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**SCHOOL OF COMMERCE & MANAGEMENT**

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**Department of Management****NOTICE****Ref No: AJU/SCoM/DoM/2024/644****Date: 07.06.2024**

Department of Management (BBA) is organizing a "2 Day International Conference on "Navigating the Global Landscape: Embracing Sustainable Strategies in Business and Economy" on 26<sup>th</sup> & 27<sup>th</sup> June 2024 in Hybrid mode.

**Important Deadlines:**

Abstract Submission Deadline – 12 June 2024

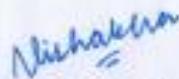
Notification of Abstract Acceptance – 15 June 2024

Full Paper Submission Deadline – 18 June 2024

Notification of Paper Acceptance – 20 June 2024

Convener: Dr. Pompei Das Sengupta

Co-Convener: Dr. Vishakha Joseph, Ms. Ankita Singh, Dr. Nikita Shukla, Dr. Vijyata

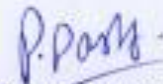


Dr. Vishakha Joseph  
Program Coordinator I/C  
BBA

Program Co-ordinator  
School of Commerce & Management

**Copy for the information:**

1. PS to the Vice-Chancellor
2. PS to the Director
3. PS to the Registrar
4. Controller of Examinations
5. In charge Web services for Website Updation
6. Notice Board
7. Guard File



Dr. Pompei Das Sengupta  
Asst. Dean (UG)  
School of Commerce and Management  
Assistant Dean (UG)  
School of Commerce and Management  
Arka Jain University, Jharkhand

**INTERNATIONAL CONFERENCE on Navigating the Global Landscape: Embracing Sustainable Strategies in Business and Economy**

<b>Date of Event</b>	<b>26<sup>th</sup> &amp; 27<sup>th</sup> JUNE 2024</b>
<b>Name of the Event</b>	<b>INTERNATIONAL CONFERENCE on Navigating the Global Landscape: Embracing Sustainable Strategies in Business and Economy</b>
<b>Type of the Event</b>	<b>Conference</b>
<b>Conducted by</b>	<b>School of Commerce and Management</b>
<b>Convenors of the Event</b>	<b>Dr Pompe Das Sengupta</b>
<b>Co- Convenors of the Event</b>	<b>Dr Vishakha Joseph &amp; Ms Ankita Singh</b>
<b>Core Coordinators</b>	<b>Dr Nikita Shukla, Dr Vijyata, Dr Rama Singh, Ms Sudeshna Sarkar, Mr Atul Pathak</b>
<b>No. Of Participant</b>	<b>74 (approx.)</b>

**INTRODUCTION:** The 2 Day INTERNATIONAL CONFERENCE on NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND ECONOMY in collaboration with ISDC has been organized by the School of Commerce and Management on 26<sup>th</sup> & 27<sup>th</sup> JUNE 2024.

**OBJECTIVE:** The INTERNATIONAL CONFERENCE- NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND ECONOMY has been organised to provide a unique platform to present and deliberate research based knowledge among academicians, industrialists, practitioners and researchers on different issues related to the various fields of Commerce & Management and to understand the ground realities of Sustainable development practices in various domains of Commerce & Management programme.

**DETAILS:** On Day 1, the International Conference commenced with the **Inaugural Ceremony** held at JEH Auditorium, Aryabhata Block in which Mr. Ramesh Chandra Nandrajog, Former CFO of TATA Steel and Director of TRF was the Chief Guest, he shared his extensive experience and perspectives on sustainability in business, offering valuable insights to the audience. Dr. Pompe Das Sengupta elaborated about the objectives

of the seminar followed by the release of the Souvenir. After the speech of the Chief Guest the event concluded with a Vote of Thanks by Ms Ankita Singh.

