



AMITY SCHOOL  
OF ECONOMICS

VIRTUAL 4TH NATIONAL CONFERENCE ON

# SUSTAINABLE DEVELOPMENT GOALS- LESSONS AND CHALLENGES IN THE VUCA WORLD

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DATE: 18TH & 19TH MARCH 2021

# About Amity University

Established over 2 decades ago, Amity today, is home to over 175,000 brilliant students across Pre-nursery to Ph.D. levels pursuing more than 400 Programmes in 60 diverse disciplines. Today the Group comprises of 10 Universities, 28 schools and 16 international campuses across London, Dubai, Singapore, New York, San Francisco, Abu Dhabi, Mauritius, Sharjah, South Africa, Amsterdam, Tashkent, and Nairobi, besides India. Amity University, the flagship institution of Amity Education Group, has been ranked among the top 3% universities globally by QS and THE (the world's leading university ranking organizations). Amity has also awarded over 2000 Fellowships to brilliant researchers who have the capability to carry out path-breaking research in thrust areas. Amity's overall focus on employability and industry centric experiential learning for students has led to over 36,000 campus placements in the last years. Today the Amity alumni community is over 120,000 strong who are pursuing careers in top organizations or have been selected for further studies by leading global universities.

## About Amity School of Economics

Amity School of Economics was established as a paragon institute in Economics, under the aegis of Amity University in 2009, and it branched out with its Bachelor's programme with an extensive course structure divided over 6 semesters. Since then the department has witnessed significant growth with establishment of M.A Economics in 2010, B.A.(Hons.) PPE in 2011, B.A.(Hons) Economics+B.ed in 2018, B.A(Hons.) Business Economics in 2019 and M.A Business Economics in 2019. It also offers Ph.D. in Economics (Full time and Part time). Today ASE offers both undergraduate and postgraduate programmes combining all of the core analytical and quantitative techniques required by modern economic graduates. The programme is devised to create & cradle a new class of budding academicians & professionals, whose strong foundation is laid not only through the study of pure economics, but with the flair of other disciplines such as Management, Foreign languages, Environment and Politics. ASE aims to provide a stimulating environment for learning as the courses are regularly updated with respect to market demand, as well as the sharpening the communication on skills of students through regular discussions and presentations on contemporary issues and debates.

# About the Conference

The idea of development has evolved itself and the world today has joined hands to set its goals and targets and achieve the same. Accordingly, Sustainable Development Goals (SDG) have been set wherein all the aspects of human development are taken care of. The SDGs are specifically aimed to eliminate poverty and hunger, ensure good health and well-being, provide quality education to all, ensure gender equality, provide clean water and sanitation. Sustainable development will need to be inclusive and take special care of the needs of the poorest and most vulnerable. Strategies 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 humbled even those holding the most powerful positions, compelling 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. In line with our previous conferences, Amity School of Economics presents its 4th conference titled "Sustainable development Goals: Lessons and Challenges in VUCA World."

## Objectives

The conference focuses on addressing issues related to various SDGs and their scope in making an efficient use of existing resources. The important objectives of the conference are:

- To generate wide spread awareness about the importance and relevance of SDGs towards achieving socio-economic growth and development.
- To encourage and motivate young budding researchers to understand the intricacies of SDGs and its Challenges in VUCA world.
- To provide an interdisciplinary forum on global sustainable development for practitioners and academicians.
- To propose multidisciplinary policies for economic, sociopolitical, cultural, and institutional changes.

# Conference Themes

*Papers may be sent on the following sub-themes that form the 17 goals that have been adopted to transform the world:*

## **Track 1: Sustainable Development and New Business Models in Marketing**

*Marketing Analytics, Business Intelligence & Automation*

*Social & Digital Media Marketing*

*Green Marketing & Consumerism*

*Tourism & Sports Marketing*

*E-Commerce Marketing & Digital Platforms*

*Rural Consumers & Marketing Strategies*

## **Track 2: Sustainable Development and New Dimensions in HRM & OB**

*Employee Retention In Dynamic Environment*

*Sustainable Green HRM practices*

*Sustainable Talent management and acquisition*

*Organizational Culture & Employee Engagement*

*Diversity & Inclusion (Gender diversity, Transgender, LGBT etc.)*

*Work-life Balance and Stress Management*

*Artificial Intelligence in HR*

## **Track 3: Sustainable Development and Social Innovation in Finance & Accounting**

*Sustainable Micro-Finance & Rural Development*

*Sustainable/Green Investing Innovative Economic Strategies for Financial Inclusion*

