



INTERNATIONAL CONFERENCE

ON

INNOVATIVE PRACTICES LEADING TO
TRANSFORMATION IN BUSINESS AND SOCIETY



24 & 25 MARCH, 2023

FACULTY OF COMMERCE

SIDDHARTH UNIVERSITY, KAPILVASTU, SIDDHARTH NAGAR

(INDIA)

Siddharth University, Kapilvastu, Siddharthnagar

Steeped in history and washed by the gurgling rivers flowing down the Himalayas, Siddharthnagar is the place, well known worldwide as the 'playground' of Prince Siddhartha- later known as Lord Buddha. With an objective of furthering the sense of enlightenment, in a blend of traditionalism and modern education, the great socialist stalwart Lt. Mulayam Singh Yadav started the process of developing the area since 1989. This was indeed the start of journey to the culmination of great dream of establishing this University. Subsequently, Shri Akhilesh Yadav, then Chief Minister of Uttar Pradesh, laid the foundation stone of the University on October 30, 2013 and the Government of Uttar Pradesh formally notified the Gazette on June 17, 2015 regarding the opening of this Centre for Higher Learning. The newly established Siddharth University, in fact, is a holy stream of historical tradition and legacy of the Philosophy and preaching of Lord Buddha and is aimed at enlightening and igniting the youth of this area with His great messages.

Faculty of Commerce

The Faculty of Commerce came into being with the establishment of Department of Commerce in the year 2015 as the maiden academic department of Siddharth University Kapilvastu, Siddharthnagar. Later, Department of BBA was instituted in the year 2021 and Department of MBA in 2022. The principal aim of faculty of commerce is to develop and nurture young minds who can utilize their business knowledge for social upliftment. The faculty has very rich infrastructure facility. It has its own library catering to the needs of the students of various courses. The library has a treasure trove of outstanding books on various facets of business, management and economics. Currently, the faculty strength is 10 comprising of 2 Professors, 2 Associate Professors and 11 Assistant Professors. The faculty represents a wonderful mix of experienced and young talents. The well qualified and spirited faculty is fully prepared to embrace the academic and research challenges emanating from the ever-dynamic economic environment.

About the Conference

The faculty of Commerce, Siddharth University, Kapilvastu, Siddharthnagar is organizing International Conference to provide an opportunity to stimulate the discussion on innovation and transformations in business and society. The conference provides a common platform for academia and industry to discuss key issues and new developments in the field of accounting, finance, marketing and human resource management, which is critical for the development of professional competitive edge. We invite Academicians, Practitioners, Consultants, Research Scholars and Students with different backgrounds to present their papers in the conference and to share their experiences as well as research results to discuss the practical challenges encountered and the solutions adopted.

Themes and Topics

- Practices in Trade, Industry and Commerce
- Entrepreneurship and Innovation
- Business Operations and Quality Management
- Strategy in Business and Management
- Governance related Issues and Practices
- Communication – Language and Technology
- Industry 4.0
- Education 4.0
- Technology 4.0
- Artificial Intelligence and Data Science
- Pedagogical Changes in Education
- Behavioural Finance
- Corporate Leadership
- Human Resource Practices
- Ancient Wisdom and its Impact on New Age Practices
- Accounting in Digital Environment
- Sustainable Development
- Marketing Environment
- E-Business and Agri-Business
- 75 Glorious Years of Indian Independence

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Registration and Abstract Submission

The last date for submission of Extended Abstract is 25th February, 2023 and the last date for communication of acceptance of the research paper for presentation is 28th February, 2023. The extended abstract must be in about 500 to 800 words and include the title of research paper, full names of all authors along with their designation, keywords and the name of presenting author. The abstracts have to be sent on icsuk2023@gmail.com before the expiry of last date for submission. Abstracts received after the last date will not be considered for presentation. The registration fees details are under mentioned:

- Corporate Representatives: **Rs. 5000 (INR)**
- Academicians and Faculty: **Rs. 1200 (INR)**
- Research Scholars: **Rs. 1000 (INR)**
- Students: **Rs. 500 (INR)**

Bank Name – State Bank of India Branch – Siddharth University Campus Payee Name – ICSUK2023 A/C No. – 41629352524 IFSC Code – SBIN0018663 SWIFT Code – SBININBB497

Key Dates

- Last Date for Submission of Extended Abstract: **25th February, 2023**
- Last Date for Communication of Acceptance: **28th February, 2023**
- Last Date for Submission of Conference Fee: **15th March, 2023**
- Last Date for Full Paper Submission: **20th March, 2023**
- Date of Conference: **24th & 25th March, 2023**

Link for Extended Abstract Submission:

<https://forms.gle/ziZVzqyhJNyFDReV8>

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