



Dr. D Y Patil Pratishthan's
Dr. D Y Patil Institute of Management Studies (DYPIMS)
ORGANIZES

7th Asia-Africa Development International Conference, Summit, and Awards 2024 (1st and 2nd March 2024)



In Collaboration With



Institute of Industrial and Computer
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Indonesia

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The Taylor & Francis Group

Venue: Shantai Auditorium, D. Y. Patil International University, Akurdi, Pune

7th Asia Africa Development Conference, Business Conclave Summit, and Awards 2023 Scheduled during 1st and 2nd March 2024 at Dr. D. Y. Patil Institute of Management Studies (DYPIMS), Pune (India) is a harbinger of transformative on metamorphosis and heralds a new era in high-level collaborations between Asian and the African continents.

Conference Title

International Conference and Business Conclave on Sustainable Smartech Businesses across Global Economies

Summit

Address by Keynote Speakers, Panel Discussions and Research Paper presentations on Sustainable Businesses across Global Economies.

Sponsorship

The Sponsorship Opportunities to Showcase your organization, Brand, Products or Services and Awards for Excellence with regards to your contribution with related to your Industry by Asia Africa Development Council/ Council for Sustainable Peace and Development



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The Sustainable Development Goals or Global Goals are a collection of the 17-point charter of global goals designed to be a shared blueprint for peace and prosperity for people and the planet, now and into the future. The Asia-Africa Development Council works extensively on all 17 areas of the Sustainable Development Goals of the United Nations.

About the Conference

Sustainability is the key to a better future. Humans rely on natural resources for business, activities, and survival. Ignoring sustainability can lead to the exhaustion of natural resources. In business, socially sustainable companies recognize their importance to people and society and work to improve their local communities. Consumers are more likely to support sustainable businesses, and it also cuts business costs by reducing energy consumption and waste. The prime theme of the conference is "Sustainable SmarTech Businesses across Global Economies".

Today, more and more business leaders are identifying that sustainability initiatives are beneficial for climate

change and can positively impact a company's bottom line when executed effectively. Companies are investing in smart technology like AI, machine learning, and blockchain to help accelerate and streamline sustainability efforts, operate more efficiently, and drive shareholder value. While businesses, especially those with large national or global footprints, often face the challenge of scalability when implementing sustainability action plans across various locations. New technologies can step into this arena to help businesses overcome these challenges.

About the Summit

The Summit primarily focuses on Panel Discussions by Top Notch Panelists, Strategic Leaders, Elite Professionals, and Eminent Experts. They will also discuss and find ways to solve the problems for the betterment of Global Society and Support the Mission of the United Nations Sustainable Peace & Development Agenda 2030 Mission. Panel Discussions in the Summit will be as per the following aspects:

1. SmarTech and Sustainability
2. Sustainability in Management Practices across the World

3. Achievement of United Nations Sustainable Peace & Development Goals
4. Sustainability of Businesses in India

The Panel discussions in the Summit are amazing for providing a variety of viewpoints through lively discourse and are a great complement to keynotes and others. It fosters productive learning relationships among panelists and participants. In addition, it allows everyone to reflect and think critically when listening and realizing different perspectives.



Conference Tracks:

We invite the research papers for the conference as per the following tracks:

Track 1:

Sustainable Marketing Management

- Green Marketing
- E-Commerce and Smartech
- Marketing and SMEs
- Marketing Analytics
- Business Intelligence in Marketing
- Automation in Marketing practices
- Rural Marketing and Technology
- Digital and Social Media Marketing
- Sustainable Value Analysis
- Sustainable packaging and Brand Development
- Sustainable Customer Engagement
- Sustainable Retail Marketing and CRM
- Sustainability in Tourism Industry
- Strategies for Green Purchase Intention
- Sustainable Advertising and Promotional Strategies
- Consumer Buying Behavior and Sustainable Marketing Practices.

Track 2:

Sustainability and Human Resource Management

- Green HRM Practices
- HRM in SMEs
- Technologies in HRM
- Sustainable Talent Acquisition
- HR Analytics for Sustainable Business
- Sustainable Employee Engagement and Employee Retention Strategies
- Artificial Intelligence in HR
- Emotional Intelligence, Spiritual Intelligence for Sustainable Work Culture
- Technology and Innovations in HRM
- Workplace Diversity and Inclusion
- Global Human Resource Management
- Employee Wellbeing and Emotional Constipation
- Sustainable Human Resource Planning and Change Management



Conference Tracks

Track 3:

