



# PACIFIC INSTITUTE OF MANAGEMENT

PACIFIC ACADEMY OF HIGHER EDUCATION AND RESEARCH UNIVERSITY, UDAIPUR

&



# PACIFIC BUSINESS SCHOOL

RAJASTHAN TECHNICAL UNIVERSITY, KOTA

Jointly Organise the

## 12<sup>th</sup> INTERNATIONAL CONFERENCE

On

# Sustainable Global Trends : Planet, People and Profit

16-17 April, 2021

**Online Mode**

**Publication Opportunity in Approved CARE listed (Group - II) Journal,  
Peer Reviewed Journal & in Edited Book with ISBN**

### RESEARCH JOURNALS

Pacific Business Review International (Impact Factor : 6.56)	(ISSN : 0974-483X)
Unnati - The Business Journal (Impact Factor : 6.19)	(ISSN : 2319-1740)
Pacific University Journal of Social Sciences (Impact Factor : 4.276)	(ISSN : 2456-7477)
Pacific university Journal of Science and Technology	(ISSN : 2456-916X)
Pacific Journal of Medical and Health Sciences	(ISSN : 2456-7450)
Pacific University Journal of Medical Sciences	(ISSN : 2456-7469)
Pacific Journal of Dentistry	(ISSN : 2456-8872)
Pacific Hospitality Review	(ISSN : 2320-1398)

## ABOUT THE CONFERENCE

There has always been a great effort to produce knowledge that is both academic and applicable to practicing managers. The issues pertaining to social relevance of academic research carried out in the ecosystem of higher education and questions about its relevance to the needs of the nation for faster social economic growth hardly figures in any platform. PAHER University strives to bridge this gap by regularly organizing conferences that address and challenge search thought-provoking thrust areas. **People Profit and Planet that 3Ps** have been the central engine of economic growth but what is significant about the past decade is the acceleration in the pace of change. The decision makers and of facing a challenging task to obtain and equilibrium amongst these 3Ps. The global business and management is at the cusp of a metamorphosis, and this conference aims to provide a platform to the discerning participants to deliberate this cusp of metamorphosis the global business and management.

## ABOUT ORGANISORS

### PACIFIC INSTITUTE OF MANAGEMENT

Pacific Institute of Management in its pursuit of excellence in education has brought Udaipur on the National Map of Management Education. It was the 1<sup>st</sup> private B-School established in 1997 in the lake city.

- To build managerial skill through real life experience is the hallmark of the Institute's standards and has now created a unique place in the educational world.
- The Institute has to its credit the heritage of Teaching Support from BSE, MCX, AIMA, SPSS, E-4 Development, Regular Seminars and Workshops, Regular Student Development Programmes etc. All these efforts are undertaken to ensure complete personality development of our students, leading to creation of successful managers.
- Pacificians have outperformed in various intercollegiate competitions and received overwhelming laurels worldwide.

### PACIFIC BUSINESS SCHOOL

Established in 2009, Pacific Business School ranked amongst the top business schools in India Spotting the potential going minds and building capabilities worthy of an entrepreneurial –Manager is the raison d'etre for the institute. The institutes offers two years P.G. Programme leading to Master's degree in Management (MBA) awarded by Rajasthan Technical University, Kota to create an ensemble of excellence.

### PACIFIC GROUP OF INSTITUTIONS



Promoting Education Since 1997

4 Universities

2 Medical Colleges

6 Dental Colleges

More than 24 Colleges ...

- Established in 1997, the Pacific Group of Institutes has made a mark on the educational map of India.
- The University provides higher education in the diverse fields of Engineering, Management, Dentistry, Pharmacy, Computer Application, Hotel Management, Fire & Safety Management, Polytechnic Diploma, Mass Communication, Fashion Technology, Education, Arts, Law, Commerce, Agriculture, Yoga, Dairy & Food Technology, Basic & Applied Sciences, M.Phil. and Research Programmes (Ph.D.) in all relevant disciplines.
- The Pacific Dental College has the reputation of being No. 1 in India owing to the fact that it holds highest turn-out in the OPD and maximum practical exposure to its students.



# CONFERENCE OBJECTIVES & SUB THEMES

This conference is designed to disseminate the latest research works and advances in the business and management to the global society. Theme has relevance to the educationists, business organizations, researchers, academicians, industrialists and policy makers. Original research papers, practice paper and case studies on the following broad topics, but not limited to, are welcome to be submitted for the conference.

