

**ARKA JAIN**
University
Jharkhand

SCHOOL OF COMMERCE & MANAGEMENT

Department of Management**NOTICE****Ref No: AJU/SCoM/DoM/2025/1064****Date: 26.05.2025**

Department of Management (BBA) is organizing a "2 Day International Conference on "Navigating the Global Landscape: Embracing Sustainable Strategies in Business and Economy" on 26th & 27th June 2025 in Hybrid mode.

Important Deadlines:

Abstract Submission Deadline – 12 June 2025

Notification of Abstract Acceptance – 15 June 2025

Full Paper Submission Deadline – 18 June 2025

Notification of Paper Acceptance – 20 June 2025

Convener: Dr. Pompi Das Sengupta

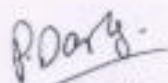
Co-Conveners: Dr. Ankita Singh, Dr. Nikita Shukla, Dr. Vijyata & Dr. Sudeshna Sarkar

Event Coordinators: Dr. Partha Priya Das & Ms. Seema Das

Dr. Pompi Das Sengupta

Asst. Dean (UG)

School of Commerce and Management



Assistant Dean (UG)

School of Commerce and Management
Arka Jain University, Jharkhand**Copy for the information:**

1. PS to the Vice-Chancellor
2. PS to the Director
3. PS to the Registrar
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Page 1 of 1

INTERNATIONAL CONFERENCE on Navigating the Global Landscape: Embracing Sustainable Strategies in Business and Economy 2.0

Date of Event	26th & 27th JUNE 2025
Name of the Event	INTERNATIONAL CONFERENCE on Navigating the Global Landscape: Embracing Sustainable Strategies in Business and Economy 2.0
Type of the Event	Conference
Conducted by	School of Commerce and Management
Convenors of the Event	Dr Pompei Das Sengupta
Co- Convenors of the Event	Dr Ankita Singh, Dr Nikita Shukla, Dr Vijyata, Ms Sudeshna Sarkar
No. Of Participant	85 (approx.)

INTRODUCTION: The 2 Day INTERNATIONAL CONFERENCE on NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND ECONOMY 2.0 has been organized by the School of Commerce and Management on 26th & 27th JUNE 2025.

OBJECTIVE: The INTERNATIONAL CONFERENCE- NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND ECONOMY 2.0 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, Aryabhatta Block in which Dr. Amitava Mitra, Ex-Chief Scientist; Head, Research Planning Business Development of CSIR, National Metallurgical Laboratory, Jamshedpur was the Chief Guest, he shared his extensive experience and perspectives on sustainability in business, offering valuable insights to the audience. Dr. Pompei 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 Dr. 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. Prof. (Dr.) Dileep Kumar M Vice Chancellor Hensard University Nigeria, was the Keynote Speaker of the session. The session was chaired by Mr. Achinta Chatterjee, Chairman Sampark Solutions Flx Chief Intelligence TATA Steel Ltd. 15 presentations were made on this relevant track and the learning was humongous. The Rapporteur for the Session was Mr. Nishant Kumar and Ms. Sudeshna Sarkar, the Technical session in charges were Dr. Tanushree Mahato, Mr Atul Pathak and Dr. Manoj Dash. 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. Mr. Shujath Bin Ali Global General Counsel & Chief Compliance Officer and the Leading Global Legal Compliance, Re Sustainability Limited was the Keynote Speaker of the Session. The session was chaired by Mr. Ammen Singh SESSION CHAIR Lead Solutions Engineer Reddit, Inc. New York, United States. The Rapporteur for the Session was Dr Vijyata, the Technical session in charges were Mr. B C Anant, Dr. Partha Priya Das 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. Dr. Milli Dutta, BIT Mesra, Ranchi was the Keynote Speaker of the Session. The session was chaired by Dr. Ayatakshi Sarkar Assistant Professor, XLRI Jamshedpur. The Rapporteur for the Session was Dr. Ankita Singh, the Technical session in charges were Mr. Somaditya Majumdar, Ms. Rahmi Kumai and Mr. Barun Jha. 13 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, GENERAL MANAGEMENT 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 Nikita Shukla, the Technical session in charges were Dr. Pramod Kumar, Dr. Prince Jaiswal, Mr Ranjan Kumar and Dr. Chanchal Mandal. 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. Ankita Singh, 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



