



International Conference on
**Digital Transformation and Sustainable Development: Achievements,
Opportunities and Challenges for Emerging Economies**

JANUARY 30-31, 2024

**Abstract
Submission**

28th Dec., 2023

**Abstract
Acceptance
Notification**

12th Jan., 2024

**Full Paper
Submission**

20th Jan., 2024

Organized by

**Internal Quality Assurance Cell,
Kazi Nazrul University**

Sponsored by

**Indian Council of Social Science
Research
Eastern Region Centre, Kolkata**

About Kazi Nazrul University

Kazi Nazrul University is a burgeoning State university in the district of Paschim Bardhaman of West Bengal which provides for the requirements of more than 44,000 students every year by offering Diploma, Under Graduate, Post Graduate, M.Phil., and Ph.D. courses in the Faculty of Arts and Fine Arts, Faculty of Science & Technology, Faculty of Law, and Faculty of Commerce & Management on its campus and also in its affiliated colleges. Within a decade of its founding, KNU has established a reputation in academia through educating students, fostering their development of talents, and promoting their entrepreneurial abilities in order to educate them to fulfill the demands of society in a range of sectors, including research.

The fundamental objective of this university is to support the nation's intellectual, social, economic, and cultural growth through the pursuit of excellence in teaching and learning as well as other creative-academic endeavours like seminars, symposia, training for various service programmes, forward-thinking research projects, and extensive outreach initiatives.

The University is keen on internationalizing its programmes and attaining a global reach.

About the Conference

Digitalization has the ability to foster sustainable development and advance a higher standard of living in underdeveloped and emerging nations since it allows one to bypass the conventional development phases. The idea of sustainable development is becoming more and more important as digital technologies revolutionize and disrupt economies, businesses and communities as a whole. As facilitators, modern technologies like the Internet, cloud computing, AI & big data may help us close the gap between developed and developing nations, address pressing global issues like climate change, poverty & hunger to mention a few and hasten the progress of human welfare. Developing nations now have a huge chance to spur growth and participate in the global economy because of digitalization. Now-a-days global digital initiatives encourage innovation and make it easier for individuals to get improved services. Digitalization promotes economic growth, social cohesion and more efficient resource usage. It also speeds up development. However, due to financial constraints, many nations find it difficult to invest in innovation and digital technology. Around the world, about 2.9 billion people, primarily women and girls, do not have access to a phone, computer, or the internet. The conference will discuss and assess the connections between corporate digitalization and sustainability management and also various digital strategies with scientific backing that will assist in accelerating efforts for sustainable development. It will try to illustrate how the ideas of digitalization and sustainable development are exercised and will try to highlight how these two domains are related to the present scenario and how this will help in maximization of economic benefit for both business and the economy.

Themes & Sub-Themes

The following are proposed conference themes on which participants might submit their papers in order to broaden the scope of discussion. These are only indicative subjects, and the conference is open to contributions in any of the following categories.

1. **General Management:**

- International Finance
- Investment Banking Make In India
- Environment Management
- Government-Sponsored Enterprises
- Business Culture Advancement
- Global Financial Crisis
- Government Bailouts
- Arts Management
- Triple Bottom Line
- Corporate Ethics
- Responsibility & Liability
- Legal Concerns
- Communications Management
- Strategy & General Management

2. **Finance and Accounting:**

- Crypto Currencies: Issues & Perspectives
- Digital Payment & Private Credit Data

- Green Finance
- Challenges & Innovations In Banking & Insurance 4.0
- Blockchain In Financial Institutions & Markets
- ESG Funds & ESG Policies Adopted By Corporate
- Micro Finance & Regulation
- Crowd Funding & Financial Inclusion
- Fintech Challenges
- Corporate Governance
- Sustainability & Governance
- Financial Econometrics & Modeling

3. **Marketing:**

- Green Marketing
- Digital Marketing
- SEO Management
- Intelligent Marketing
- Services Marketing
- Consumer Behavior

