4) page setting. References may be single-spaced

LAST DATE TO SUBMIT ABSTRACT : **September 25th, 2024**

LAST DATE TO SUBMIT FULL PAPER UPON ACCEPTANCE: **October 25th, 2024**

CONFERENCE DATE : **12th and 13th November, 2024**

VENUE : **Jamia Hamdard, New Delhi**

Selective High-Quality Research Papers from Each Technical Session will be Considered for Best Paper Award

PUBLICATION OPPORTUNITIES

Selected Papers will be recommended for publication in Scopus indexed/UGC listed Journals and an edited book (ISBN).



ICSD 2024

INTERNATIONAL CONFERENCE ON
SUSTAINABILITY AND DIGITALIZATION

REGISTRATION

On receiving the Acceptance of your Extended Abstract, you may proceed for Registration.

Steps for registration are as follows:

- Fee Payment in the Account (See Details on the Right).
- Save the transaction details in image or pdf Format.
- Click on the link or Scan the QR code. A form will appear, fill up the details and submit the form.

ACCOUNT DETAILS

- **Account No.:** 0915010950000001
- **Beneficiary Name:** JAMIA HAMDARD SFS
- **IFSC Code:** JAKA0JAMIAH
- **SWIFT Code:** JAKAINBB
- **MICR:** 110051038
- **Bank Name:** J&K Bank, Jamia Hamdard Branch

Note: 0 in the IFSC Code is a numerical "Zero".

REGISTRATION FEES

- **International Participants:** USD 75
- **Corporates:** INR 3000
- **Academicians:** INR 2000
- **Research Scholars:** INR 1200
- **Students:** 800

For Abstract Submission

<https://forms.gle/WweDwDEqph6EEien7>



ICSD 2024

ICSD 2024

INTERNATIONAL CONFERENCE ON
SUSTAINABILITY AND DIGITALIZATION

QUERY
SUBMISSION_ICSD@JAMIAHAMDARD.AC.IN

+91- 96546 31656, +91 97113 60703

