



National Seminar on Sustainable Business Practices: Integrating Environmental and Social Well-Being (Blended Mode)

Organised by
**Department of Commerce,
Mahatma Gandhi Central
University, Motihari**

On
February 29, 2024

About the University

Mahatma Gandhi Central University (MGCU) was established through the Central Universities (Amendment) Act 2014 (No. 35 of 2014) by an Act of Parliament. The University commenced its operations on February 3rd, 2016, and is located in Motihari (Bankat), situated along National Highway 28. MGCU has emerged as an outstanding center for higher studies encompassing various fields including Basic, Applied, and Technical education.

Currently, the university offers a total of 4 undergraduate, 22 postgraduate, and 20 Ph.D. programs across 7 schools and 20 teaching departments.

About the Department

The Department of Commerce was established in 2016 to foster a conducive environment for research and higher education. Its primary objective is to address the gap in higher education, particularly in research, within the region. Initially, the Department launched an undergraduate program, B.Com.(H), in 2016 with an intake of 30 students. Shortly thereafter, the Department expanded its offerings by introducing two new programs: M.Com, and Doctor of Philosophy (PhD) program in 2019. The Department is dedicated to nurturing the knowledge and skills essential for preparing students to meet the demands of the 21st century. Moreover, it actively supports co-curricular and cultural activities, aiming to enhance the abilities and competencies of our students, who serve as our brand ambassadors.

About the Conference

We propose a national seminar focused on the topic of "Sustainable Business Practices: Integrating Environmental and Social Well-Being." This seminar aims to explore the critical role that businesses play in addressing environmental challenges and contributing to social well-being through sustainable practices. With growing concerns about climate change, resource depletion, and social inequality, businesses

have an opportunity to make a positive impact by adopting sustainable strategies across their operations, supply chains, and decision-making processes. The main objective of the seminar is to foster a comprehensive understanding of sustainable business practices and their significance in addressing environmental and social issues. It will explore successful case studies of businesses that have effectively integrated sustainability into their operations. This seminar will highlight the role of various stakeholders, including government bodies, consumers, and investors, in promoting and supporting sustainable business practices. And encourage dialogue among academics, industry experts, policymakers, and students to drive collaboration and innovation in sustainable business practices.

Seminar Themes-

The seminar will cover a range of themes related to sustainable business practices:

1.Sustainability in Operations: Explore how businesses can optimize resource use, reduce waste, and minimize environmental impact in their day-to-day operations.

2.Sustainable Supply Chain Management: Discuss the importance of sustainability in supply chain management, including responsible sourcing, ethical

procurement, and supplier collaboration.

3. Green Innovation and Technology:

Examine innovative technologies and practices those businesses can adopt to enhance sustainability and promote eco-friendly solutions.

4. Corporate Social Responsibility (CSR) Initiatives:

Analyze how businesses can contribute to social well-being by investing in community development, education, and healthcare initiatives.

5. Stakeholder Engagement and Communication:

Discuss effective strategies for engaging stakeholders, including employees, customers, investors, and regulatory bodies, in sustainable business initiatives.

6. Business Models for Sustainability:

Explore new business models that prioritize sustainability as a core component, including circular economy concepts and impact-driven strategies.

Note: Besides, the aforementioned topics, any relevant topic with the theme shall be considered for presentation.

Call for Papers and Presentations-

We invite researchers, scholars, practitioners, and students to submit abstract of their research paper related to

sustainable business practices via the following link:

<https://forms.gle/WF839TgC2VtdtIzS8>

Authors should ensure that the names, designations, and affiliations of the authors/co-authors are included in abstract. Additionally, five or more keywords should be provided below the abstract. The decision of the Technical Committee regarding the acceptance of the abstract and instructions for submitting the full paper will be communicated through their registered e-mail ID.

Tentative date –

Abstract Submission 25/02/2024

Full Paper Submission 27/02/2024

Seminar 29/02/2024

Certificate of Paper Presentation- A soft-copy of the certificate will be provided to the participants who register and present the paper either online or offline.

Registration Fees-

Student/ Research Scholar Rs. 300

Faculty/member/Industry representative Rs 500

The registration fees should be paid through NEFT/RTGS/UPI in following account:

Name: Mahatma Gandhi Central University

A/C No.: 3604439101

Bank: Central Bank of India

Branch: Luthaha Branch

IFSC Code: CBIN0280030

Note: Registration Fee mentioned in the table is for a single author. Other co-authors need to register and pay fees separately.

No Accommodation will be provided to registered candidate who will join offline.

Organising Committee



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HVC, MGCU



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Prof. Shirish Mishra
Head, Department of Commerce, MGCU

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