Figure 1: Invitation of the International Conference

Poster of the Event



ARKA JAIN University
Jharkhand



School of Commerce & Management
presents

2-DAYS INTERNATIONAL CONFERENCE ON NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND ECONOMY 2.0

26-27 June 2025 || HYBRID MODE



Introduction

THE INTERNATIONAL CONFERENCE ON "NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND ECONOMY 2.0" 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 AUDITS, MICRO-INSURANCE, SOCIAL AUDITS, ETHICAL INVESTING, GREEN MARKETING, INTERNATIONAL ACCOUNTING AND TAXATION, BLOCKCHAIN TECHNOLOGY AND CRYPTOCURRENCY, ARTIFICIAL INTELLIGENCE AND CLOUD COMPUTING, AND MANY OTHER ISSUES HAVE ARISEN IN COMMERCE AND MANAGEMENT. THE SEMINAR WILL ANALYZE 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 THE EXCHANGE OF IDEAS AND THOUGHT PROCESSES ACROSS ETHNICITIES.

Important Deadlines

Abstract Submission Deadline:	12 June, 2025
Notification of Abstract Acceptance:	15 June, 2025
Full Paper Submission Deadline:	18 June, 2025
Notification of Paper Acceptance:	20 June, 2025

Key Highlights

- International Speakers
- Publication in Conference Proceeding with ISBN
- Best Paper awards (per track)
- Certificate to all registered participants
- Hybrid Mode of paper presentation

Registration Charges

(Registration fee includes, fees of paper presentation, Conference proceedings, conference kit, Tea & Lunch)

Category of Participants	Registration Fees (per author)
Students (AJU)	NIL
Students (Non-AJU)	Rs.499/-
Research Scholars	Rs.799/-
Academicians	Rs.501/-
Academicians	Rs.999/-
Industry Delegates	Rs.1999/-
Foreign Delegates	\$101

Mail your abstract/papers at : conference.scom@arkajainuniversity.ac.in

CONVENER

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CO-CONVENER

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Dr. Vijyata	dr.vijyata@arkajainuniversity.ac.in	952572360
Dr. Rama Singh	dr.rama@arkajainuniversity.ac.in	9693946790
Ms. Sudeshna Sarkar	sudeshna.s@arkajainuniversity.ac.in	9470198390

Figure 2: Poster of the INTERNATIONAL CONFERENCE- NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND ECONOMY 2.0

CONTACT US

CONVENER

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CO-CONVENERS

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DR.SUDESHNA SARKAR	sudeshna.s@arkajainuniversity.ac.in	9470198390

ORGANIZING COMMITTEE

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. Ujwal Prakash	Mr. Somaditya Mazumdar
Dr. Chanchal Mandal	Ms. Suman Kumari	Dr. Rashmi Kumari
Mr. Joydeep Dasgupta	Dr. Prince Jaiswal	Mr. Ratan Kumar Singh
Dr. Sunita Jha	Ms. Seema Das	Ms. Abha Vishwakarma
Dr. Tanushree Mahato	Mr. Barun Jha	Mr. B.C. Anant

KEY ORGANIZING SUPPORT

Mr. Nazish Shahid	Mrs. Ranjana Kumari	Ms. Priyanka Bera
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ABOUT SCHOOL OF COMMERCE AND MANAGEMENT

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 audits, ethical investing, green marketing, international accounting and taxation, blockchain technology and cryptocurrency, 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.

CHIEF - PATRONS

Prof. (Dr.) Easwaran Iyer
Vice Chancellor, ARKA JAIN University, Jharkhand
Prof. (Dr.) Angad Tiwary
Pro-Vice Chancellor, ARKA JAIN University, Jharkhand

PATRONS

Dr. Amit Kumar Srivastava, Registrar, AJU
Dr. S. S. Razi, Member, Board of Management, AJU
Mrs. Richa Garg, Chief Finance & Accounts Officer, AJU

