



**AMITY BUSINESS SCHOOL,
AMITY UNIVERSITY UTTAR PRADESH, NOIDA
PRESENTS**

9TH GLOBAL LEADERSHIP RESEARCH CONFERENCE

ON NEW PARADIGMS OF BUSINESS MANAGEMENT IN THE ERA OF ANALYTICS SUSTAINABILITY AND INNOVATION

07TH - 09TH FEB 2024



CHIEF PATRON



DR. ASHOK K CHAUHAN

Founder President
Ritnand Balved Education Foundation
(The Foundation of Amity Institutions
and the sponsoring body of Amity
Universities)
Chairman, AKC Group of Companies

PATRON



DR. ATUL CHAUHAN

Chancellor, AUUP
President, Ritnand Balved
Education Foundation
CEO, AKC Group of Companies

CO PATRON



PROF. (DR.) BALVINDER SHUKLA

Vice Chancellor
Amity University Uttar Pradesh

CHAIR



PROF. (DR.) SANJEEV BANSAL

Dean FMS & Director ABS

CO-CHAIRS



**DR VIJIT
CHATURVEDI**



**DR PRIYANKA
AGARWAL**



DR JAYA YADAV

IMPORTANT DATES

Last Date Of Full Paper Submission: January 25, 2024

Final Date For Registration: January 29, 2024

Key Highlights:

Pre- Conference workshop

Statistical Tools Using
Machine Learning and Python For Data Analytics

Paper Presentation tracks

Track 1 -General Management Paradigm

Navigating the Uncharted Horizons of Innovation and
Sustainable Practices

Track 2 - Finance Paradigm

Financial Horizons: Navigating Through the ever-
changing Landscape.

Track 3 - HR Paradigm

Re-Imagining Human Resources: Unlocking the
Innovation Paradox

Track 4 - Marketing Paradigm

New Age Marketing: Connecting Dots Between
Sustainability, Analytics and Innovation

Track 5 - Entrepreneurship Paradigm

Entrepreneurship & Growth: Leveraging Innovation,
Network & Policy For Sustainability

Discussion Forums with Eminent speakers

Leadership Forum: Demystifying leadership: Unveiling the
Business Success sutras

Human Resource Forum: Leveraging Analytics – Innovation
across HR Value Chain

Operations & Quality Forum: Leveraging Analytics,
sustainability and innovations in Operations & Quality

Marketing Forum: Role of Analytics in Contemporary Marketing

Finance Forum: New paradigms of Finance function in the era
of analytics, innovation, and sustainability



PUBLICATION OPPORTUNITIES

Selected quality papers from the conference will be published by SPRINGER NATURE in the Prestigious Springer Proceedings in Business and Economics. A few selected papers will be published in the following as per the policies/guidelines including article processing charges:

- Environment and Social Psychology, ISSN:2424-7979 E-ISSN:2424-8975 (SCOPUS INDEXED)
- Proceedings on Engineering Sciences ISSN:2620-2832E-ISSN:2683-4111 (SCOPUS INDEXED)
- Journal of Statistics and Management Systems Print ISSN: 0972-0510 Online ISSN: 2169-0014 (ESCI,Q2)
- Multidisciplinary Reviews, E-ISSN:2595-3982 (SCOPUS INDEXED)

Contact at:

DR VIJIT CHATURVEDI
PHONE: +91-9810650829

Please feel free to write to us on glrc@amity.edu

www.amity.edu/abs/glrc2024

Venue: Amity Business School,
Amity University, Uttar Pradesh, Noida Campus

DR PRIYANKA AGARWAL
PHONE: +91-9818811642