*Sustainable Financial Performance & Accounting Practices*

*Financial Innovation, Engineering & Analytics*

*Global Taxation Practices*

*Crypto Currency & Block Chain*

*Digital Banking Practices, Paytm & E-wallet*

## **Track 4: Sustainable Development and Social Innovation in Business Ethos**

*Corporate Governance & CSR*

*Human values in current scenario*

*Management ethics in 2021*

*Social responsibility in International Business*

*Sustainability practices in today's environment*

## **Track 5: Sustainable Development and Socio Economic aspects**

*Agricultural sustainability*

*Emissions goals by 2030*

*Human capital development*

*Urban Development*

*Effective Industrial Policy to Achieve the SDGs*

# Guidelines for Paper Submission

## Abstract Submission Process

You are invited to send your abstract to the “Virtual 4th National Conference on Sustainable Development Goals: Lessons and Challenges in the VUCA World”, you have to send your abstract on or before the abstract submission deadline of 10th February 2021. After review and approval, we will send you the abstract acceptance notification. Upon payment of the registration fee, your presentation will be confirmed and a unique registration ID will be issued.

## How to Submit

- Please submit the abstract to the respective conference convener on this email ID-nsidana@amity.edu.
- The acceptable word range for the abstract is 300-500 words, including 3 to 5 keywords at the bottom.
- Please send in a brief biography including your credentials and mailing IDs together with the Abstract.
- Submit, if possible, well before the submission deadline in order to avoid last minute potential hassles.

## Full Paper Guidelines

If your abstract is accepted and you have paid the registration fee for the 'Virtual 4th National Conference on Sustainable Development Goals: Lessons and Challenges in the VUCA World', you are encouraged to submit your full papers before 20th February 2021. We accept the submission of high quality papers describing original and unpublished results of conceptual, constructive, experimental and theoretical work or research in progress in all of the areas mentioned in the focus area.

For the purpose of publication the similarity index will be as per the respective publishers' guidelines. The format of the paper should be in APA.

# Formatting and Paper Length Limit

**PAPER LENGTH** **FULL PAPER: WITHIN 12 PAGES, INCLUDING REFERENCES, TABLES/ CHARTS AND KEYWORDS**

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**ABSTRACT LENGTH/  
FULL-PAPER  
LENGTH** **300-500 WORDS/  
UP TO 5000 WORDS**

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**KEY WORDS** **3-5 WORDS**

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**FONT** **12-POINT TIMES NEW  
ROMAN**

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**PARAGRAPH** **DOUBLE-SPACED**

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**MARGIN** **NORMAL**

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**PAGE NUMBERS** **BOTTOM-CENTERED**

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**FORMAT** **MS WORD-COMPATIBLE  
FILE**

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# PUBLICATION OPPORTUNITIES

ORGANISATIONAL TRANSFORMATION USING TECHNOLOGICAL INNOVATION.  
(IGI GLOBAL SPECIAL ISSUE)

THE CHALLENGE AND NEW OPPORTUNITIES FOR HIGHER EDUCATION INDUSTRY IN A PANDEMIC ENVIRONMENT.  
(TAYLOR & FRANCIS)

EMOTIONAL INTELLIGENCE FOR LEADERSHIP EFFECTIVENESS: MANAGEMENT OPPORTUNITIES AND CHALLENGES DURING  
TIMES OF CRISIS. (TAYLOR & FRANCIS)

## IMPORTANT DATES

LAST DATE OF  
SUBMISSION OF  
ABSTRACT 10TH FEBRUARY  
2021

ACCEPTANCE OF  
ABSTRACT 12TH FEBRUARY  
2021

LAST DATE OF FULL PAPER  
SUBMISSION 20TH FEBRUARY 2021  
(FULL PAPERS  
RECEIVED BY THIS  
DATE WILL ONLY BE  
CONSIDERED FOR  
PUBLICATION)

## CATEGORY OF PARTICIPANTS (AUTHORS) REGISTRATION FEES (INR):

INDUSTRY  
PROFESSIONALS 2500

ACADEMICIANS 1500

STUDENTS / RESEARCH  
SCHOLARS 1000

***There will be no registration fees for delegates/listeners.  
Registration fees includes applicable taxes.***

PLEASE FILL THE REGISTRATION FORM AVAILABLE ON THE WEBSITE OF  
AMITY SCHOOL OF ECONOMICS. REGISTRATION FEES SHOULD BE  
SUBMITTED ONLINE DIRECTLY THROUGH THE LINK PROVIDED ON THE  
WEBSITE.

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