## TRACK-1 PLANET : ENVIRONMENT, EDUCATION & SOCIETY

- Make In India
- Ease of Doing Business
- Sustainable Applications & Development Policies
- Upskilling and Reskilling of Workforce
- Knowledge Economy
- Innovations in Micro & SMEs
- Social Enterprises
- Managing Work from Home Workforce
- New Education Policy
- Teaching pedagogy, Psychology
- E-Learning
- Renewable Energy
- Climate Change
- Environmental Assessments
- Sustainable Agriculture
- Carbon Pricing
- Waste Management
- Clean Energy
- Air Pollution
- Water Pollution
- Developing Environmental Friendly Technology
- Products and Services
- Green Innovations
- Socioeconomic Development and Welfare
- Health Care Management
- Global Economy Post Pandemic

## TRACK - 2 PEOPLE : HRM & ETHICS

- Leadership in Changing World
- Design Thinking in HR
- Developing Talent for Future
- Attracting, Engaging and Retaining Talent
- Employee Relations
- Workplace Diversity and Inclusion
- Technology Driven HR
- HRM and Sustainability
- Green HRM
- CSR
- Performance Management
- E- HRM
- Strategic Issues in HRM
- Industrial Relations
- Public Relations
- Training & Development
- Diversity Management
- Business Ethics & Values
- Spiritual Lifestyle.

## TRACK - 3 PROMOTION : MARKETING PRACTICES

- Consumer Behavior
- Services Marketing
- Green Marketing
- Digital Marketing
- Omni-Channel Marketing
- Sales Management
- Franchising
- Branding
- CRM
- Tourism Hospitality
- Marketing Criticism
- Customer Engagement
- Social Media Marketing
- Sports Marketing

## TRACK - 4 PROFIT : FINANCE & ECONOMICS

- Insurance and Financial Services
- Behavioral Finance and Financial Models
- Derivatives & Risk Management
- Commodity & Forex Markets
- Fin-Tech and Financial Analytics
- Financial Accounting
- Mutual Funds
- Microeconomics
- Macroeconomics
- Fiscal Policy
- Digital Banking
- Monetary Policy
- Corporate Finance
- Venture Capital and Private Equity
- FDI/ FII
- Global Financial Architecture

## TRACK- 5 PROCESS : OPERATIONS & TECHNOLOGY

- Supply Chain Management
- Green Manufacturing
- Sustainable Product Management
- Logistics
- Sustainable Projects
- BPR
- Quality
- Internet of Things (IOT)
- Business Analytics
- Business Intelligence
- Cyber Security
- Data Communication
- Cloud computing
- AI and Blockchain

### IMPORTANT DATES

Abstract Submission	Feb. 28, 2021
Acceptance Decision	March 05, 2021
Full Paper Submission	March 25, 2021
Early Registration	March 25, 2021
Regular Registration	April 10, 2021

### REGISTRATION FEE

Category	Upto March 25, 2021	After March 25, 2021
Business Executives	Rs. 800	Rs. 1000
Faculty Members	Rs. 600	Rs. 8,00
Scholars/ Students	Rs. 400	Rs.500
International Participants	\$ 30	\$ 50

# GUIDELINES FOR AUTHORS

**Abstract** not more than 200 words, should have the purpose, design/Methodology/ Approach, Findings, Managerial Implications, Scope for future work, limitations and references. It should also include up to five key words about the paper. Maximum Number of authors in a paper should not exceed four.

**Click to Submit your abstract - <https://tinyurl.com/PUconAbstract>**

**Full papers** should not exceed 3500 words. The paper should have a cover page giving the title, author's name, complete address, telephone number and email of the authors. In case of co-authors, these details should also be provided for each co-author. Correspondence will be sent to the first named author unless otherwise indicated.

The second page should contain the title and an abstract of 200 words. It should also include up to five key words about the paper. The second page should not include the author's name. the paper should begin from the third page. Submit your full paper and register on the link given in abstract acceptance letter.

**Margins:** 2.5 cm or 1 inch, **Font:** Times New Roman, 12 point, **Spacing:** 1.5, **References:** APA

**Certificate:** E-certificate will be issued for presenting a paper/ in absentia / attending the conference only to registered participants.

## PATRONS

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## Conference Venue

**PACIFIC ACADEMY OF HIGHER EDUCATION AND RESEARCH UNIVERSITY, UDAIPUR**

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