

4th National Conference of Amity School of Economics

18th – 19th March 2021

Sustainable Development Goals: Lessons and Challenges in the VUCA World

Theme: Sustainable Development Goals: Lessons and Challenges in the VUCA World

Publication Opportunities: IGI Global Special Issue; Taylor & Francis publication opportunities

Conference Tracks

Track No.	Track Title	Major Sub-Themes	No. of Papers
I	Sustainable Development and New Business Models in Marketing	Marketing Analytics, Business Intelligence & Automation; Social & Digital Media Marketing; Green Marketing & Consumerism; Tourism & Sports Marketing; E-Commerce Marketing & Digital Platforms; Rural Consumers & Marketing Strategies	10
II	Sustainable Development and New Dimensions in HRM & OB	Employee Retention in Dynamic Environment; Sustainable Green HRM Practices; Sustainable Talent Management and Acquisition; Organizational Culture & Employee Engagement; Diversity & Inclusion; Work-life Balance and Stress Management; Artificial Intelligence in HR	10
III	Sustainable Development and Social Innovation in Finance & Accounting	Sustainable Micro-Finance & Rural Development; Sustainable/Green Investing; Innovative Economic Strategies for Financial Inclusion; Sustainable Financial Performance & Accounting Practices; Financial Innovation, Engineering & Analytics; Global Taxation Practices; Cryptocurrency & Blockchain; Digital Banking Practices, Paytm & E-wallet	10
IV	Sustainable Development and Social Innovation in Business Ethos	Corporate Governance & CSR; Human Values in Current Scenario; Management Ethics; Social Responsibility in International Business; Sustainability Practices in Today's Environment	10
V	Sustainable Development and Socio-Economic Aspects	Agricultural Sustainability; Emissions Goals by 2030; Human Capital Development; Urban Development; Effective Industrial Policy to Achieve the SDGs	10

Patron in Chiefs:

- Dr. Ashok K. Chauhan, Founder President, Amity University
- Dr. Atul Chauhan, Chancellor, Amity University
- Prof. (Dr.) Balvinder Shukla, Vice Chancellor, Amity University

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- Prof. Dr. Shalini Singh Sharma, Director, Amity School of Economics
- Prof. (Dr.) Kavita Indapurkar, Jt. Administrator, Amity School of Economics
- Dr. Neeru Sidana, Amity School of Economics

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