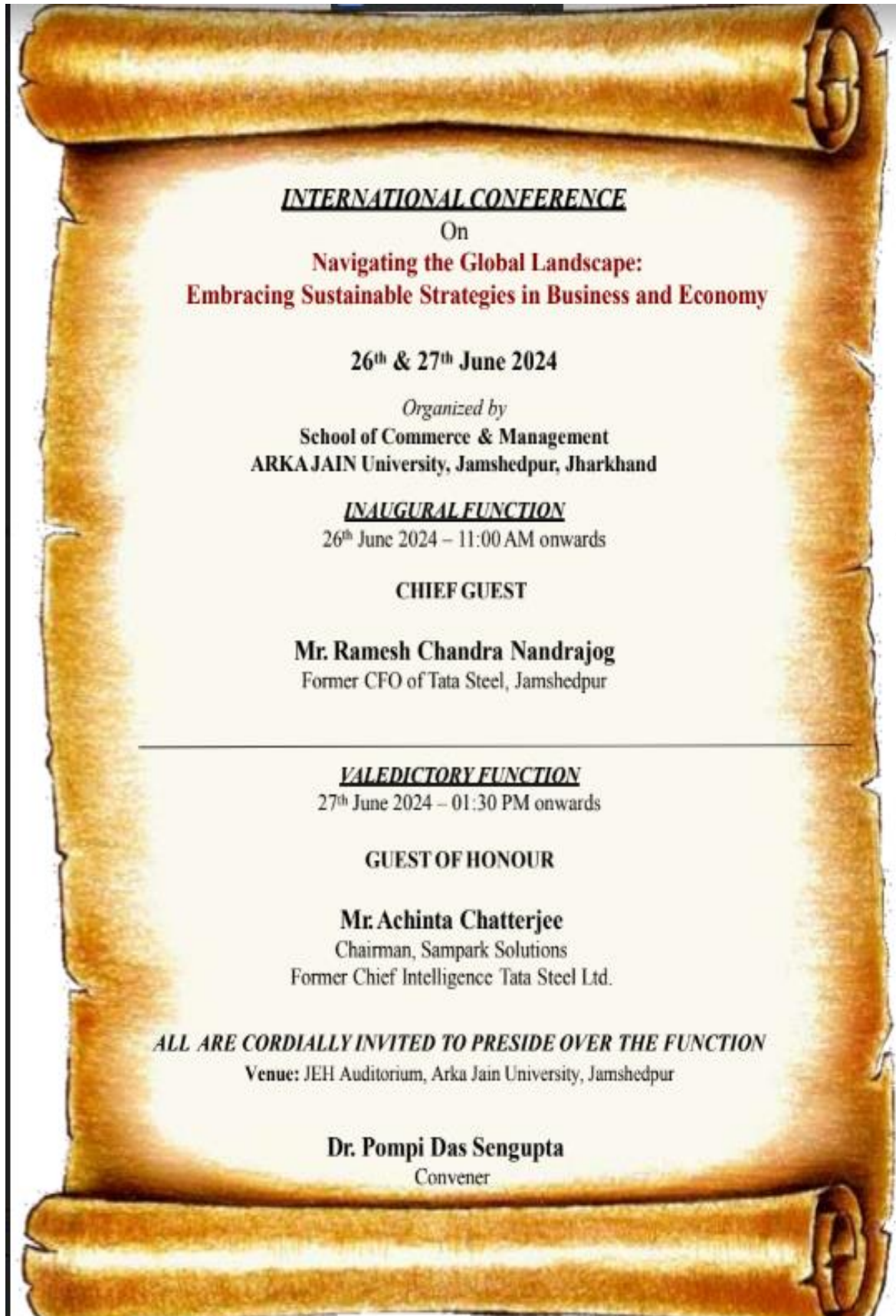
The **Technical Session- I, FINANCIAL SECTOR: PRESENT AND FUTURE CHALLENGES** delved on different topics ranging from the growth of parallel economy, Use of AI for Business Sustainability, Financial Inclusion and Sustainability practices in Business and Banking Sector. Dr. Durga Prasad Samontaray, Professor Riyat University, Saudi Arabia, was the Keynote Speaker of the session. The session was chaired by Mr. Surojit Bhumiji .18 presentations were made on this relevant track and the learning was humongous. The Rapporteur for the Session was Mr. Prince Jaiswal, the Technical session in charges were Ms Sudeshna Sarkar, Mr Atul Pathak and Mr Nishant Kumar. A lot of new dimensions were discussed including Financial Inclusion, AI in Finance, Quantifying Risk and economic growth and implementing appropriate policies for ensuring long-term corporate success. The **Technical Session- II, EMERGING TRENDS IN MARKETING** explored on topics ranging from Sustainability in Marketing, Trends in Digital Marketing and various sustainable practices which can be emerged in Marketing activities. Dr. Ravinder Rena, Professor, Durban University of Technology, South Africa was the Keynote Speaker of the Session. The session was chaired by Mr. Amitabh Bhattacharjee. The Rapporteur for the Session was Dr Nikita Shukla, the Technical session in charges were Dr. Vijyata, Dr. Vishakha Joseph and Ms Suman Kumari. 17 research papers were presented on this session. A primary research study touched upon the new aspect of validation and development of various metrics through Exploratory and Confirmatory Factor Analysis to assess various sustainable Business practices in an organization. The **Technical Session- III, HUMAN RESOURCE MANAGEMENT**, this session probed on different topics ranging from Green HRM Practices, Waste Management, Use of AI for Business Sustainability and Metrics to measure sustainable HR practices. Mr. Shubham Khanna, Head, T.I.M.E., Jamshedpur was the Keynote Speaker of the Session. The session was chaired by Mr. Anup Kumar Sahu. The Rapporteur for the Session was Mr Chanchal Mandal, the Technical session in charges were Ms Ankita Singh, Mr. Somaditya Majumdar and Mr. Atalik Hussain Khan.16 presentations were made on this relevant track and the learning was enormous. A lot of new dimensions were discussed including the integration of green policies into the HR process and systems, ensuring social fairness, economic growth and environmental preservation and implementing appropriate policies for ensuring long-term corporate success.

