



**SHRI RAM COLLEGE OF COMMERCE**  
University of Delhi

**One Day National Conference**

On

**Business Transformation:  
Challenges and Opportunities for  
Sustainable Growth**

November 4, 2023

organized by

**Research & Development Cell**

**Shri Ram College of Commerce**  
University of Delhi

sponsored by



**Indian Council for Social Science Research  
(ICSSR)**





# **SHRI RAM COLLEGE OF COMMERCE**

The Shri Ram College of Commerce, the first specialized college for imparting business education in the University of Delhi, was established in 1926 as the Commerce College by Sir Shri Ram at Daryaganj. It was shifted to its present sprawling campus in the heart of the University precincts in 1954. The College runs Undergraduate and Postgraduate programs under the aegis of the University of Delhi. With a vision of being 'A College of Global Choice', Shri Ram College of Commerce aims at integration of the highest standards of quality in every aspect of its institutional functioning. The College building has been accorded the esteemed status of a 'Heritage Building' by the Archeological Survey of India. The spectrum of activities and interactions with eminent personalities from diverse fields such as politics, business, media, bureaucracy, entertainment and sports makes learning at SRCC a comprehensive experience. The College is rated 'A++' by National Assessment and Accreditation Council, and has been consistently ranked as the No. 1 College for Commerce education by India Today.

## **ABOUT THE CONFERENCE**



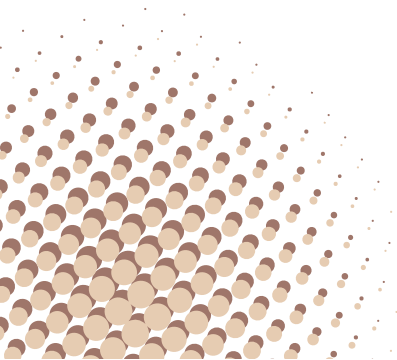
Collaboration and partnerships are essential for driving business transformation and sustainable development. The conference shall facilitate connections and collaborations between participants from academia, industry, and other pertinent sectors. The conference seeks to provide a forum for industry experts, researchers, and practitioners to broaden their knowledge horizons, and exchange knowledge, experiences, and best practices pertaining to business transformation for sustainable growth via presentations, discussions, and networking opportunities. The conference aims to facilitate a platform for participants for in-depth discussions and understanding of the challenges and opportunities involved in driving sustainable development through business transformation. It will provide an environment conducive to networking, allowing participants to develop relationships, investigate potential partnerships, and initiate collaborations that can advance the field of business transformation for sustainable growth.

The participants are expected to examine the most recent trends, technologies, and methodologies that enable organizations to navigate the complexities of the contemporary business landscape while simultaneously addressing social, environmental, and economic sustainability.

The conference will encourage researchers to present their cutting-edge research papers on business transformation and sustainable growth. The conference seeks to contribute to the existing body of knowledge in the field by showcasing novel concepts, empirical research, and theoretical frameworks. In addition, it will provide researchers with valuable feedback and insights from field experts, nurturing a culture of continuous research and innovation.

# Manuscripts are sought for the following topics and sub-themes (but not limited to):

- I. Green Economy
- II. Towards Urban Future Sustainability
- III. Innovation and Sustainability Planning
- IV. Resilience of Society for Sustainability
- V. Food Sustainability and Urban Food Policies
- VI. Social Economy and Environmental Sustainability
- VII. Leadership in education for sustainable development
- VIII. Sustainability of the environment and the circular economy
- IX. Business Opportunities and Obstacles in Practising Sustainability
- X. Climate Change and Human Behaviour: Social Obstacles to Sustainable Futures
- XI. How is Research in Energy, Environment, and Informatics Shaping Our Future?
- XII. Environmental monitoring technologies
- XIII. Overcoming Obstacles to Education for Sustainable Development
- XIV. Sustainable Universities in the Age of Digital Natives
- XV. Intelligent Supply Chain Drives SDG Benefits for Social Transformation
- XVI. Measuring sustainability at the subnational level: progress and performance
- XVII. Transition and Transformation for Sustainability
- XVIII. Human Resource Management
- XIX. Sustainable Operation Management
- XX. Business knowledge management
- XXI. Enterprise Information Systems
- XXII. Legal and ethical issues



# GUIDELINES FOR SUBMISSION OF PAPERS

## Guidelines for Abstract:

1. Only original and unpublished research work is sought.
2. Abstract (not exceeding 300 words) with 4-5 keywords shall be emailed to [rndcell@srcc.du.ac.in](mailto:rndcell@srcc.du.ac.in) latest by October 10, 2023, in editable format (.doc) and in PDF format containing the title of the paper; the name of the author's organizational affiliation; complete mailing address; mobile number; and active e-mail address.
3. Use Times New Roman 12-point font, 1.5 spacing, 1-inch (2.5 cm) margin all around, and a font size of 12 for the title.
4. All the abstracts should be submitted as per the guidelines provided in the brochure and should be sent through mail at: [rndcell@srcc.du.ac.in](mailto:rndcell@srcc.du.ac.in). Participants are also required to provide their details in the Google Form available at the link - <https://forms.gle/Hfa67yUBsDWczAiY9>



## Guidelines for Full paper submission:

1. The manuscript should be a of minimum 3000 words and a maximum of 6000 words, including tables, graphs, charts, and references.
2. All text should be in 1.5 line spacing with 1-inch margins on all the sides on A4 size paper using the font Times New Roman of size 12 and headings should be bold, in upper case, in a font size- 12.
3. All tables, charts, and graphs should be placed wherever required along with the respective text and numbered continuously as Table 1 / Figure 1/Graph 1 & and so on, at the top of the table/figure/graph (center aligned). The sources, wherever necessary, should be mentioned at the bottom.
4. References should be in line with the APA (American Psychological Association) Guidelines.
5. All the submitted papers will be blind-reviewed.

# GUIDELINES FOR REGISTRATION

1. All the participants attending the conference are required to register for the conference.
2. At least one of the authors must pre-register for the conference.
3. The registration fee for the event covers the program kit, lunch, and light refreshments.
4. Limited accommodation is available for the registered participants in the university guest house, on an additional charge basis with prior information.
5. TA will be given to the paper presenters as per the rules.
6. Link for registration: <https://forms.gle/Hfa67yUBsDWczAiY9>

## Important Dates

Last Date of Abstract Submission	October 10, 2023
Last Date of Paper Submission	October 20, 2023
Last Date of Registration	October 25, 2023

## Registration Details

Registration fees : INR 500

All the participants attending the conference are required to register for the conference.

Bank A/c Details for Online Fee Transfer –

Account Name: Principal, Shri Ram College of Commerce

Account Number: 10851301539

Bank Name and Branch: State Bank of India, SRCC Branch (10437)

IFSC Code: SBIN0010437

MICR Code: 110002439

## Publication Opportunity

The selected papers may be published in the regular issues of the following journals after certain modifications as per the standards of the respective journals:

1. International Journal of Entrepreneurship and Small Business
2. World Review of Entrepreneurship, Management, and Sustainable Development
3. International Journal of Technology Transfer and Commercialisation

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University of Delhi

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