

## Registration Details

Visit <http://smslucknow.ac.in/smsconference> to download registration form. The payment will be made online and the payment details should be sent along with the scanned copy of filled registration form to the email ID: [conference@smslucknow.ac.in](mailto:conference@smslucknow.ac.in)

The payment can also be made by cash on spot at the registration desk.

Registration fee will include conference kit, networking lunch and tea for the conference days. Details of registration fee are as follows:

Corporate Executive (Paper Presenter/ Delegate) ₹ 2000/-  
Paper Presenter (Single Author)\* ₹ 1500/-  
Academic Delegate (Only attending) ₹ 1000/-  
Research Scholar & Students (Only attending) ₹ 500/-

\* ₹ 500/- extra for each co-author

## Best Paper Award

"Best Paper Award" shall be presented to recognize outstanding contribution of paper focusing on theme & sub theme.

## Payment Modes

### 1. Online Mode: (QR Code)

Account No : 3926002105004563

A/C Holder : School of Management Sciences

Bank : Punjab National Bank

Branch - Vivek Khand, Gomti Nagar,  
Lucknow (U.P.)

IFSC Code: PUNB0392600

\* For any payment related query  
contact : 9792633331, 9506033170

### 2. Offline Mode: At the time of "On Desk Registration"

QR Code for Payment



9838280993m1@pnb

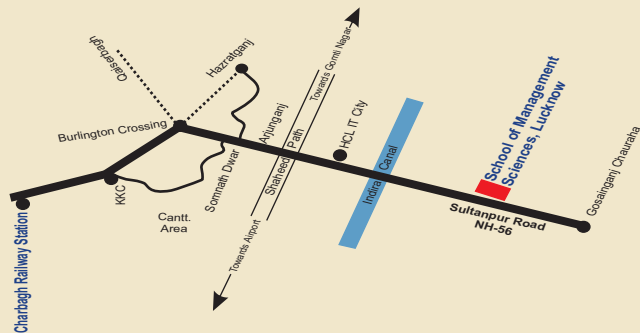
## Itinerary

### Day -1

Inaugural - 10:00 a.m. - 11:30 a.m.  
Tea Break - 11:30 a.m. - 12:00 noon  
Corporate Session - 12:00 noon - 2:00 p.m.  
Lunch - 2:00 p.m. - 3:00 p.m.  
Technical Session-I - 3:00 p.m. - 5:00 p.m.

### Day -2

Technical Session-II - 10:00 a.m. - 12:00 noon  
Tea Break - 12:00 noon - 12:20 p.m.  
Technical Session-III - 12:20 p.m. - 2:20 p.m.  
Lunch - 2:20 p.m. - 3:00 p.m.  
Valedictory & Award Ceremony - 3:00 p.m. - 5:00 p.m.



## Advisory Committee

Chief Patron <b>Mr. Sharad Singh</b> Secretary & CEO SMS Lucknow	Conference Chair <b>Dr. Ashish Bhatnagar</b> Director SMS Lucknow	Conference Co-chair <b>Dr. B.R. Singh</b> Director General (Tech) SMS Lucknow
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<b>Dr. Mohd. Talha</b> Chairman-ISTD Lucknow Chapter	<b>Shri. R. Ramani</b> Chairman-IIPA UP Regional Branch
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## Organizing Committee

Convener <b>Dr. Ashok Sengupta</b> Assistant Professor	Co-Convener <b>Dr. Pallavi Banjare</b> Assistant Professor	Organizing Secretary <b>Mr. Asad Kareem Usmani</b> Assistant Professor
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## Members

Dr. Om Prakash	Ms. Aditi Verma
Dr. Neerja Dixit	Dr. Madhurima
Dr. Syed Azhar Abbas Rizvi	Dr. Abhishek Kumar Pandey
Mr. Alok Singh	Mr. Abhishek Pal
Mr. Vikram Singh	Mr. Rohit Krishnani
Mr. Gaurav Sharma	Mr. Ravi Shankar Pandey
Mr. Satyajeet Asthana	Mr. Rakesh Kumar Dhimaan
Dr. Kailashpati	Dr. Suman Kundi
Dr. Rajeev Tripathi	Dr. Vivek Asthana
Mr. Asad Raza	Mr. Anant Singh
Dr. Manisha Gupta	Mr. Gaurav Gupta
Mr. Abhishek Tripathi	Ms. Kajal Gupta
Dr. Shashwat Bajpai	Ms. Shuchi Srivastava
Mr. Manish Kumar Singh	Ms. Priyanshi Sharma
Ms. Smita Tripathi	Ms. Richa Kumari
Dr. Jyoti Prakash	Mr. Dipanshu Mishra