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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 Bamel, Associate Professor, IMI Delhi
Dr. Ayatakshee Sarkar, Assistant Professor, XLRI Jamshedpur, Jharkhand.
Dr. Ujjal Mukherjee, Associate Professor, Institute of Public Enterprise, Hyderabad
Prof. (Dr.) Dileep Kumar M., Founder-Vice Chancellor, Hensard University, Nigeria
Dr. Mukesh Kumar, Director of Global Supply Chain Observatory, University of Cambridge, United Kingdom.
Dr. Rishi Raj, Associate Director, Prairie View A&M University
Mr. Shujath Bin Ali, Global General Counsel & Chief Compliance Officer, Re Sustainability Limited
Dr. Amitava Mitra, Ex-Chief Scientist & Head, Research Planning & Business Development of CSIR, National Metallurgical Laboratory, Jamshedpur, India.
Mr. Ammen Singh, Lead Solutions Engineer, Reddit, Inc., New York, United States
Mr. Ajitesh Monga, Plant Manager-Director, TATA Cummins Pvt. Ltd.
Dr. Ayatakshee Sarkar, Assistant Professor, XLRI, Jamshedpur
Dr. Md. Moazzam Nazri, HoD, Department of Commerce, Karim City College, Jamshedpur
Dr. Abhay Ranjan, Associate Professor, BIT Mesra, Ranchi
Dr. Mili Dutta, Associate Professor, BIT Mesra, Ranchi

Registration Charges

(Registration fee includes, fees of paper presentation, Conference proceedings, conference kit, Tea & Lunch)

Category of Participants	Registration Fees (per author)
Students	Rs.499/-
Research Scholars	Rs.799/-
Academicians	Rs.999/-
Industry Delegates	Rs.1999/-
Foreign Delegates	\$101

2-DAY

INTERNATIONAL CONFERENCE
on

**Navigating the Global
Landscape: Embracing
Sustainable Strategies
in Business and
Economy 2.0**

26-27 JUNE 2025



SCHOOL OF COMMERCE AND MANAGEMENT

ARKA JAIN UNIVERSITY
JAMSHEDPUR, JHARKHAND

GLIMPSES OF LAST CONFERENCE



ABOUT ARKA JAIN UNIVERSITY

An academic institute ought to set its vision of high noted academic, intellectual and entrepreneurial development. ARKA JAIN University (AJU), Jamshedpur is committed to human development at all levels through education and entrepreneurship. It provides quality education thereby creating human assets for the nation and the globe as well. AJU is a premier private university of Jharkhand with a venerable legacy of the JGI group sprinting ahead for national acclamation for noted academic standards, diverse educational programs, distinguished faculties, varied co-curricular activities and state-of-the-art infrastructures. The University is on the way to sustain the acclaimed standards and best practices in higher education. It is committed to nation building and unflinching adherence to universal university human values. The sprawling university spreads across 25 acres of lush green land leaving no stone unturned in providing state-of-the-art facilities in various sectors including education, sports, entrepreneurship, research, and other academic ventures. The campus of the University is situated at Mohanpur, Gamharia, Dist Seraikela – Kharsawan, 13 km from the steel city, Jamshedpur. Popularly known as Tatanagar, named after the visionary industrialist Shri J.N.Tata, founder of TATA Groups. The magnificence of the university lies in the enhancement of various courses with leaps and bounds.

KEYNOTE SPEAKERS



Prof. (Dr.) Dileep Kumar M
Vice Chancellor
Hensard University
Nigeria



Dr. Mukesh Kumar
Director of Global Supply Chain
Observatory, University of
Cambridge United Kingdom.



Dr. Rishi Raj
Associate Director,
Prairie View A&M University
Texas, USA



Dr. Amitava Mitra
Ex-Chief Scientist & Head, Research
Planning Business Development of CSIR,
National Metallurgical Laboratory



Mr. Ammen Siingh
Lead Solutions Engineer
Reddit, Inc.
New York, United States



Mr. Shujath Bin Ali
GGC, CCO
Re Sustainability Limited

How to reach us:

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Mohanpur, Gamharia
Seraikela-Kharsawan
Jharkhand, 832108



THEMES & SUB-THEMES

Financial Sector—Present and Future Challenges: Banking Sector and Its Loan Policies, Financial Inclusion, Union Budget of India, Environmental Accounting, Social Audit, Ethical Investing, Cryptocurrency, Artificial Intelligence, and Sustainable Financial Development.

Emerging trends in Marketing : Digital Marketing, Advertising and sales promotion, Sustainable Agricultural and rural marketing, Service Marketing, international marketing, green marketing, and retail marketing.