On Day 2, the Conference started with the **Technical Session- IV, SUSTAINABILITY AND ECONOMIC DEVELOPMENT**, The session aimed to facilitate knowledge exchange, encourage interdisciplinary research, and showcase successful sustainable business models and policies. It sought to foster dialogue between researchers, practitioners, and policymakers, generating actionable insights and recommendations to guide the adoption and promotion of sustainable practices. Dr. Rishi Raj, Associate Professor, MACH-III Center, Prairie View A&M University was the Keynote Speaker of the Session. The session was chaired by Mr Achinta Chatterjee. The Rapporteur for the Session was Dr Rajeev Sinha, the Technical session in charges were Dr. Nikita Shukla, Dr. Rama Singh, Mr Ranjan Kumar and Dr. Pramod Kumar Singh. 22 research papers were presented on this session. Each presentation focused on various aspects of sustainability and economic development, ranging from renewable energy solutions, sustainable supply chain management, to economic policies fostering green growth. The presenters provided comprehensive insights supported by empirical data, contributing to a deeper understanding of sustainable practices in business.

The Valedictory Function marked the conclusion of the conference. It included the encapsulation of the conference given by Dr. Vishakha Joseph, Co-Convenor she discussed the key highlights and insights from the sessions, recognition of notable contributions, and closing remarks from the organizers. Certificates to presenters and participators were distributed and the event concluded with a Vote of Thanks by Ms Sudeshna Sarkar.

**OUTCOME:** The conference highlighted the importance of inclusive economic growth, aiming to reduce inequalities. Participants agreed on the need of the Sustainable Development of Natural Resources including Water, Forest and Biodiversity. The presenters provided comprehensive insights supported by empirical data, contributing to a deeper understanding of sustainable practices in various fields like Marketing, Finance and Human Resource.

## Invite of the Event



Poster of the Event

**SCHOOL OF COMMERCE & MANAGEMENT ORGANIZES**

**2-DAYS INTERNATIONAL CONFERENCE ON NAVIGATING THE GLOBAL LANDSCAPE : Embracing Sustainable Strategies in Business and Economy**

In association with our MoU partner **ISDC** Institute for Skill Development Skills for Tomorrow

**DATE : 26th - 27th JUNE 2024 | HYBRID MODE**

**CONVENOR : DR. POMPI DAS SENGUPTA | CO- CONVENORS : DR. VISHAKHA JOSEPH, MS. ANKITA SINGH**  
**CORE ORGANISING COMMITTEE : DR. NIKITA SHUKLA, DR. VIJYATA, DR. RAMA SINGH, MS. SUDESHNA SARKAR**

**Figure 1 (a): Poster of the INTERNATIONAL CONFERENCE- NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND ECONOMY**



ARKA JAIN UNIVERSITY

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**

**Dr. Jasbir Singh Dhanjal**, Joint Registrar, AJU  
**Dr.Praveen Kumar Thakur**, Controller of Examination,AJU  
**Dr.Urvashi Thakur**, HoD, Department of MBA,AJU  
**Dr.Sonia Riyat**,HoD, Department of Research, AJU  
**Prof. (Dr.) Umesh Bamei**, Associate Professor, IMI Delhi  
**Dr. Sonu Dua**, Associate Professor,Khalisa College, Punjab  
**Dr.Ujjal Mukherjee**, Associate Professor , Institute of Public Enterprise, Hyderabad  
**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**

**Dr. Pampi Das Sengupta**  
Asst. Dean (UG)  
School of Commerce and Management  
dr.pampi@arkajainuniversity.ac.in

**CO-CONVENER**

**Dr. Vishakha Joseph**  
Assistant Professor  
vishakha.j@arkajainuniversity.ac.in  
**Ankita Singh**  
Assistant Professor  
ankita.singh@arkajainuniversity.ac.in

