

Call for Papers For National Conference on FUTURE OF WORK: ADAPTING TO A CHANGING LANDSCAPE

We are delighted to invite you to the Two-Day National Conference in P.G. Department of Commerce, University of Jammu from 29th-30th November, 2023.

OBJECTIVE OF THE CONFERENCE

The aim of the conference will be pursued in a comprehensive manner across numerous disciplines and perspectives so that we may address the core and related issues of sustainable development. This interdisciplinary conference welcomes researchers, educators, and professionals from all fields who are interested in sustainability from a global viewpoint where environmental, cultural, economic, and social issues coexist.

THEMES & SUB-THEMES

Note that below given subthemes are only representative. Contributions on related studies within the realms of economics, commerce, trade, industry, law, business, science and related areas are greatly solicited. The list is only illustrative and not exhaustive.

SUSTAINABLE HR AND OR

- The role of human capital to attain sustainable economic growth
- Corporate sustainability due diligence: anchoring human rights and environmental parameters
- Creating sustainability champions across the workforce
- Employee retention in dynamic environment
- Sustainable retention strategies in dynamic environment
- Sustainable green HRM practices
- Role of foreign assignments in social innovation
- Sustainable talent management and acquisition
- Organizational culture and employee engagement
- Diversity and inclusion
- Work-life balance and stress management
- HR-analytics for sustainable business
- Spirituality and religious practices in sustainable work culture
- Artificial intelligence in HR
- Corporate social responsibility and HR
- Sustainability and workspace
- Shift in employees' attitude and activism
- Competitive advantage through sustainability
- Sustainable entrepreneurship

SUSTAINABLE IT, OPERATIONS AND SCM

- Green manufacturing
- Sustainable supply chain management and reverse logistics
- Scheduling problems in manufacturing and service organizations
- Quantity control and six sigma management
- Eco design and green manufacturing
- Behavioural operation management and industry 4.0
- Smart city and urban planning
- New product and service management
- Data science and machine learning
- Robotics and artificial intelligence

SUSTAINABLE DEVELOPMENT GOALS MILESTONES AND ROADBLOCKS

- Balancing growth and sustainability
- Embedding sustainability across the business
- Shaping business strategy through sustainability data
- Courageous leadership accelerating the net zero transition
- Sustainable standards and corporate governance
- Sustainable tourism building towards a liveable planet and resilient communities
- Integrating environmental, social, and economic aspects for value creation and positive impact.
- Green and renewable energy
- Sustainable and ethical investing
- Women in sustainability
- Aligning sustainability with business performance

SUSTAINABILITY AND FINANCE

- Sustainable finance – the roles and impacts of different financial services actors and institution
- Corporate governance
- Climate-related risks and finance
- Data and novel methods for understanding and measuring sustainability in finance and investment
- Sustainable finance and the law
- Social and human rights dimensions of sustainable finance
- Sustainable investment in and by emerging market actors

- The role of the state (e.g., central banks, development banks, and regulators) in advancing sustainable finance
- Financing natural infrastructure
- Financial system's characteristics and carbon emissions across the globe
- The impact of climate change on the corporate governance practices
- Global warming and financial institutions
- Fintech for climate change
- Climate risk, financing decisions, firm performance and innovation
- Green finance
- Financial inclusion
- Microfinance
- Corporate governance and financial decision making
- Carbon footprints of crypto currencies and digital finance
- Environmental risk and incentives
- Trends in sustainable investing in 2023
- Sustainable finance and practices
- Financial literacy
- Neuro finance and behavioral financial
- Crypto currency and blockchain technology

SUSTAINABILITY AND MARKETING

- Permission marketing
- Sports and entertainment marketing
- Integrated marketing communications
- International marketing
- B2B marketing
- Green marketing
- Rural marketing
- Sales and distribution management
- Sustainable marketing
- Responsible marketing
- Social causes and consumers boycotting brands
- Deployment of augmented reality, virtual reality, mixed reality, and voice assistants in enhancing consumer quality of life
- Artificial intelligence and consumer journeys
- Web 3.0 and metaverse points of caution, considerations, and opportunities
- Consumer privacy concerns and ethics
- Overconsumption and consumer wastage
- Sustainable consumption
- Consumer addictions
- Cancel culture
- Consumer activism
- Consumer resilience in the face of adversity
- Consumer well-being
- Consumers' self-expression on choices of social media influencers
- Consumers' attention and narratives of social media influencers
- Consumers' brand admiration through social media influencers
- Consumers' decision making and role of social media influencers
- Dark side of new technologies for green marketing
- Ethical issues of new technologies in green marketing
- Customization and digital innovation for luxury brands.
- Webrooming and showrooming
- Predictive analytics in supply chains and sales management
- Applications of deep learning, cognitive analytics, and/or sentiment analysis in marketing, supply chains, selling, and/or sales analytics
- Machine learning and artificial intelligence (AI) in supply chains, logistics, selling and sales management
- The role of sales management in adopting sales analytics for decision-making
- Data mining and knowledge discovery for marketing analytics
- Visualization, networks, and interconnectedness for targeted marketing strategies and tactics
- Consumer behavior analytics in Metaverse

Note: High quality papers will stand a chance of publication in an edited book to be published with a leading international publication house.