Human Resource Management: Skill Enhancement and Employability, Green HR practices, Emerging issues in HR field, Green Human Resource Interventions.

Sustainability and Economic Development: 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				
10:30 am - 1:00 pm	1:00 pm - 2:00 pm	2:00 pm - 3:30 pm		
Inauguration	Lunch Break	TRACK - I Finance Track	TRACK - II Marketing Track	TRACK - III HR Track
DAY - 2				
8:30 am - 12:00 noon	12:10 pm - 1:00 pm	1:00 pm onwards		
TRACK - IV Sustainability & ED Track	Valedictory	Lunch		

Figure 3: Brochure of the INTERNATIONAL CONFERENCE- NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND ECONOMY 2.0

Photos of the Event



Figure 4: Photo of INTERNATIONAL CONFERENCE - Lamp Lightning



Figure 5: Release of SOUVENIR of INTERNATIONAL CONFERENCE- NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND ECONOMY 2.0



Figure 6: Photo of Convenor Dr. Pompi Das Sengupta addressing the objectives of the INTERNATIONAL CONFERENCE to the audience





Figure 7: GPS Photo of Chairperson of TECHNICAL SESSION-IV- GENERAL MANAGEMENT & SUSTAINABILITY



Figure 8: Photo of International Keynote Speaker addressing participants of TECHNICAL SESSION-IV- GENERAL MANAGEMENT & SUSTAINABILITY

List of Participants


ARKA JAIN University
 Jharkhand
 



School of Commerce & Management
 2-DAYS INTERNATIONAL CONFERENCE ON
 NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND
 ECONOMY 2.0
 26-27 June 2025

Track 3: HR

Sl No	PAPER ID	AUTHOR NAME		PAPER TITLE	Signature
		1st Author	2nd Author		
1	Paper ID: 3.1	Jyoti Kumari Tiwari, Student, ARKA JAIN UNIVERSITY	NA	ETHICAL AI IN HR: SUSTAINABLE STRATEGY FOR GLOBAL TALENT ACQUISITION AND DIVERSITY	<i>Jyoti Tiwari</i>
2	Paper ID: 3.2	Manjula Singh, ARKA JAIN UNIVERSITY	NA	The Role of Quality Audits in Enhancing Human Resource Management in Education	<i>Online</i>
3	Paper ID: 3.3	Dr. Naushin Razi	NA	Human Resources Audit	<i>Online</i>
4	Paper ID: 3.4	Sristi Gupta	Dr. Urvasi Thakur, ARKA JAIN UNIVERSITY	A CRITICAL EXAMINATION OF INDIA'S WORKFORCE DIVERSITY AND LGBTQ+ COMMUNITY	<i>Online</i>
5	Paper ID: 3.5	Tisha Mishra, ARKA JAIN UNIVERSITY	Dr. Prince Jaiswal, Assistant Professor, ARKA JAIN UNIVERSITY	From People to Planet: HR's role in Building Green Competitive Advantage	<i>Tisha</i>
6	Paper ID: 3.6	BARUN KUMAR JHA, ASSISTANT PROFESSOR, ARKA JAIN UNIVERSITY	MUMMADEVARPU SAI NEEHA, STUDENT, ARKA JAIN UNIVERSITY	The Rise of Remote Work: A Sustainable HR Practice for the Future Economy	<i>BKJ</i>

