



International Seminar on Business & Sustainability

Organised by :
Department of Commerce,
St. Edmund's College
In Collaboration with Bizz
Builders Club and IQAC

- 🌐 **Venue:** St. Edmund's College, Shillong, Meghalaya
- @ **Email:** internationalseminarbns.com.sec@gmail.com
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ABOUT THE INSTITUTION

Established in the year 1923, with a clear objective of serving the society through creating a committed, educated and empowered human capital. St. Edmund's College which is the oldest institution of higher education in the state of Meghalaya and second oldest in the entire North East, celebrated its Centenary year (2022-2023) with a great zeal and enthusiasm by laying emphasis on academic and extracurricular activities.

The institution managed by the Congregation of Christian Brothers in India with its Headquarters in St. Columbu's, New Delhi, St. Edmund's has always been striving for excellence in academic as well as extracurricular activities. During the early years, the College offered Senior Cambridge courses and was affiliated to the Cambridge Board. Subsequently, with the introduction of UG Arts and BT courses, the affiliation was shifted to Calcutta University followed by Guwahati University, post-Independence. In 1974, once the North Eastern Hill University had been set up, the College was brought under the care of NEHU.

St. Edmund's is a multi-stream, coeducational college that offers 22 courses (21 UG and 1 PG) with a student strength of more than 3000 comprising representatives of various ethnic, linguistic, religious and cultural backgrounds from across the country and beyond. As an institute of eminence, the college also celebrates, among other things, a deep trust in the Divine, a keen desire to herald in a better world, a quest for excellence and a firm conviction to stay relevant in the ever-evolving education scene in the country.

ABOUT THE DEPARTMENT

The inception of the Undergraduate Department of Commerce dates back to 1997, under the leadership of the then Principal, Br. EV. Miranda and Dr. K.K. Elizabeth, a founding member. The primary programme offered by the department is Bachelor of Commerce (B.Com) with specializations offered in Accounting & Finance and Management. Embracing a holistic approach to education, the department seamlessly integrates the technological methods with the time-honoured teaching approaches. The department also provides mentoring sessions to assist the students on a personal level. The remarkable success is reflected in consistent positive university results and a network of accomplished alumni in diverse fields.

As part of the centenary celebrations of the college, the department coordinated a seminar on 'Proactive, Progressive and Sustainable Meghalaya – Role of Entrepreneurship', in collaboration with Bizz-Builders. The department of commerce as part of its 25 year celebration organised a Panel Discussion on "Securing the future of graduating students of Meghalaya" which was chaired by a host of eminent personalities from diverse backgrounds.

Now, to mark the success of the illustrious twenty-six years journey of the Department of Commerce, it is organising this grand international seminar on the intersection of 'Business & Sustainability', which reflects department's commitment to prepare students for a diverse, interconnected and sustainable world.