**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
Inauguration	Lunch Break	TRACK - I Finance Track	TRACK -II Marketing Track	TRACK-III HR Track	TRACK- IV Sustainability & ED Track	Valedictory	Lunch


**CORE ORGANISING COMMITTEE**

<b>DR.NIKITA SHUKLA</b> dr.nikita@arkajainuniversity.ac.in 8889368092	<b>DR.VIJAYA</b> dr.vijaya@arkajainuniversity.ac.in 9525172360
<b>SUDESHNA SARKAR</b> sudeshna.s@arkajainuniversity.ac.in 9470198390	<b>DR.RAMA SINGH</b> dr.rama@arkajainuniversity.ac.in 9693946790

**ORGANISING MEMBER**

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

**CORE ORGANISING SUPPORT**

Nazish Shahid	Amna Bibi	Priyanka Bera
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*In association with our MoU partner*



**Figure 1 (b): Brochure of the INTERNATIONAL CONFERENCE- NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND ECONOMY**



**Photos of the Event**



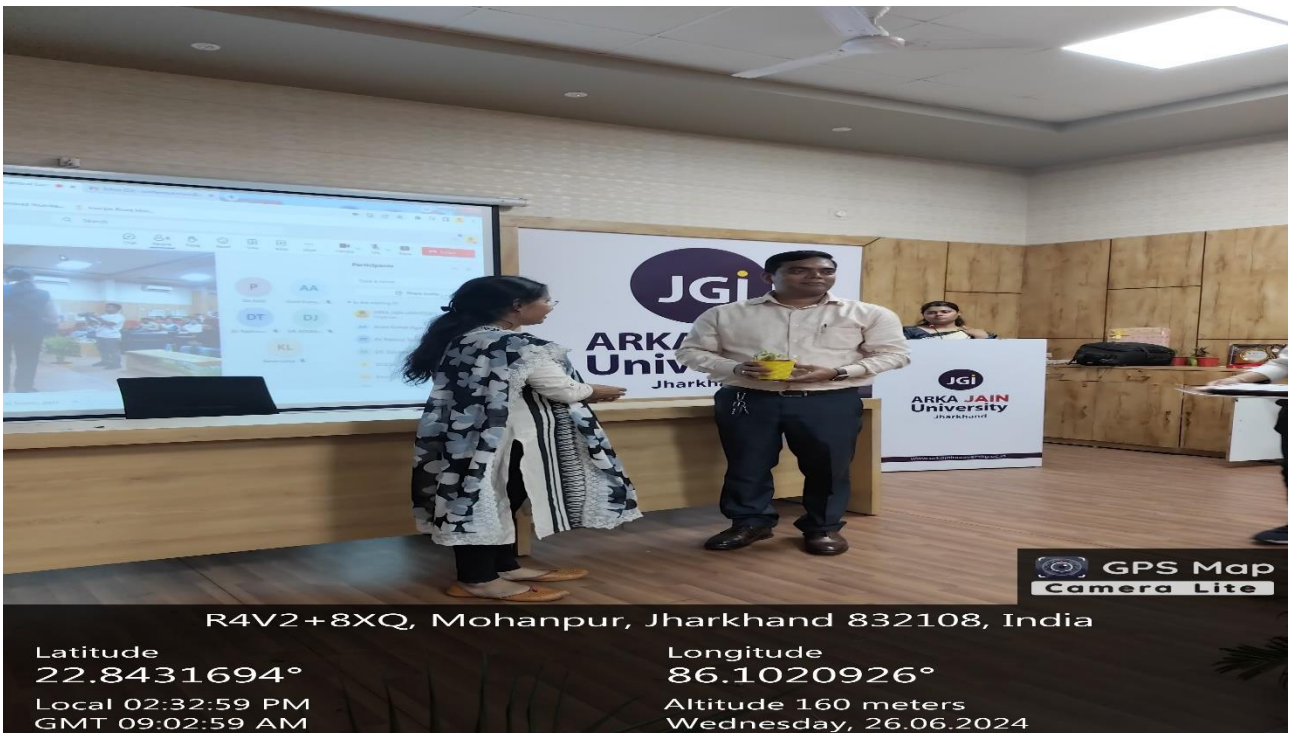
**Figure 2: Photo of INTERNATIONAL CONFERENCE with CHIEF GUEST -Mr Ramesh Chandra Nandrajog - Lamp Lighting**