## Important Dates

Abstract Submission Deadline

**25<sup>th</sup> January, 2025**

Abstract Acceptance Confirmation

**Within One Week of Abstract Submission**

Full Paper Submission Deadline

**15<sup>th</sup> February, 2025**

**Conference Helpline :-**

**9358151310, 9919876678**

**9792633331, 9506033170**



NAAC Accredited : A+ Grade



# National Conference

on

## Sustainable Business Strategies for a Shared Future

**21<sup>st</sup> - 22<sup>nd</sup> February 2025**



## Organized by

School of Management Sciences, Lucknow

In Collaboration With

Indian Institute of Public Administration, Uttar Pradesh

&

Indian Society for Training and Development, Lucknow

Venue: School of Management Sciences, Lucknow

19th K.M. Stone,

Sultanpur Road, Lucknow

Pin-226501

[www.smslucknow.ac.in](http://www.smslucknow.ac.in)

## About SMS Lucknow

School of Management Sciences (SMS) Lucknow (India), established in 2008 and approved by AICTE, Ministry of Education, Government of India New Delhi has been accredited with A+ Grade by National Assessment and Accreditation Council (NAAC). SMS Lucknow offers quality education in the areas of Management and Technology offering BBA, BCA, B. Com, B. Com (H) & B.Voc. (Software Development) affiliated to University of Lucknow; MBA & B.Tech programmes in Mechanical, Civil, Electrical, Computer Science (CSE), CSE - IoT, AI & ML and AI DS affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow. SMS Lucknow is considered today amongst the leading Management and Engineering Institutes of Uttar Pradesh. SMS Lucknow dedicates its efforts in grooming future managers and technocrats to become outstanding entrepreneurs and business professionals. The Institute is maintaining high global standards by imparting value - based education, emphasizing on excellence in academics, research initiatives, strong industry interface, regular industry visits and enviable summer placements and churning out industry ready professionals who are emerging as outstanding contributors in the corporate world. The strides of SMS have been recognized in various national and international forums. The numerous awards viz. B-School Leadership Award at World HRD Congress, Pride of Industry Award, Innovation and Outstanding B-School Award at Asia Brand Summit, and Outstanding Leadership Award by Star News, National Education Leadership Award for being the Outstanding Engineering Institute (North) by ET Now, UP Brand Leadership Award by ABP News are a testimony of the inputs that go into making a good institute into a better one and further being the best.

## About IIPA

The Indian Institute of Public Administration (IIPA), established under the Societies Act of 1860 and inaugurated by Prime Minister Jawaharlal Nehru on March 29, 1954, is a premier institution dedicated to enhancing public governance. It equips public servants with domain expertise, functional skills, and leadership competencies for efficient administration. With 67 regional branches, IIPA fosters the exchange of ideas among public servants, academics, and students. Its core activities include training, research, consultancy, and information dissemination. Guided by the vision of "Inspiring Excellence in Governance," IIPA promotes ethical, transparent, and accountable governance aligned with human values and citizen-centric service delivery.

## About ISTD

The Indian Society for Training and Development (ISTD), established over 54 years ago, is a leading institution in Human Resource Development. With headquarters in New Delhi and 47 chapters nationwide, ISTD offers transformative programs, including its flagship Post Graduate Diploma in Training and Development, introduced in 1979. The Society actively engages in research, consultancy, seminars, and training at regional, national, and international levels. Guided by the vision of "Leading Transformation through Training & Development," ISTD fosters innovative practices and knowledge-sharing to advance effective HRD tools and technologies across sectors, enhancing organizational and individual excellence in training and development.

## About the Conference:

This conference is an effort to explore the collaborative and eco-friendly business practices. It highlights the importance of shared responsibility in achieving a sustainable future.