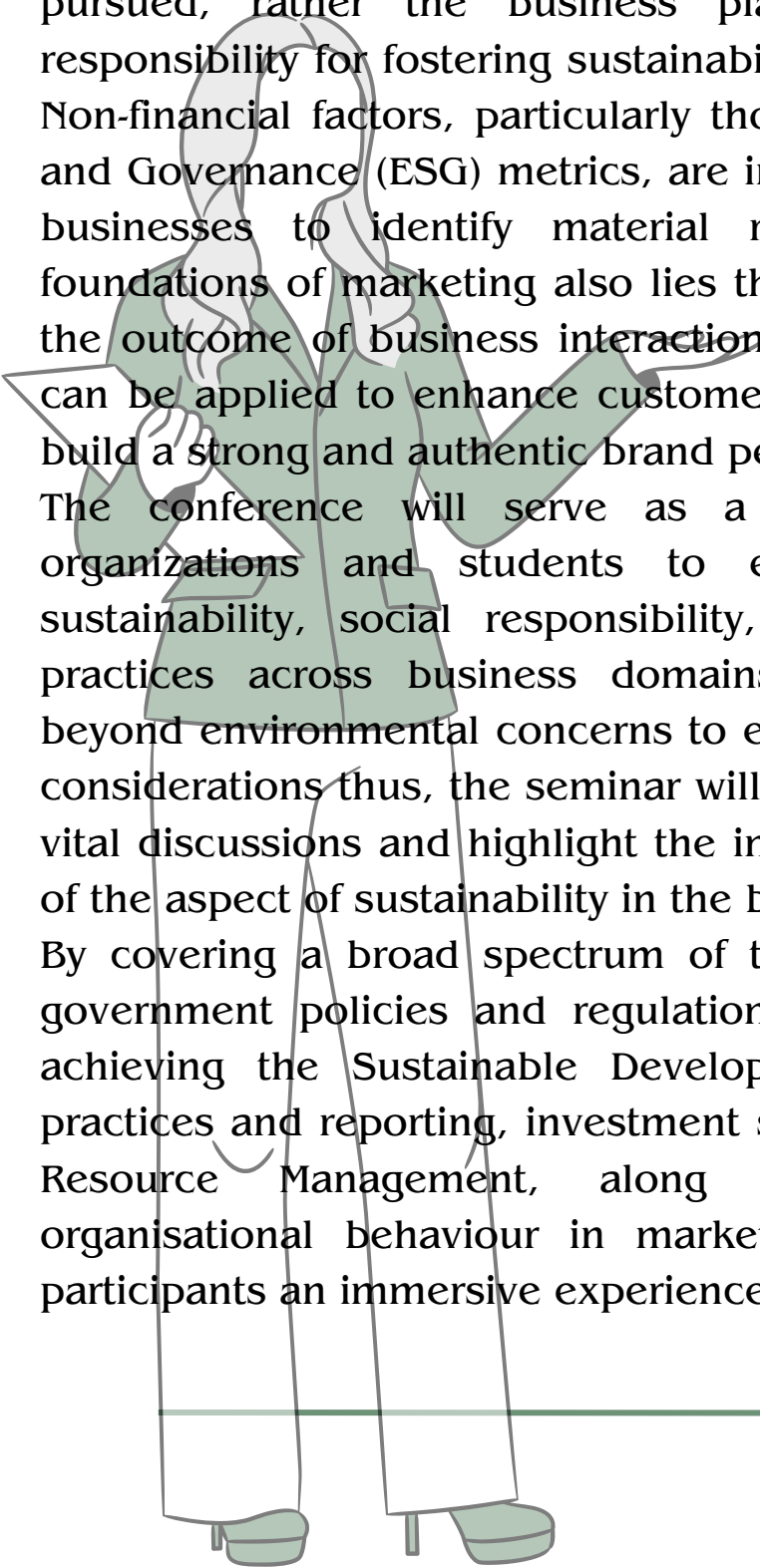


ABOUT THE SEMINAR

Sustainability fosters innovation as businesses actively pursue more efficient and environment-friendly solutions. Companies that weave sustainability into their operations are more adept at recognising and addressing risks across environmental, social, and economic dimensions, thereby enhancing their resilience and comprehensive success. Sustainable practices are strategic in a rapidly changing global landscape. Wealth maximization alone is no more pursued, rather the business players increasingly seek to embrace responsibility for fostering sustainability within the environment and society. Non-financial factors, particularly those aligned with Environmental, Social, and Governance (ESG) metrics, are incorporated into the analysis process of businesses to identify material risks and growth prospects. At the foundations of marketing also lies the organisational behaviour that shapes the outcome of business interactions. The insights drawn from its analysis can be applied to enhance customer understanding, foster innovation, and build a strong and authentic brand perception.

The conference will serve as a platform for experts, academicians, organizations and students to exchange ideas and knowledge on sustainability, social responsibility, behavioural finance and accounting practices across business domains. Sustainability in business extends beyond environmental concerns to encompass economic, social and ethical considerations thus, the seminar will serve as a forum for the culmination of vital discussions and highlight the indispensable need for the consideration of the aspect of sustainability in the business environment.

By covering a broad spectrum of topics related to sustainability like the government policies and regulations which have been modified towards achieving the Sustainable Development Goals (SDGs) 2030, corporate practices and reporting, investment strategies, and developments in Human Resource Management, along with intriguing considerations on organisational behaviour in marketing, the conference intends to offer participants an immersive experience.



ABOUT SHILLONG

Shillong, often known as the "Scotland of the East" and the "Rock Capital of India," and also the "Educational Hub" stands as the scenic capital of Meghalaya. Nestled on a plateau in North-eastern India, at an elevation of 5,003 feet, Shillong offers a unique blend of natural beauty and cultural richness. Renowned for its Golf Course, cherry blossoms, and pine forests, the city's natural beauty makes it a notable destination. It also houses educational institutions like the North-Eastern Hill University, contributing to the intellectual landscape of the region. Shillong is a dynamic city that combines its beautiful natural surroundings with a strong economic and cultural identity.

HOW TO REACH SHILLONG

BY BUS: There is direct Guwahati to Shillong bus service and this is the most convenient way to travel. The distance from Guwahati to Shillong is approximately 100 km which takes 4 hours by bus.