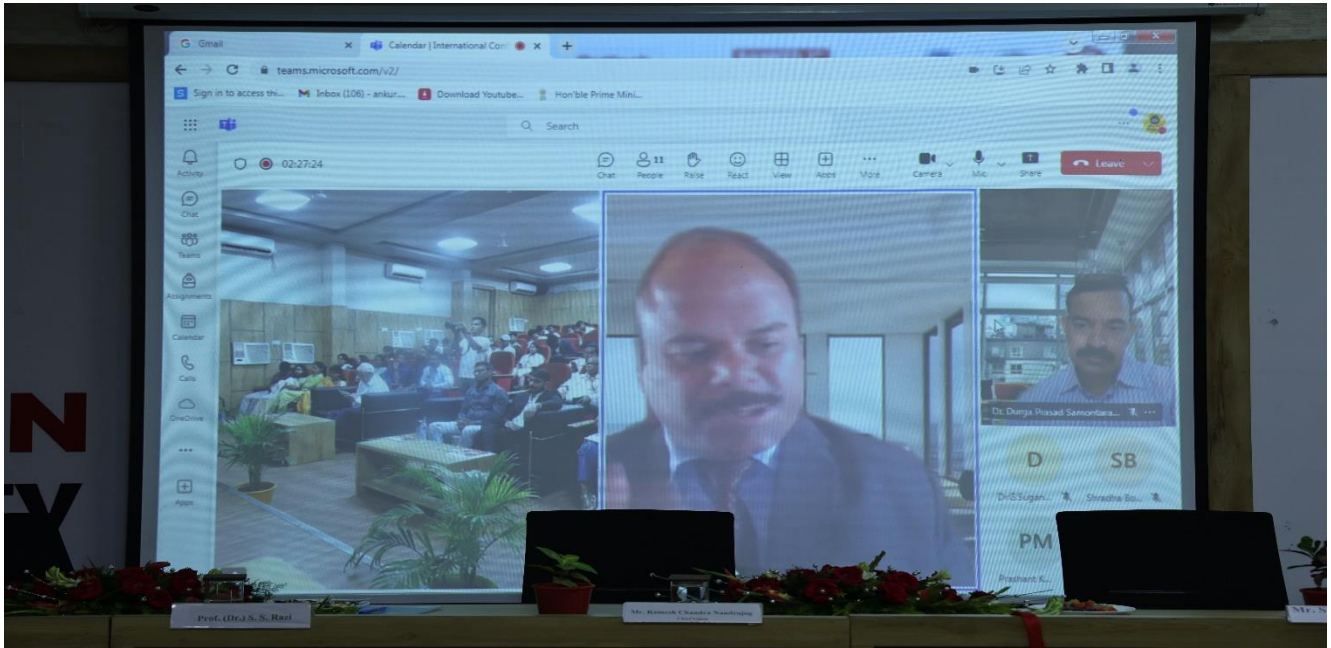
**Figure 3: Release of SOUVENIR of INTERNATIONAL CONFERENCE- NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND ECONOMY**