- Product & Brand Marketing
- Marketing During Crisis
- Market Resilience
- Influential & Affiliated Marketing
- Retail Marketing
- Branding Strategies
- Social Media
- Customer Relationship Management

4. IT and Engineering:

- IoT (Internet Of Things)
- Geological Engineering
- Data Science
- AR
- VR & Mixed Reality
- Renewable Energy Technology
- Sustained Innovation
- Big Data
- Green Constructions
- Green technology
- AI and machine learning
- Managing Technology &
- Inventory Control
- Green Energy
- Knowledge Management
- Analytics & IT
- E-Governance
- Soft Computing Techniques
- Ecological Engineering
- ERP
- Project Management
- Software Engineering
- Decision Support
- Experts Systems

5. Strategy and Entrepreneurship:

- CSR
- Governance Control & Business Ethics
- Entrepreneurship
- Social - Entrepreneurship
- Intrapreneurship
- Techno Entrepreneurship
- Corporate Ownership
- Inclusive Growth – Strategy & Policy

6. Education and Economy:

- New Education Policy (NEP)
- Digital Transformation in the Public Sector
- Distribution & Organization of Digital
- Media
- EdTech Policy Development
- Global Learning
- Learning Sciences
- Computational Thinking
- Student-Centric Online learning
- EdTech Ecosystems
- Information Security & Trusted Computing
- EdTech Agencies

- Professional Learning
- Learning Profiles
- Digital Citizenship
- Internet Economy

7. Entrepreneurship and SMEs:

- Flexibility and remote work in SMEs' workplaces
- Innovation, creativity, and leadership in SMEs' entrepreneurship
- Supply chain disruptions by inflation in SMEs.
- Digital Transformation & Sustainable Innovation in SMEs

8. Digital First (AU strategic vision):

- Digital technology for the long-term growth of higher education
- Digital Poverty - Bridging the digital divide.
- How to deal with the growing need for social, emotional, digital, and environmental intelligence in the workplace-sustainability mindset.
- Incorporating sustainability literacy into a hybrid curriculum.

9. Sustainability and Climate Change:

- Monitoring carbon emissions following supply chain activities.
- Including sustainability in business operations.
- Challenges faced by the organizations to manage hybrid and remote workers as well as the rising trend of freelancing.
- CSR & ESG - Converting shareholder to stakeholder value.

10. Equity, Diversity, Inclusion (EDI) – Technological perspective

- How to incorporate inclusive learning into hybrid learning and address the threat of digital poverty.
- Enhancing inclusive learning and business practices by using technologies.
- Sustainability, digital transformation, and supply chain diversity.
- How to embed inclusion, diversity, and equality to promote environmentally friendly business practices.

Who can Attend?

- Students
- Research Scholars
- Educators
- Faculty
- Alumni
- Delegates
- Stakeholders
- Innovators
- Government Officials
- Technology Experts
- Editorial Board Members of Journals
- Industry Professionals(CEOs, CMOs, Vice-Presidents,
- Directors, GMs)
- Practitioners (Brand Specialists, Head of Marketing

Registration Details

Last Date of Registration: 22nd January, 2024

Registration Fee:

- Rs. 600/- for students and research scholars
- Rs. 800/- for Faculties and academicians
- Rs. 1000/- for corporates
- Rs. 300/- for online paper presenters only.

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Authors are requested to submit the abstract/full paper to MS-Word format at:
knuconference2024@gmail.com

Publication of Edited Book:

The papers submitted for the conference after review by the Review Committee will be selected for publication in the edited book with ISBN to be published by a publisher of repute. The copy of the book can be availed by interested person on payment of a nominal charge.

Chief Patron and Conference Chairperson



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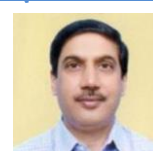
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Dr. Parimalendu Bandyopadhyay
Associate Professor, Department of Commerce, Kazi Nazrul University