7	Paper ID: 3.7	Rashmi Kumari, Assistant Professor, ARKA JAIN UNIVERSITY	Supriyo Dutta, BBA Student, ARKA JAIN UNIVERSITY	EVALUATING PERFORMANCE APPRAISAL METHODS AND THEIR EFFECTIVENESS IN THE IT SECTOR: A SURVEY-BASED EMPIRICAL ANALYSIS	<i>Rashmi</i>
8	Paper ID: 3.8	Shradha, ARKA JAIN UNIVERSITY	Barun Kumar Jha, ARKA JAIN UNIVERSITY	AI in Talent Acquisition: Exploring the Impact of Artificial Intelligence on Recruitment Processes and Future Trends	
9	Paper ID: 3.9	BARUN KUMAR JHA, ASSISTANT PROFESSOR, ARKA JAIN UNIVERSITY	NA	Green HRM: A Strategic Approach to Sustainable Human Resource Practices	<i>BKJ</i>
10	Paper ID: 3.10	Somadiya Majumdar, Assistant Professor, ARKA JAIN UNIVERSITY	NA	Logged In - Left Out: The Struggle for Human Dignity of the Precariat	<i>Online</i>
11	Paper ID: 3.11	Lissy Mathew, Research Scholar, ARKA JAIN UNIVERSITY	NA	Carbon-Neutral Growth: Business Strategies for Balancing Profitability and Climate Responsibility	<i>Online</i>
12	Paper ID: 3.12	Dr. Ankita Singh, Program Coordinator		AI and the Human Touch: Balancing Automation and Empathy in HR	
13	Paper ID: 3.13	Rashmi Kumari, Assistant Professor, ARKA JAIN UNIVERSITY	Manmeet Kaur, BBA Student, ARKA JAIN UNIVERSITY	Integrating Innovation and Sustainability: A Strategic Framework for Enhancing Future Business Resilience	<i>Rashmi</i>

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School of Commerce & Management
 2-DAYS INTERNATIONAL CONFERENCE ON
 NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND
 ECONOMY 2.0
 26-27 June 2025

Track 1: Finance

Sl No	Paper ID	Author Name		Paper Title	Signature
		1st Author	2nd Author		
1	Paper ID: 1.1	A. SNEHA, ARKA JAIN UNIVERSITY	Dr. Sudeshna Sarkar, Assistant Professor, ARKA JAIN UNIVERSITY	Role of Green Finance in enabling India's transition to a low carbon Economy	<i>A. Sneh</i>
2	Paper ID: 1.2	Alisha Aray, ARKA JAIN UNIVERSITY	Dr. Sudeshna Sarkar, Assistant Professor, ARKA JAIN UNIVERSITY	THE RISE OF ESG INVESTING: HOW SUSTAINABILITY IS RESHAPING CORPORATE FINANCIAL STRATEGIES	<i>Online</i>
3	Paper ID: 1.3	Ashish Benedict Demta, Research Scholar, RANCHI UNIVERSITY	Dr. Kumar Aditendra Nath Shah Deo, Associate Professor, RANCHI UNIVERSITY	Measuring the ROI of Sustainability-Oriented Training in the Indian Banking Sector	<i>Online</i>
4	Paper ID: 1.4	Nishant Kumar, Assistant Professor, ARKA JAIN UNIVERSITY	NA	Millennials and Ethical Investing: An Insight into Changing Investment Preferences	<i>Online</i>
5	Paper ID: 1.5	Nishant Kumar, Assistant Professor, ARKA JAIN UNIVERSITY	Seema Das, Assistant Professor, ARKA JAIN UNIVERSITY	Empowering Women Through Risk Coverage: A Study on the Role of Microinsurance in Enhancing Social Mobility	<i>Online</i>

6	Paper ID: 1.6	Aadrita Lahori, Student, ARKA JAIN UNIVERSITY	Dr. Partha Priya Das, Associate Professor, ARKA JAIN UNIVERSITY	Bridging the Gap between Financial Literacy and Actual Investment Behavior among Youth: The Role of Fin-Tech Platforms, Peer Influence, and Behavioural Biases	<i>Online</i>
7	Paper ID: 1.7	Atul Kumar Pathak, Associate Professor, ARKA JAIN UNIVERSITY	Dr. Rajeev Kumar Sinha, Assistant Professor, ARKA JAIN UNIVERSITY	A Study on the Relationship between Financial Literacy and Personal Financial Attitudes	<i>Online</i>
8	Paper ID: 1.8	Dr. Manoj Kumar Dash, Assistant Professor, ARKA JAIN UNIVERSITY	NA	An Analytical Study of Emerging sustainable Investment Trends in India's Mutual Fund Industry	<i>Online</i>
9	Paper ID: 1.9	Nadeem Malik, Student, ARKA JAIN UNIVERSITY	Dr. Prince Jaiswal, Assistant Professor, ARKA JAIN UNIVERSITY	An Analysis of procedural fairness in cybercrime investigations: A study of Account Freezing Practices in India	<i>Online</i>
10	Paper ID: 1.10	NISHAN KAUR, Student, ARKA JAIN UNIVERSITY	ATUL PATHAK, Assistant professor, ARKA JAIN UNIVERSITY	SYSTEMATIC INVESTMENT APPROACHES IN MUTUAL FUNDS	<i>Online</i>
11	Paper ID: 1.11	sarabjeet Kaur, PhD Scholar, ARKA JAIN UNIVERSITY		"Microinsurance: A Tool for Financial Security and Social Protection for the Poor"	<i>Online</i>
12	Paper ID: 1.12	Sumit, Student, ARKA JAIN UNIVERSITY	Dr. Partha Priya Das, Associate Professor, ARKA JAIN UNIVERSITY	A study on the effect of stock market fluctuation on investor behaviour	<i>Online</i>
13	Paper ID: 1.13	AYUSH PRASAD, Student, ARKA JAIN UNIVERSITY	DR. SUDESHNA SARKAR, Assistant Professor, ARKA JAIN UNIVERSITY	A Study on The impact of ESG Reporting on Financial Performance of Indian Firms	<i>Online</i>
14	Paper ID: 1.14	Dr. Chanchal Mandal, Assistant Professor, ARKA JAIN UNIVERSITY	NA	ROLE OF REGULATORY INNOVATION IN THE GROWTH OF EMBEDDED FINANCE	<i>Online</i>

