



Babasaheb Bhimrao Ambedkar University

(A Central University)

Vidya Vihar, Raebareli Road, Lucknow - 226025

Accredited 'A' Grade by NAAC in 2015



Date : 28th MARCH, 2019

ORGANISED BY

**Department of Rural Management
School of Management Studies**

Babasaheb Bhimrao Ambedkar University, Lucknow

Email: iccsr2018bbau@gmail.com

CONFERENCE VENUE

ATAL BIHARI VAJPAYEE AUDITORIUM

UNIVERSITY:

Babasaheb Bhimrao Ambedkar University (A Central University), was established on 10th January 1996. It is one of the premier Central Universities in the country and the jurisdiction of this residential University is over the entire state of Uttar Pradesh. The University is committed to evolve as a centre of excellence in the field of higher education. Its uniqueness is evident from its basic philosophy, policies and programmes, which are spelt out and enshrined in the University Act and Statutes.

DEPARTMENT OF RURAL MANAGEMENT (DRM):



The Department of Rural Management under School of Management Studies (SMS) was established in the year 2010. The main objective of the School is to produce socially, culturally and economically sensitive leaders in the field of management and particularly in the world of rural management. India still being the largest agriculture based economy needs highly skilled manpower to cater to the needs of farmers, agro based industries, NGOs, and other rural financial sectors. The School is bestowed with rich legacy of successful 8 years. Contemporary Doctoral, Postgraduate and Undergraduate courses pertaining to Business administration are being run in the Department. The various courses offered in the Department are PhD, M.Phil, and MBA under various disciplines, BBA & B.Com (Hons.). The thrust of the department is focused on quality teaching and research in management sphere. The objective of the Department has always been to create a niche in management education. The teaching pedagogy is at par with

best practices comprising of Case studies, Presentations, Industry Interaction, Projects etc. enabled with Audio-visual and field-based studies. The Department has well experienced faculty with expertise in different areas of business studies. The Department regularly conducts curricular and extracurricular activities including management quiz, extempore, management Skits, Management Games, Cultural and Sports events for multifaceted development of young managers for their better grooming & exposure, groomed in Department. The Department has adequate infrastructure like, well established Classrooms, Departmental Library, Computer Centre, Training & Placement Cell, Committee Room, M.Phil/PhD Scholar Rooms and separate rooms for both the Regular and Resource Persons. The Department has WI-FI facility available, free of cost to the students as well as Faculty members.

ABOUT THE CONFERENCE:

Sustainability of an organization & sustainable development of the society as a whole may experience a global threat due to changing dynamics at different levels. This generates a strong need to understand the vicissitudes of the uncertainties and complexities of the changing global scenarios of businesses. Dealing with such challenges, continues to be exciting and inspiring as Corporate Leaders push the barriers towards possibilities including transforming themselves into positive and regenerative enterprises for their survival. In order to have insights about the efforts made by these leaders, there is a need for discussions on an interdisciplinary platform, which will enable the students, researchers, academicians, corporate and policy makers to share their suggestions, thoughts and ideas for sustaining business. Thus Department of Rural Management is pleased to announce the conference on CSR & Sustainable Economic Growth. The conference illuminates thoughts about the recent researches in the area through panel discussions, key notes, research papers and case studies. It also provides a platform for experts from various fields to jointly discuss and find solutions for managing business & the road ahead for sustainable development.

CALL FOR PAPERS:

Original contributions based on practice, theoretical and empirical research, case studies etc. are invited on the theme and sub-themes of the conference as mentioned below. All submitted papers

will go through a process of blind peer review by a panel of experts and accepted papers will be published in the conference proceeding with ISBN. All correspondence regarding papers should be sent through the Email at: iccsr2018bbau@gmail.com. Authors are requested to submit brief CV (only one paragraph) and colour photograph along with the paper. The author's guidelines for submitting their research work are given below

Authors' Guidelines:-

Manuscripts Requirement:

- Length: A paper in double space with a word limit of 6000words. The authors are advised to write as much precise as possible.
- Font: Times New Roman
- Font Size: Heading -14 (Bold), Sub Heading12 (Bold) & rest of the text-12
- Title: should be in centre
- Authors/ Coauthor's Details: Names, Designation, Affiliation, Detailed address, E-mail ID & Contact numbers.
- Abstract : word limit 300-450 words
- Keywords: maximum5 words
- Introduction
- Conclusion
- Reference: APA style format only
- Tables & Figures, if any must have a brief caption written on the bottom of the figure & provide the due reference of the original work.