SUBMISSIONS GUIDELINES

1. Abstract should be submitted in structured format and should not be more than 500 words.
2. The full paper must be an original submission not presented or published elsewhere.
3. Both abstracts and full papers should be submitted as a MS Word file by e-mail conferencedcju@gmail.com
4. Papers should be within 8000 - 12000 words, extendable upto 14000 words as per the requirement of the publisher. The paper should be single spaced in Times New Roman 12 point.
5. The author(s) should indicate his/her personal full contact details and include a brief biographical note with the paper.
6. All communications must be made on the designated email ID for the conference.



TWO-DAY NATIONAL CONFERENCE

on

Future of Work:
Adapting To a Changing Landscape
(29-30 November, 2023)



Organised By

P.G. Department
of
Commerce

UNIVERSITY OF JAMMU

“Strategy, Merit and Harmony Create Sustainability”

MIGUEL REYNOLDS BRANDAO

The future of a work is changing and it's up to us to prepare and adjust for the new landscape. Technological developments, new generation of workers with different expectations and shifting economic structures are all shaping the future of work. The world of work is undergoing a great transformation, which is inspired by shifting societal expectations. In this context sustainability is set to play a crucial role in the way we work. Sustainability will lead to the creation of more efficient and environmentally friendly workplaces. It will be a major focus for future workplaces and organisations will adopt more sustainable practices and technologies.

Customers/stakeholders/shareholders want to do business with organisations that upkeep about doing good in the world, and a sustainable firm may end up being more profitable in the long term. Sustainability at workplace is not just the trend but it is a shift that is spreading in every organisation driven by regulation and financial pressure that is tied to global sustainability commitments. Gen Z are extremely concern about environmental issues and want to work for organisations that speak to these values, build products and services that are environmentally responsible and have a positive social impact on their people and community.

Sustainability isn't just a concern for big businesses. By implementing particular procedures and implementing a sustainable strategy, businesses of any size can strive towards a sustainable business model. Organisations with sustainable business model consider a wide range of environmental, economic and social factors across their business operations and also while taking business decisions. A sustainable company model places greater importance on objectives other than profit.

Global environmental and social changes, such as resource scarcity and climate change, are

upending established corporate structures. The transition to a more sustainable business model is frequently not just desirable but also necessary for the long-term survival and ongoing profitability of the company, as well as the sustainability of our planet.

The United Nations has embraced the premise of sustainable development to support economic growth, ensure the well-being of future generations, and be inclusive.

Due to the perils of global warming and the dearth of natural resources, it is crucial that this paradigm be recognised.

Furthermore, political and social discord will impede the nation's economic progress if the benefits of economic development do not spread to the base of the pyramid. Thus, this conference, which acknowledges the vitality of sustainability, aims to discuss the crucial issues of human, environmental, and economic sustainability, affecting both the present and future generations in a global setting.

OBJECTIVES

The aim of the conference will be pursued in a comprehensive manner across numerous disciplines and perspectives so that we may address the core and related issues of sustainable development. The conference aimed at reconciling the economic and environmental goals of the global community. This interdisciplinary conference welcomes researchers, educators, entrepreneurs, administrators and professionals from all fields to present their ideas, papers and cases on sustainability from a global viewpoint where environmental, cultural, economic, and social issues coexist.

PARTICIPANTS

Scholars, faculty members, academicians, industrialists, professionals, scientists, policy makers and environmentalists from any disciplines including Commerce, Economics, Management, Education, Sociology, Psychology, Philosophy, Tourism, Environment, Public Policy & Administration and Law etc.

VENUE OF THE CONFERENCE

P.G. Department of Commerce
University of Jammu

IMPORTANT DATES

- Conference dates: 29-30 November, 2023.
- Registration opening date: 25th September, 2023
- Final abstract submission deadline: 25th October, 2023
- Results of abstract review returned to authors: 30th October, 2023
- Full conference paper submission: 7th November, 2023
- Acceptance of full paper: 10th November, 2023

Important Notes: All registration, abstract submission and paper submission will be done through official conference email [id conferencedcju@gmail.com](mailto:conferencedcju@gmail.com). In case of more than one author, each author will be required to get registered with the prescribed fee to get the certificate

CONFERENCE FEES

	Registration Fee (INR)	On Spot Registration (INR)
Academician	3000	4000
Industrialists	3000	4000
Scholars	2000	3000
Students	1000	1500

LINK FOR REGISTRATION

https://docs.google.com/forms/d/e/1FAIpQLSewaZGGCDy0crwSH8wcCgGlsHpOPFSImTuwfdHFZL_s40WGPA/viewform?usp=pp_url

MODE OF PAYMENT

1.	Name of the Bank	Jammu & Kashmir Bank
2.	IFSC Code	JAKA0CANAAL
3.	MICR Code	180051018
4.	Account No.	0345040100000119
5.	Name of the Account Holder	HoD, Commerce

Note: Participants are required to keep a screenshot of the details of payment made. If accommodation is required, please notify it immediately after the acceptance of paper, not later than 5th November, 2023 as it is on payment basis and first come first basis

ORGANISING COMMITTEE

Chief Patron
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(Vice-Chancellor,
University of Jammu)
Conference Chair
Dr. Jeevan Jyoti
(HoD)

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We look forward to your contribution and the valuable insights you will bring to conference "Future of Work: Adapting to a Changing Landscape".

Your expertise and participation will enrich the discussions and collaborations that will shape the future of the community at large.