The conference aims to:

1. **Facilitate Knowledge Sharing:** Provide a platform for researchers, practitioners, and policymakers to share insights, case studies, and research findings on sustainable business practices.
2. **Promote Innovation:** Encourage the development of innovative strategies and solutions that address sustainability challenges in various industries.
3. **Highlight Best Practices:** Showcase examples of businesses successfully integrating sustainability into their core operations and strategies, highlighting the benefits and challenges encountered.
4. **Foster Collaboration:** Encourage collaboration between academia, industry, and government to create synergies and partnerships that advance sustainable development goals.
5. **Address Global Challenges:** Discuss and develop strategies to address pressing global issues such as climate change, resource depletion, and social inequality through sustainable business practices.
6. **Enhance Competitiveness:** Explore how sustainability can be a driver for business competitiveness, resilience, and long-term success.
7. **Educate and Inspire:** Raise awareness and inspire action among participants to adopt and advocate for sustainable business practices within their organizations and communities.

## Conference Themes:

### 1. Long-Term Vision and Impact:

- ★ **Beyond Profit:** Building a Sustainable Legacy for Future Generations (Focuses on the long-term impact of sustainable practices)
- ★ **Future proofing Business:** Strategies for a Just and Thriving World (Highlights the role of business in creating a better future)
- ★ **Inter generational Collaboration:** Aligning Business Goals with Community Needs (Emphasizes collaboration between generations)

### 2. Building a Sustainable Future:

- ★ **Circular Economy for All:** Closing the Loop and Preserving Resources (Focuses on creating a circular economy for future generations)
- ★ **Investing in a Green Future:** Sustainable Finance and Infrastructure Solutions (Explores financial strategies for a sustainable future)
- ★ **Innovation for Sustainability:** Disruptive Technologies for a Thriving Planet (Highlights the role of innovation in building a sustainable future)

### 3. Empowering Future Generations:

- ★ **Educating for Sustainability:** Building Environmental Literacy for Future Leaders (Highlights the importance of education in achieving sustainable).

- ★ **Fostering Sustainability Entrepreneurship:** Empowering the Next Generation of Change makers (Focuses on supporting young entrepreneurs).

- ★ **Creating Sustainable Livelihoods:** Business Strategies for a Just and Equitable Future (Explores creating a sustainable economic future for all).

## 4. Measuring and Communicating Impact:

- ★ **Metrics for Sustainability:** Measuring Progress for Future Generations (Focuses on defining and measuring the impact of sustainability efforts)
- ★ **Transparency & Accountability:** Building Trust for a Sustainable Future (Highlights the importance of transparency in business)
- ★ **Communicating Sustainability:** Engaging Stakeholders with a Shared Vision (Focuses on effective communication of sustainability goals)

## 5. Industry-Specific Solutions for a Sustainable Future:

Tailor discussions to address sustainability challenges and opportunities specific to different industries (e.g., Manufacturing, Retail, Agriculture)

## Call for Papers:

SMS Lucknow invites original and unpublished research work from Academicians, Corporates, Research Scholars & Students.

## Manuscript Requirement for Paper Submission:

Abstract and Paper should be submitted by e-mail to [conference@smslucknow.ac.in](mailto:conference@smslucknow.ac.in). Abstracts must include a clear indication of the purpose of research, source of data, research methodology, major findings and implications. All submissions will be reviewed and communicated to the corresponding author within a week.

The authors must ensure adherence to the following guidelines for submitting full length paper.

- ★ **Cover Page:** Cover page shall mention the title of paper, sub theme, name of author/s and their affiliation.
- ★ **Abstract:** 300-500 words
- ★ **Key words:** Maximum 4 words
- ★ **Maximum Length:** 4000 words excluding title/ cover page and references
- ★ **Font:** Times New Roman, font size 12 pt. with a 1.5 line space and single column with 1" margin
- ★ **Tables & Figures:** All tables and figures shall be serially numbered and properly labelled
- ★ **References:** References must be given at the end of the paper in APA 6th or 7th style
- ★ All accepted abstracts will be published in the conference souvenir. Selected and acclaimed papers of the conference may be considered for publication in the regular/special issue of "Adhyayan - A Journal of Management Sciences", Peer Reviewed Journal, ISSN: 2249-1066 (Print), ISSN : 2455-8656 indexed with EBSCO, ULRICH'S, CROSSREF, J-GATE, PKP & Google Scholar with individual DOI for all published papers or edited book with ISBN.