**Figure 4: Photo of Bollywood Actor R. Madhavan conveying message to audience in INTERNATIONAL CONFERENCE**



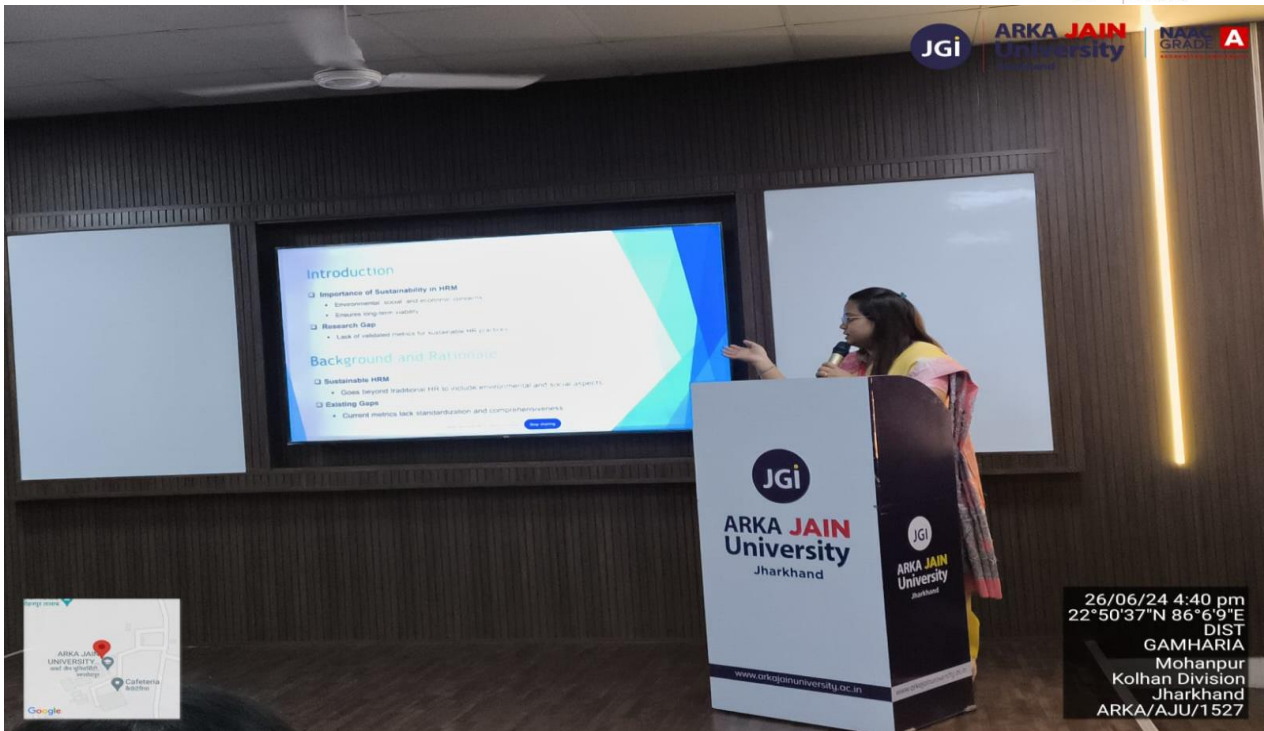
**Figure 5: GPS Photo of Chairperson of TECHNICAL SESSION-I- FINANCIAL SECTOR: PRESENT AND FUTURE CHALLENGES**



**Figure 5: Photo of International Keynote Speaker addressing participants of TECHNICAL SESSION-II- EMERGING TRENDS IN MARKETING**



**Figure 6: Photo of TECHNICAL SESSION-III- HUMAN RESOURCE MANAGEMENT**



26/06/24 4:40 pm  
22°50'37"N 86°6'9"E  
DIST  
GAMHARIA  
Mohanpur  
Kolhan Division  
Jharkhand  
ARKA/AJU/1527

**Figure 7 : Photo of Paper Presentation in TECHNICAL SESSION-III- HUMAN RESOURCE MANAGEMENT**



**Figure 8: Photo of International Keynote Speaker addressing participants of TECHNICAL SESSION-IV- SUSTAINABILITY & ECONOMIC DEVELOPMENT**



Figure 9: Photos of presenters receiving Certificates



Figure 10: Group Photo of Valedictory Function of INTERNATIONAL CONFERENCE

<b>ARKA JAIN University</b>					
Attendance Sheet for International Conference held on 26th & 27th June, 2024					
Sl. No.	Name of Author	Affiliation	Category	Track	Signature
1	Ankit Kumar Agarwal	University Department of Commerce and Business Management, Ranchi University.	Research Scholar	HR	
	Dr. Narendra Singh	Associate Professor, Department of Commerce, St.Xavier's College, Ranchi	Academecian	HR	
2	Dr. Mohit Virmani		Academecian	HR	
3	Dr. Sourabh Jain	Assistant Professor, School of Business, ITM SLS Baroda University, Vadodara (GJ)	Academecian	HR	
	Dr. Rashvin Tailor	Associate Professor, CK Shah Vijapurwala Institute of Management, Vadodara (GJ)	Academecian	HR	
4	Sunita Jha,	Assistant Professor, ARKA JAIN University, Jharkhand.	Academecian	HR	<i>Sunita Jha</i>
5	Ashish Benedict Denta	Research Scholar, University Department of Commerce and Business Management, Ranchi University	Research Scholar	HR	
6	Ankita Singh	Assistant Professor, ARKA Jain University	Academecian	HR	<i>Ankita</i>
✓-7.	M Sai Neha	ARKA JAIN University	Student		<i>M Sai Neha</i>
✓8.	Purnima Kumari	ARKA JAIN University	Student		<i>Purnima</i>
✓9.	Shradha	ARKA JAIN University	Student		<i>Shradha</i>
✓-10.	Amrita Tripathi	ARKA JAIN University	Student		<i>Amrita Tripathi</i>
✓11.	Ragini Jha	ARKA JAIN University	Student		<i>Ragini Jha</i>
12.	Sneha Kumari	ARKA JAIN University	Student		<i>Sneha Kumari</i>

