



National Online Conference on Sustainable Business and Marketing

Organised by
Department of Management Studies - NIT Trichy



10th March 2021

NIT Trichy

National Institute of Technology, Trichy, is a premier Technical Education Institution that offers Engineering and Technology, Management, Architecture and Social Sciences courses. NIT Trichy is ranked first among all NITs across the nation and secured 9th position in Engineering in the India Rankings 2020 released by NIRF, Government of India.

Management Studies

The Department of Management Studies, which was started in 1978, is one of the oldest, well known, and best-rated B-Schools in India. It aims at developing managers and entrepreneurs of essence and excellence through a comprehensive curriculum. The department has produced world-class Corporate Leaders, Managers and Entrepreneurs since its inception.

About the Conference

Sustainability becomes a vital and strategic goal of business today. It becomes a new standard. Modern business requires fulfilling customer needs and its goals in harmony with ecosystems that involve, Triple Bottom Line like Social, Economic and Environmental Performance. Nowadays, business organisations are integrating sustainability into their business and taking responsibility for preserving the quality of life for future generations.

Consumers of sustainable marketing are expected to be active collaborators in caring for the planet and creating a positive social change. In a country like India, sustainable business and marketing practices have become the need of the hour and a conference of this kind will provide the platform for entrepreneurs, practising managers and academicians to discuss and deliberate the business practices to become self-sustainable and to competitive in the global marketplace.

Major Themes

- ✔ Sustainable Business Development
- ✔ Digitalisation, Technology Innovation for Sustainable Development
- ✔ Indigenous approaches to the Sustainable Development
- ✔ Sustainable Technology Management
- ✔ Sustainopreneurship
- ✔ Management of Small Business
- ✔ Smart, Inclusive and Green Growth
- ✔ Economic and Environmental Sustainability
- ✔ Product's Life Cycle in Circular Economy
- ✔ Value Creation to Customer
- ✔ Connecting CSR and Marketing Strategy
- ✔ Post COVID Learning and Marketing Strategies
- ✔ Green Marketing
- ✔ New Product Development Integrated Online-Offline Customer Brand Experience
- ✔ Marketing Technology
- ✔ Innovation in Marketing for emerging markets
- ✔ Social Media Marketing and Analytics
- ✔ Sustainable Consumption and Consumers
- ✔ Scope for Refurbished Products.

Call for papers

We invite Academicians, Research Scholars, Practising Professionals and Entrepreneurs to share their thoughts on the above themes by contributing original, unpublished research articles, India-specific Case studies and Conceptual papers for the presentation. Papers that introduce new theories and insights into theme the conference are most welcome.

The abstract will be subject to a blind review by the expert committee. A paper should not have more than three authors. Acceptance of the abstract for the Conference will be communicated within 10 days. All accepted abstracts will be published in the conference proceedings. Select Full Papers will be published in an edited volume with ISBN.

Guidelines for Abstract submission

Cover Page: Title of the paper, Name of author(s), Designation, Professional affiliations, e-mail id and mobile number. For a paper with two or more authors, please mention the Presenting author. Abstract Main page: Please mention the title of the paper, and an abstract for a maximum of 200 words, including the purpose of the research, methodology used, findings and practical implications. List five Keywords related to the paper. Send the soft copy of the abstract in MS Word as an attachment to : marcon@nitt.edu.

Dates to Remember

Last date of submission of Abstract : 15th February, 2021
Notification of acceptance of Abstract : 20th February, 2021
Last date to pay Registration Fee : 25th February, 2021
Last date of submission of Full Paper : 25th February, 2021.

Date of Conference : 10th (Wednesday) March 2021

Key Note Speakers

Prof. P. Kanagasabapathi, Economist, Expert Council Member, ICSSR, New Delhi.
Tulasi K. Balasubramanian, CEO, Arcot Green Power Private Limited and Creative Management Consultancy, Trichy.
Dr. Muruganatham Ganesan, Associate Professor, MBA Dept, NIT Trichy.

Registration Fee

Registration Fees for the presenting author: Rs 800/-. For Individual co-author Rs 400/-. Registration Fees include GST. The fees should be paid through SBI-I Collect. Registered author(s) will be provided E-certificate. Mode of the Conference: Online-MS Teams.

Conference Co-ordinator

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