



# Lady Doak College

AUTONOMOUS

Madurai – 625002

Recognized by UGC as a 'College with Potential for Excellence'

Reaccredited by NAAC with Grade 'A' 3<sup>rd</sup> cycle CGPA 3.44 on a 4 point scale

DEPARTMENT OF BUSINESS ADMINISTRATION

## National Conference On Sustainable Development & Social Innovation in Business

31<sup>st</sup> JANUARY, 2020

### CALL FOR PAPERS

Original research papers related to the conference themes and sub themes are invited for presentation

In Association with 'RESEARCH CULTURE SOCIETY'



RESEARCH CULTURE SOCIETY

# SUB THEMES



## SUSTAINABLE DEVELOPMENT AND SOCIAL INNOVATION IN MARKETING

- Customer Experience, Engagement & Relationship Management
- Marketing Analytics, Business Intelligence & Automation
- Brand Development in Digital Marketing
- E-Commerce Marketing & Digital Platforms
- Rural Consumers & Marketing Strategies
- Social & Digital Media Marketing
- Green Marketing & Consumerism
- Tourism & Sports Marketing
- Event marketing

## SUSTAINABLE DEVELOPMENT AND SOCIAL INNOVATION IN FINANCE

- Sustainable Financial Performance
- Sustainable Micro –Finance & Rural Development
- Innovative Economic Strategies for Financial Inclusion
- Financial Innovation, Engineering & Analytics
- Digital Banking Practices, Paytm & E-wallet
- Crypto Currency & Block Chain
- Sustainable/Green Investing
- Global Taxation Practices

## **SUSTAINABLE DEVELOPMENT AND SOCIAL INNOVATION IN HR & OB**

- Sustainable work culture
- Quality of work life for sustainable organizational development
- Sustainable Retention strategies in Dynamic Environment
- Sustainable Talent management and acquisition
- Employee Retention in Dynamic Environment
- HR-Analytics for Sustainable Business
- Sustainable Green HRM practices
- Artificial Intelligence in HR

## **SUSTAINABLE DEVELOPMENT AND SOCIAL INNOVATION IN INTERNATIONAL BUSINESS, IT, OPERATIONS & LOGISTICS**

- Sustainable Development in International Scenario
- Sustainable Supply Chain management & Reverse Logistics
- Sustainable SCM solutions in Retail Industry
- Quantity Control & Six Sigma Management
- Eco design and Green manufacturing
- Smart City & Urban Planning
- Data Science & Machine Learning
- Robotics & Artificial Intelligence

**\* Any other topic related to the above themes are welcomed**

# IMPORTANT DATES

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**FULL PAPER SUBMISSION LAST DATE 20<sup>th</sup> January, 2020**

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## **PUBLICATION OPPORTUNITIES**

**All accepted papers will be published with ISBN Book and in International Journal of Research Culture Society, Peer reviewed, Refereed Journal with Impact Factor.**

**FULL PAPERS ARE ACCEPTED AS SOFT COPIES**

**EMAIL: [ncsd2020@gmail.com](mailto:ncsd2020@gmail.com), [beulahmabel@ldc.edu.in](mailto:beulahmabel@ldc.edu.in)**

**Publication Cost : Rs: 1000/- per paper  
(1/2 author, Approx. - 3000 words)**

**REGISTRATION FEE and Publication Cost CAN BE PAID THROUGH**  
[http://www.ladydoakcollege.edu.in/BBA\\_Conf\\_Registration.php?page=registration](http://www.ladydoakcollege.edu.in/BBA_Conf_Registration.php?page=registration)

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