**FINANCE TRACK**

Sl. No.	Name Of Author	Affiliation	Topic	Category	Time	Signature
1	Shashi Pathak	Arka Jain University	A Study On Growth Of Parallel Economy In India- Causes And Consequences	Academician	2:05-2:15	<i>Shashi</i>
2	Dr. Manoj Kumar Dash	Arka Jain University	Performance Analysis Of Select Mutual Fund Schemes In India	Academician	2:15-2:25	<i>Manoj</i>
3	Reeta Kumari	Arka Jain University	A Study Of Awareness Among Rural Working Women Regarding Financial Inclusion Schemes	Research Scholar	2:25-2:35	<i>Reeta</i>
	Dr. Charu Wadhwa	Arka Jain University		Academician		
	Dr. Pompe Das Sengupta	Arka Jain University		Academician		
4	Gurleen Kaur	Arka Jain University	Sustainable Financial Development In Banking Sector	Student	2:35-2:45	<i>Gurleen Kaur</i>
5	Dr. Kushal Dey	Assistant Professor, Postgraduate And Research Department Of Commerce, St. Xavier's College (Autonomous), Kolkata	Quantifying Risk: An Integrated Stress Testing Approach To Determine Banks Loss Exposure	Academician	2:45-2:55	<i>Online</i>
	Karan Lohia	Undergraduate, Postgraduate And Research Department Of Commerce, St. Xavier's College (Autonomous), Kolkata		Student		<i>Online</i>
6	Nishan Kaur	Arka Jain University	Artificial Intelligence In Finance Sector	Student	2:55-3:05	<i>Nishan Kaur</i>
7	Ragini Kumari Singh	Arka Jain University	The Role Of Financial Inclusion In Empowering Working Women: Challenges And Opportunities"	Student	3:05-3:15	<i>Ragini</i>
8	Sneha Kashyap	Ignou	Driving Sustainability: The Impact Of Banking Sector Loan Policies On Business And Economic Practices	Student	3:15-3:25	<i>Sneha</i>
9	Dr. Binay Kumar Panjiyar	D. Litt. Scholar, University Department Of Commerce & Business Management, Ranchi University, Ranchi	Performance Evaluation Of Selected Hybrid Mutual Funds In India	Research Scholar	3:25-3:35	
10	Dr. Pramod Kumar Singh	Assistant Professor, Arka Jain University, Jharkhand.	Impact Investing: Analysing The Social, Environmental, And Financial Returns	Academician	3:35-3:45	<i>PK</i>
11	Arun Jat	Student, Avantika University, Ujjain (M.P)	Strategic Analysis Of The Banking And Finance Sector In India"- (Applying A Porter's Five Forces Approach)	Student	3:45-3:55	<i>Online</i>
	Ms. Prachi Vasant	Assistant Professor (Som), Avantika		Academician		<i>Online</i>

**FINANCE TRACK**

		University Ujjain (M.P)				
12	Sneha Kumari	Student, Arka Jain University, Jharkhand.	Bridging The Gap: The Transformative Power Of Financial Inclusion On Women's Economic And Social Liberation	Student	3:55-4:05	<i>Sneha Kumari</i>
13	Chanchal Mandal	Assistant Professor, Arka Jain University	Investing For Good: The Growing Trend Of Ethical Investments Worldwide	Academician	4:05-4:15	<i>Chanchal Mandal</i>
14	Reena Banerjee	Research Scholar, Arka Jain University	Sustainable Strategies In Performance Management Systems In The Modern Era.	Research Scholar	4:15-4:25	
	Dr. Charu Wadhwa	Associate Professor, Arka Jain University, Jharkhand.		Academician		
15	Mr. Nishant Kumar	Arka Jain University	The Effects Of Green Investment: A Comprehensive Multidisciplinary Review •	Academician	4:25-4:35	<i>Nishant Kumar</i>
16	Ranjan Kumar	Assistant Professor, Arka Jain University	Industry 4.0 in Finance: The Effect on Digital Financial Inclusion •	Academician	4:35-4:45	<i>Ranjan Kumar</i>
17	Seema Das	Assistant Professor, ARKA Jain University	AI in Finance: Navigating Workforce Transformation & Emerging Opportunities •	Academician	4:45-4:55	<i>Seema Das</i>
18	Atul Kumar Pathak	Research Scholar, Arka Jain University	Examining the Impact of Financial Literacy on Personal Financial Attitudes •	Research Scholar	4:55-5:05	<i>Atul Pathak</i>