Sustainable Financial Management

- FinTech
- Green Finance
- Technology in Financial Management
- Sustainable Financing Practices through Green Bonds
- SMEs and Financial Management
- ESG and Financial Performance
- Cryptocurrency & Blockchain
- Sustainable Accounting Practices and Financial Performance
- Sustainable Micro-finance
- Sustainable Finance and Cooperative Financial Institutions
- Sustainable Green Finance
- Financial Performance and Accounting Practices for Sustainability
- Carbon Accounting and Trading
- ESG Investments
- Sustainable Financial Risk Management
- Carbon Tax and Energy Financing
- Commodity Markets and Macroeconomic Stability

Track 4:

General Management, Operations Management and Business Analytics

- Business Innovations and Technology
- Operations Excellence in SMES
- Smartech in Operations
- Leadership and Governance for Sustainable Development
- Education and Sustainability
- Sustainable Entrepreneurship and Entrepreneurship Development
- Role of ESG in Organizational Development and Performance.
- Strategies for Sustainable Development
- Digitization and Sustainable Economic Development
- Human Capital to Attain Sustainable Economic Growth
- Green Supply Chain
- Big Data Analytics for Sustainable Development
- Artificial Intelligence, Data Science and Machine Learning and Cloud Computing in Business



Important Dates

Task	Date
Last Date of Submission of Papers	12 th February 2024
Intimation of Acceptance for Conference Only	20 th February 2024
Last Date for Payment of Registration Fees	25 th February 2024
Dates of Conference	1 st and 2 nd March 2024

Conference Fees

Category	Fee
Delegates from India	INR 2000
Delegates from Out of India	USD 300

Note:

- *Publication Fees: Rs. 14,200 (Taylor and Francis) – Subject to Acceptance by the Publisher*
- *The Remaining Papers will be published in Peer-Review Journal (Fees of Rs. 1250)*
- *The Conference fee will include Conference Kit, Certificate, Lunch & Tea etc.*
- *Travelling and accommodation expenses will be borne by the participants.*

Publication Opportunity:

- *Selected Papers will be published in **Taylor and Francis Conference proceedings**– Subject to Acceptance by the Publisher. (Journals includes Public Management Review, The International Journal of Human Resource Management, Journal of Small Business Management, Journal of Advertising)*

Guidelines for Papers:

1. *Conference Registration and submission of the paper must be made through the provided link.*
2. *Please follow the guidelines on <https://authorservices.taylorandfrancis.com/publishing-your-research/writing-your-paper/journal-manuscript-layout-guide/>*
3. *Paper size should be 6-7 pages including references.*
4. *Use Times New Roman font in size 12 for entire manuscript.*
5. *All Authors details (Name, Institution, Designation, Email, Contact No.) should be included the paper.*

Conference Registration Payment Mode

Please register for the conference and submit your paper and pay the fees in the following account. Bank Details for Conference Registration

- **A/c Name:** Dr. D. Y. Patil Institute of Management Studies
- **Bank Name:** HDFC Bank
- **Branch:** Bhandarkar Road, Pune.
- **A/c No:** 50100114421089
- **IFCS Code:** HDFC0000007

After payment of fees, please register on the following link: <https://forms.gle/ni7kWMVJw4NfLByJ9>



About Dr. D. Y. Patil Institute of Management Studies (DYPIMS)

Dr. D. Y. Patil Institute of Management Studies (DYPIMS) is one in the illustrious galaxy of educational endeavours of Dr. D.Y. Patil Pratishthan. The Institute is committed to providing the quality management education that help to ensure its alumni rise to become future leaders of India. The

mission of Dr. D. Y. Patil Institute of Management Studies (DYPIMS), Pune, is to produce value-based professionals and leaders in management science. We are committed to producing globally competent management professionals for industry and society through value-based education.



About Asia Africa Development Council

Asia-Africa Development Council (ADCO) works worldwide with International Ambassadors and Advisors under the Mentorship of Governing Council. It focuses on attaining the United Nations Sustainable Peace & Development Goals in line with AADC Strategic Execution Policy 2025. Prof. (Dr.) Ripu Ranjan Sinha (Director General - Asia Africa Development Council) has a vision for bringing about Peace across the Globe for the Sustainable Development of humanity to promote

and achieve the targets laid by the United Nations Sustainable Development Agenda 2030. Council for Sustainable Peace and Development is licensed by the Ministry of Corporate Affairs, Government of India to work for the betterment of Human society. We urge the global society to perform actions towards achieving Sustainable Peace and Development for the betterment of our future generations.



Institute of Industrial and Computer Management and Research (IICMR)

IICMR is one of the top B-School in Pune Affiliated with Pune University, approved by AICTE Accredited by NAAC situated in the core of the city advanced by corporates and academicians. IICMR centers around

the 360 degree change of students as far as quality instruction and corporate introduction through its corporate oriented educational plan and teaching method.



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(Executive Director, DYPIMS)

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