				FOR FINANCIAL INCLUSION	
15	Paper ID: 1.15	Ragini Kumari Singh Student ARKA JAIN UNIVERSITY	Atul Pathak Assistant Professor ARKA JAIN UNIVERSITY	ANALYZING HOW EMOTIONS DRIVE MARKET BUBBLES AND CRASHES: A STUDY ON THE PSYCHOLOGICAL FORCES BEHIND MARKET VOLATILITY	<i>Ragini</i>
16	Paper ID: 1.16	Namrata Singh Research Scholar ARKA JAIN UNIVERSITY	NA	Financial Literacy in the Digital Era: A strategic tool for sustainable wealth and well being in Economy 2.0	<i>Online</i>

P. Das
 Assistant Dean (UG)
 School of Commerce and Management
 Arka Jain University, Jharkhand

Figure 9: List of Participants



Figure 10: Certificate of The INTERNATIONAL CONFERENCE (Sample)

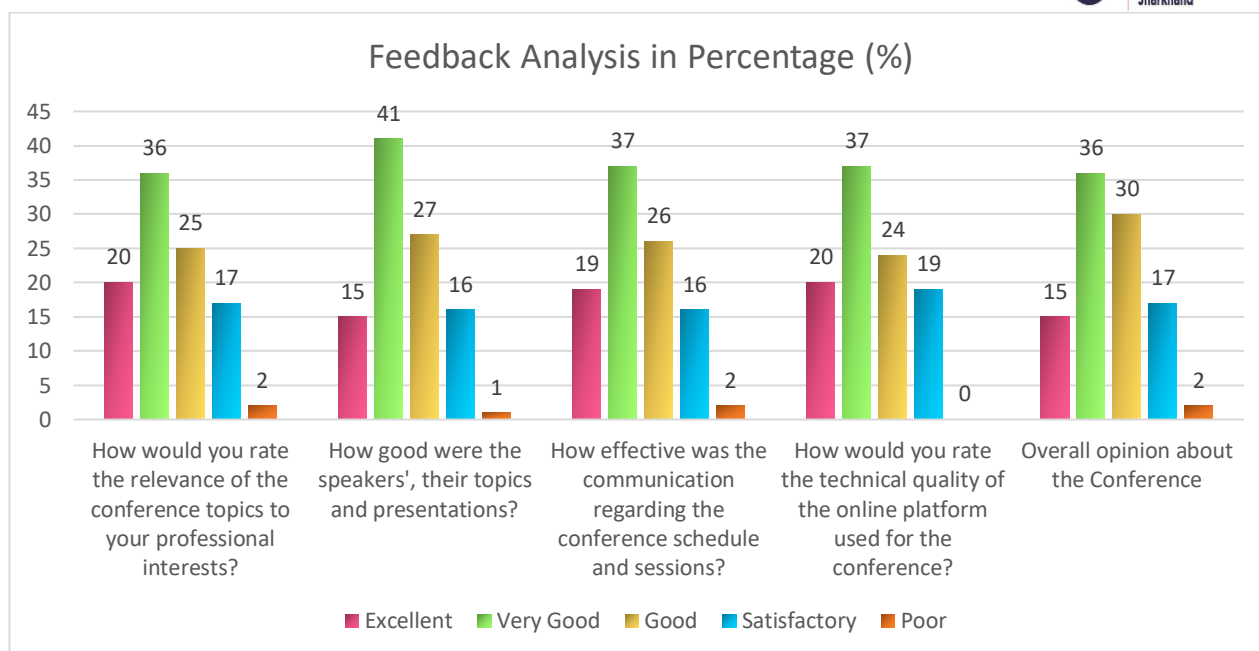


Figure 11: Feedback of The INTERNATIONAL CONFERENCE- NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND ECONOMY 2.0

अरका जैन विश्वविद्यालय में दो दिवसीय अंतरराष्ट्रीय सम्मेलन में व्यापार और अर्थव्यवस्था पर हुई चर्चा

जमशेदपुर: अरका जैन विश्वविद्यालय के स्कूल ऑफ कॉमर्स एंड मैनेजमेंट द्वारा 'वैश्विक परिदृश्य: व्यापार और अर्थव्यवस्था की नीतियां' विषय पर दो दिवसीय अंतरराष्ट्रीय सम्मेलन का आयोजन 25 और 26 जून को विश्वविद्यालय परिसर में किया गया।

मुख्य अतिथि डॉ. अमितावा मित्रा (पूर्व प्रमुख वैज्ञानिक एवं प्रमुख, अनुसंधान योजना एवं व्यापार विकास, सीएसआईआर-एनएमएल) ने उद्घाटन सत्र को संबोधित करते हुए नवाचार और सतत विकास के बीच संतुलन बनाने पर बल दिया।