**Figure 11: List of Participants in different Events**





INTERNATIONAL CONFERENCE



ARKA JAIN University  
Jharkhand



# CERTIFICATE OF PARTICIPATION

This Certificate of participation is proudly presented to NEHA AGGARWAL,  
RESEARCH SCHOLAR from CENTRAL UNIVERSITY, JHARKHAND for  
presenting the paper titled A BIBLIOMETRIC ANALYSIS OF RESEARCH TRENDS ON  
EXECUTIVE COMPENSATION & FIRM PERFORMANCE USING SCOPUS DATABASE AND  
in the International Conference “Navigating the Global Landscape: Embracing Sustainable strategies in Business  
and Economy” organized by School of Commerce & Management, ARKA Jain University. PROGRAMMED  
BIBLIOSHINY

Date : 26-27 June, 2024

*P. Dasg*

**Dr. Pompei Das Sengupta**  
Assistant Dean (UG)  
SCOM, ARKA Jain University

*a. r. shrivastav*

**Dr. Amit Kumar Shrivastava**  
Registrar  
ARKA Jain University

INTERNATIONAL CONFERENCE



ARKA JAIN University  
Jharkhand



# CERTIFICATE OF PARTICIPATION

This Certificate of participation is proudly presented to SHRADHA BOHRA,  
RESEARCH SCHOLAR from ARKA JAIN UNIVERSITY for  
presenting the paper titled A STUDY ON NON-VERBAL COMMUNICATION IN BRANDING  
AND PROMOTION: THE ROLE OF COLOURS, PACKAGING & ADVERTISEMENT IN PROMOTING  
in the International Conference “Navigating the Global Landscape: Embracing Sustainable strategies in Business  
and Economy” organized by School of Commerce & Management, ARKA Jain University. SUSTAINABILITY

Date : 26-27 June, 2024

*P. Dasg*

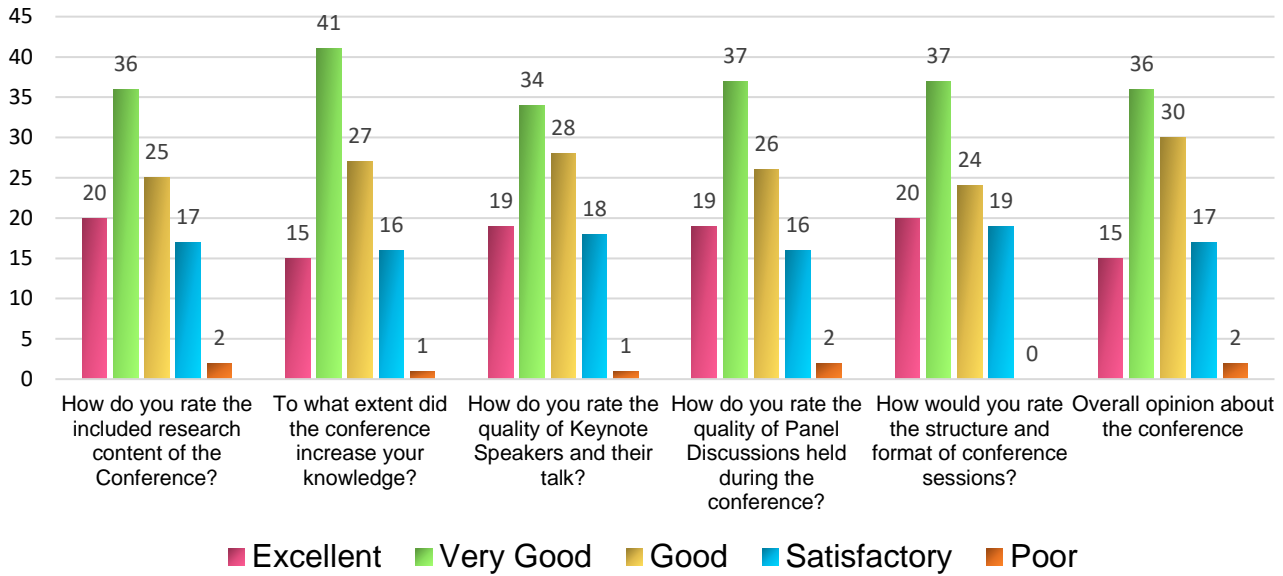
**Dr. Pompei Das Sengupta**  
Assistant Dean (UG)  
SCOM, ARKA Jain University

*a. r. shrivastav*

**Dr. Amit Kumar Shrivastava**  
Registrar  
ARKA Jain University

Figure 12: Certificates of The INTERNATIONAL CONFERENCE (Sample)

### Feedback Analysis in Percentage (%)



**Figure 13: Feedback of The INTERNATIONAL CONFERENCE- NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND ECONOMY**



**Figure 14: Media report of The INTERNATIONAL CONFERENCE- NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND ECONOMY**