Theme of the Conference

Corporate Social Responsibility & Sustainable Economic Growth

SUB-THEMES:

An indicative interest of subthemes is given below or any other related to the theme of the conference.

- **Marketing, International Business, International Marketing , Finance & HR**
- **Business Sustainability: Challenges and Issues**
- **Social Responsibility of Business Entities in achieving Sustainability**
- **Technology in Achieving Sustainability**
- **Government Perspectives on Sustainability**
- **Corporate Governance and Ethics for Sustainable Development**
- **Management Education for Sustainable Development**
- **Marketing and Sustainability**
- **Sustainable Business Strategies**
- **Sustainable Human Resource Development practices**
- **Ethical issues in Business**
- **CSR: For Survival or Growth?**
- **Human values as anchor to Corporate Social Responsibility**
- **Corporate Social Responsibility :Road Ahead**
- **CSR and Sustainable Development Models**
- **Beyond Corporate Social Responsibility-Creation of New Sustainable Industries**
- **Information System, Education and Communication (IEC) for Development.**
- **Social Media and Sustainability**
- **CSR: for Local and Global Success**

N.B. Topic other than listed above will also be considered subject to the suitability of paper with the Title of Conference.

IMPORTANT DATES:

Submission of Abstract	10th March, 2019
Acceptance of Abstract	15th March, 2019
Full Paper Submission	20th March, 2019
Registration & Fees Submission	20th March, 2019
E mail	iccsr2018bbau@gmail.com
Conference Date	28th MARCH,2019

REGISTRATION FEES

Registration Type	Registration Fees
International Participants	\$100
Academicians	Rs.2000/-
Corporate Professionals	Rs.3000/-
PhD /M.Phil Scholar	Rs.1500/-
U.G. / P.G. Students	Rs.1000/-

Conference Fees:

The Conference participation fees are to be transferred only through online mode or bank draft from a Nationalized Bank & the Bank Account is as under:

Beneficiary Name	ICCSR 2018
Name of Bank	CANARA BANK
Branch	CANARA BANK, VIDYA VIHAR, RAEBARELI ROAD, BBA UNIVERSITY, LKO
Bank A/c No.	2900101014111
IFSC-CODE	CNRB0002900
MICR-CODE	226015012
Bank Address	VIDYA VIHAR, RAEBAREILY ROAD, BBA UNIVERSITY, LKO
District	LUCKNOW
State	UTTAR PRADESH-226025
Phone	9889160102,8853353170

Accommodation: Accommodation on Twin sharing basis may be available on payment basis, the request for the same has to be made well before the commencement of the Conference by sending request on email and submitting filled in application form.

Chief Patron:

Prof. N.M.P. Verma

Vice Chancellor (Acting), BBAU, Lucknow

Conference Patron:

Prof. R.B. Ram, Registrar (Acting), BBAU, Lucknow

Conference Chair:

Prof. M.S. Khan

Head, Dept. of Rural Management & Dean, School of Management Studies, BBAU, LKO

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COMMUNICATION HUB:

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International Conference
On
Corporate Social Responsibilities (CSR) & Sustainable Economic Growth
Department of Rural Management
School Of Management Studies
Babasaheb Bhimrao Ambedkar University
(A Central University)
28th March, 2019

Conference Registration Form

1	Name of the Author/Co-Authors	
2	Designation & Organization	
3	Gender	Male/Female
4	Educational Qualifications (Mention Highest only)	
5	Correspondence Address (including Pin Code)	
6	Email ID	
7	Mobile Number	
8	Author /Co-Authors details: (Kindly tick)	<ol style="list-style-type: none"> 1. International Participants 2. Academicians 3. Corporate Professionals 4. PhD/M.Phil Scholar 5. U.G. / P.G. Students
9	Title of the Paper	
10	Accommodation Required:	YES/ NO
11	Payment Details	
12	Any other information	

N.B: The filled up form may be sent by email/post to: Prof. M. S. Khan, Head, Department of Rural Management/
Dr.Lata Bajpai Singh, (Assistant Professor) BBAU Lucknow, University, Lucknow-226012