BY CAR/CAB: Cab service is also available to cover the Guwahati to Shillong distance. Travelling from Guwahati to Shillong by car takes around 2 hours and 30 minutes via NH40 depending on the service and traffic conditions

BY TRAIN: The nearest railway station is Guwahati. It is 104 km from Shillong and very well connected with all major cities of India. Meghalaya Transport Corporation (MTC) has bus services coordinated with train arrivals at Guwahati. The bus services are available from 6 am till 5 pm.

BY AIR: There is a small airport at Umroi, about 35 km from Shillong. At present, Air India operates with ATR42 type of aircraft on this route. Buses/Taxis are available from Shillong to Umroi and back. Another convenient airport is the Gopinath Bordoloi Airport in Guwahati (128 km from Shillong) is connected to the rest of India with regular flights. Shared cabs (typically small cars from the Airport and larger Tata Sumos from Guwahati town center) are also available.

Weather: The temperatures in Shillong in April are comfortable with low of 16°C and high up to 26°C, and the beginning of the monsoon season.

CALL FOR PAPERS

Papers are invited from academicians, experts, research scholars from various disciplines, policy makers, bureaucrats, scientist, corporates and faculty of different colleges of our state (both urban and rural) as well as from the other colleges of the country as well as abroad for the seminar on any related topics mentioned below in the form of original research contribution that has not been published elsewhere in any manner. The decision about the acceptance of the paper will be communicated to the authors. The selected papers will be published in an international peer reviewed journal.

Accounting Practices & Sustainability

- 1)ESG Reporting and Disclosures
- 2)Micro Financing and SDGs
- 3)Net Zero Goals and Strategies
- 4)Corporate Governance
- 5)Carbon Accounting
- 6)Green Audit
- 7)Cash Management
- 8)IFRS & Ind AS
- 9)Integrated Reporting
- 10)Earnings Management
- 11)Forensic Accounting
- 12)Tax Management

Business Finance & Sustainability

- 1)Sustainable Finance
- 2)Sustainable Green Investment
- 3)Climate Change Finance
- 4)Fintech and Digital Banking
- 5)Artificial Intelligence, Machine Learning & Financial Analytics
- 6)SME Exchange
- 7)Block Chain and Crypto Currencies
- 8)Stock Markets, Mutual Funds and Derivatives
- 9)Financial Inclusion and Financial Literacy
- 10)Behavioural Finance
- 11)Green Accounting
- 12)Climate Change and Business
- 13)Sustainable Development and MSME

Marketing and Organisational Behaviour	Entrepreneurship & Sustainability
1)Workplace Resilience & Ethics 2)Hybrid Workplace & Remote Working 3)Work-life Balance & Stress Management 4)Knowledge Management 5)HR & Marketing Analytics 6)Sustainable Marketing 7)Social Media Marketing	1)Social Entrepreneurship 2)Start-ups 3)Venture Capital 4)Sustainable Micro-finance & Rural Development

Note-The above list of sub-themes are indicative and paper based on topics relevant to the conference theme will also be considered.



Important Dates

- 15th March, 2024 - Last date of receipt of Abstract***
- 20th March, 2024 - Notification of Acceptance***
- 7th April, 2024 - Last date of receipt of full paper***
- 7th April, 2024 - Last date of Registration***
- 26th April, 2024 - Date of Seminar***

REGISTRATION

**Students (UG/ PG) and Research Scholars:
Rs. 800 per participant**

**All other delegates :
Rs. 1000 per participant**

(Note :- Registration fee will be refunded once paper is accepted and presented)

Registration has to be done online. Fill the Google Form after paying the Registration Fees by Online Transfer or NEFT. Registration fee should be paid by the Author and Co-authors separately . Payment screenshot should be submitted while submitting registration form. Accommodation will be arranged subject to prior information and payment.

**Account details & link for
Registration-**

Will be notified after acceptance of the abstract .

Link for Abstract Submission-

<https://forms.gle/6VNungkj7f388MA36>



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 internationalseminarbns.com.sec@gmail.com by the 15th of March, 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 20th March, 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 international peer reviewed journal. The authors whose papers have been selected for publication will get a copy of the journal. 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 10 point, and the table description in bold, upper lower 10 point.

References: APA style (7th edition).

Method of Presentation

Selection of papers will be made by an internal screening committee and the decision of the screening committee shall be final and binding. Organisers would provide infrastructure for audio-visual presentation of the selected papers such as OHP, LCD Projector etc. The papers are expected to be academic, factual and suggestive in nature.

Address for Communication

All communications related to sending of abstract, papers, registration forms and any other information should be made to the following

emailid: internationalseminarbns.com.sec@gmail.com

Core Committee for International Seminar

Seminar coordinator:

Navin Chettri

**Joint Coordinator:**

Rajeev Chakravarty

Advisory Board

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Seminar Treasurer:

Dr. Dipankar Shome

Thank you!