डॉ. अयाताक्षी सरकार (सहायक प्रोफेसर, ऑर्गेनाइजेशनल बिहेवियर, एक्सएलआरआई, जमशेदपुर) ने सम्मेलन की

अध्यक्षता की और दोनों दिनों के शैक्षणिक सत्रों को दिशा प्रदान की। मौके पर अचिन्त चटर्जी (चीफ ऑफ इंटेलिजेंस, टाटा स्टील) ने आज के दौर में रणनीतिक इंटेलिजेंस कैसे व्यावसायिक निर्णयों में महत्वपूर्ण भूमिका निभा रही हैं, के बारे में बताया। सुजात बिन अली (कॉर्पोरेट ट्रेनर और बिजनेस मेंटर) ने छात्रों को अपने शोध को सामाजिक उपयोगिता से जोड़ने के लिए प्रेरित किया।

पहले दिन कॉन्फ्रेंस सोवेनियर का विमोचन किया गया, जिसमें सम्मेलन से संबंधित विषयवस्तु, सार, विचार और शैक्षणिक संदेशों को संकलित किया गया था। सम्मेलन में 100 से अधिक शोध पत्र प्रस्तुत किए गए, जिनमें

देश-विदेश के शिक्षकों, शोधकर्ताओं और छात्रों ने भाग लिया। पहले दिन मार्केटिंग, फाइनेंस और एचआर पर तथा दूसरे दिन जनरल मैनेजमेंट पर प्रस्तुतियां हुईं।

दूसरे दिन, डॉ. मोहम्मद मुअज्जुम नाजरी, विभागाध्यक्ष, वाणिज्य विभाग, करीम सिटी कॉलेज ने शोधकर्ताओं के साथ संवाद किया और शैक्षणिक सहयोग को प्रोत्साहित किया। प्रोफेसर डॉ. ऋषि राज, पेरी व्यू ए एंड एम यूनिवर्सिटी (न्यूयॉर्क) ने वर्चुअल माध्यम से मुख्य भाषण दिया।

इसके बाद सीए पवन पेरिवाल ने डिजिटल अनुपालन और फाइनेंस में नवाचार की चर्चा की। प्रत्येक ट्रैक में सर्वश्रेष्ठ शोध पत्र पुरस्कार प्रदान किए गए।

Figure 12: Media report of The INTERNATIONAL CONFERENCE- NAVIGATING THE GLOBAL LANDSCAPE: EMBRACING SUSTAINABLE STRATEGIES IN BUSINESS AND ECONOMY 2.0