



**ARKA JAIN**  
**University**  
Jharkhand



School of Commerce & Management's  
2-DAYS INTERNATIONAL CONFERENCE ON  
**NAVIGATING THE GLOBAL  
LANDSCAPE: EMBRACING  
SUSTAINABLE STRATEGIES  
IN BUSINESS AND ECONOMY**  
**26 - 27 JUNE 2024 || HYBRID MODE**



## Key Persons

### CHIEF -PATRON

**Dr. Easwaran Iyer**  
Vice Chancellor,  
ARKA JAIN University, Jharkhand

### PATRON

**Dr. Amit Kumar Srivastava**, Registrar, AJU  
**Dr.S.S.Razi**, Member,Board of Management, AJU  
**Prof. (Dr.) Angad Tiwary**, Dean Student Welfare  
**Mrs. Richa Garg**, Chief Finance & Accounts Officer, AJU

### ADVISORY COMMITTEE

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**Dr.Sonia Riyat**,HoD, Department of Research, AJU  
**Prof. (Dr.) Umesh Bamel** , Associate Professor, IMI Delhi  
**Dr. Sonu Dua**, Associate Professor,Khalsa College, Punjab  
**Dr.Ujjal Mukherjee**, Associate Professor , Institute of Public Enterprise, Hydrabad  
**Prof.(Dr.) Ravindra Rena**, Professor, Durban University of Technology, Republic of South Africa  
**Dr.Durga Prasad Samontaray**, Associate Professor, King Saud University  
**Dr. Rishi Raj**, Associate Director,Prairie View A&M University

### CONVENER

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### CO-CONVENER

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## About the Conference

International Conference on “Navigating the Global Landscape: Embracing Sustainable Strategies in Business and Economy” is our humble attempt to address and understand commerce and management opportunities, emerging issues, and challenges, as well as their relevance to the Indian context. Environmental accounting, human resource audit, micro-insurance, social audit, ethical investing, green marketing, international accounting and taxation, block chain technology and crypto currency, artificial intelligence and cloud computing, and many other issues have arisen in commerce and management. The seminar will analyse contemporary commerce, management and economic trends in detail. This seminar will be of great interest and importance to scholars and academicians. This seminar will also act as a great platform for networking and will help in exchange of ideas and thought processes across ethnicities..

## Our International Speakers



**Prof. (Dr.) Ravinder Rena**  
Professor of Economics,  
Durban University of Technology  
Republic of South Africa



**Dr. Durga Prasad Samontaray**  
Associate Professor - Finance  
College of Business Administration  
King Saud University (KSU)



**Dr. Rishi Raj**  
Associate Director  
MACH-III Center  
Prairie View A&M University



# SUB-THEMES

Financial Sector- Present and Future Challenges	Emerging trends in Marketing	Human Resource Management	Sustainability and Economic Development
Banking Sector and its loan policies Financial Inclusion Union Budget: 2023-24 Environmental Accounting Social Audit Ethical Investing Crypto Currency Artificial Intelligence Sustainable Financial development	Digital Marketing Advertising and Sales Promotion Sustainable Agricultural and Rural Marketing Service Marketing International Marketing Green Marketing Retail Marketing	Skill Enhancement and Employability Green HR practices Emerging issues in HR field Green Human Resource Interventions	UNDP Goals and Sustainable Economic Growth Challenges & Opportunities in pursuing sustainable development Foreign Direct investment and new venture creation Green Travel, Tourism and hospitality Sustainable Urban development Governmental Policies and sustainability

# DAY WISE SCHEDULE

DAY - 1				DAY - 2			
10:30 am - 1:00 pm	1:00 pm - 2:00 pm	2:00 pm - 3:30 pm			8:30 am - 12:00 noon	12:10 pm- 1:00 pm	1:00 pm onwards
<b>Inauguration</b>	<b>Lunch Break</b>	<b>TRACK - I Finance Track</b>	<b>TRACK -II Marketing Track</b>	<b>TRACK-III HR Track</b>	<b>TRACK- IV Sustainability &amp; ED Track</b>	<b>Valedictory</b>	<b>Lunch</b>



**CORE ORGANISING COMMITTEE**

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**ORGANISING MEMBER**

• <b>Dr.Rajeev Kumar Sinha</b>	• <b>Mr.Atul Pathak</b>	• <b>Dr.Pramod Kumar Singh</b>
• <b>Dr.Manoj Kumar Dash</b>	• <b>Mr.Ranjan Kumar</b>	• <b>Mr.Nishant Kumar</b>
• <b>Dr.Partha Priya Das</b>	• <b>Mr.Atalik Hussain Khan</b>	• <b>Mr.Somaditya Mazumdar</b>
• <b>Mr.Chanchal Mandal</b>	• <b>Ms.Suman Kumari</b>	• <b>Ms.Shashi Pathak</b>
• <b>Mr.Joydeep Dasgupta</b>	• <b>Mr.Prince Jaiswal</b>	• <b>Mr.Ratan Kumar Singh</b>
• <b>Mrs.Sunita Jha</b>	• <b>Ms.Seema Das</b>	• <b>Ms.Poonam Dabaria</b>

**CORE ORGANISING SUPPORT**

<b>Nazish Shahid</b>	<b>Amna Bibi</b>	<b>Priyanka Bera</b>
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*In association  
with our MoU  
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