

**Patron-in-Chief:**

M Wahab, Retired IPS

Hon'ble Vice Chancellor, Aliah University

**Chairperson:**

Parveen Ahmed Alam (M: +91 85848 53828)

**Conveners:**

Adnan Ahmed Siddiqui (M: +91 94342 40618)

Abdul Motin Ostagar (M: +91 9330220052)

**Organizing Committee:**

Kaushik Kundu

Asraful Islam

Samiran Sur

Asima Sarkar

Nasreen Nasar

Mirza Mabood Ali Beg

Syed Nurul Hasan

Md. Wasim Raza

Arup Kumar Baksi

Ayan Majumdar

Gholam Syedain Khan

Rasheed K

Zarnigah Parwez

Rohisuddin Saikh

Anwar Rasheed

**Address of the Venue:**

Department of Management & Business Administration

Aliah University,

7th Floor, Left Block

II-A/27, Action Area II

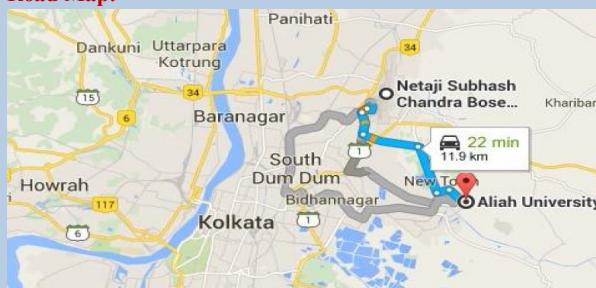
New Town, Kolkata

West Bengal, 700160

E-mail- aliah.icmbp@gmail.com; icmbp@aliah.ac.in

**Conference website:**

<https://sites.google.com/view/icmbp2024/home>

**Road Map:**

6<sup>TH</sup>  
INTERNATIONAL CONFERENCE  
on

**Management and Business Practices-  
(ICMBP) 2024**

**Theme: Nurturing Inclusive Growth in a Globalized  
World: India at the Centre Stage**

**Distinguished Keynote Speaker:**

**Nandini Deo**

Associate Professor of Political Science at Lehigh University

Her research engages South Asian politics, civil society organizations, religion and secularism, gender and childhood.

**Tutan Ahmed**

Assistant Professor of Economics and Public Policy Management at VGSOM, IIT Kharagpur

He employs machine learning and AI to tackle information gaps in education and labour markets.

**Climate:**

In late February, Kolkata experiences a pleasant climate, with temperatures ranging from 14 to 23 degrees Celsius. The weather is generally sunny, accompanied by a dry, crisp breeze from the Northern direction. Light woollens suffice for comfort during this time.

**Tourist Attraction:**

Around Aliah University, visitors have a range of attractions to explore. Ecopark offers nature walks, replicas of wonders, boating, and golf. Aviation enthusiasts can visit the Naval Aircraft at the Aircraft Museum. The City Square hosts a lively weekend haat, and various malls cater to shoppers. The New Town Kolkata Development Authority (NKDA) emphasizes sustainability with attractions like the solar dome. For those with a sweet tooth, Misti Hub stands out as a renowned sweet shop with famous outlets, adding a delightful culinary dimension to the area's offerings.

**Payment Details:**

Account Name: ALIAH UNIVERSITY

Account Number: 1171104000060987

Bank: IDBI Bank

IFSC: I B K L 0 0 0 1 1 7 1

MICR Code: 700259032



6<sup>TH</sup> INTERNATIONAL  
CONFERENCE

on  
**Management and Business Practices  
(ICMBP) 2024**

**Theme: Nurturing Inclusive Growth in  
a Globalized World: India at the Centre  
Stage**

**Date**  
**February 21-22, 2024**

**Venue**  
**Department of Management & Business  
Administration**  
**Aliah University, New Town, Kolkata**

**CALL FOR PAPERS**

**Join us at ICMBP 2024:**

The Department of Management and Business Administration, Aliah University, Kolkata, invites you to showcase your outstanding research at our annual conference and be recognized.

**Highlights:**

- ❖ 4 Best Paper Awards: One for each sub-theme!
- ❖ Explore emerging trends and insights in the field.
- ❖ Knowledge Bridge: Connect industry and academia.

**Submit abstracts/papers:**

<https://easychair.org/cfp/icmbp2024>

## ■ About the University

Aliah University - an autonomous university under the Department of Minority Affairs and Madrasah Education, Government of West Bengal - started in 2008-09. Its roots can be traced back to the Mohammedan College of Calcutta (1780) that was upgraded to Calcutta Madrasah College and then to Aliah University. Located at New Town, Park Circus and Haji Md Mohsin Square, the University offers graduation, post-graduation and Ph.D programmes in Engineering, Management, Journalism and Mass Communication, different branches of sciences and humanities as well as Arabic and Islamic Theology. It is hoped that this University will emerge as a unique institution of higher studies and research for all with special emphasis on socially and educationally backward classes belonging to the Minorities.

## ■ About the Department

The Department of Management & Business Administration offers five years full-time Integrated Masters in Business Administration course as well as Doctoral programme in Management. Within a short span of time, the Department has made its mark in the field of management education with its students placed in benchmarked industries. The Department has been organizing Workshops, Seminars, Conferences, Research Colloquium series and Consultancy Training Programmes. In 2016, the Department organized a 10-day FDP on Research Methodology and a National Seminar on Financial Innovations. Three consultancies with Patha Sathis, N-24 Parganas, Govt. of West Bengal, The State Islamic University of Mataram, Indonesia and NKDA, Govt. of West Bengal have been carried out by the Department in 2017. The flagship International Conference on Management and Business Practices – ICMBP-series was launched in 2017 and continued in 2018 and 2019. The 4th ICMBP was organized in 2021. In 2020, the Department organized a Two-Week Research Methodology Course, FDP on Advanced Techniques and Tools in Social Science Research, 1st HR Conclave and Webinar on Sexual Harassment. During pandemic days (2020 & 2021), the Department organized eleven Research Colloquium Series on different academic aspects like Literature Review with Nvivo, Moodle for Teaching, Text Data with R, Evaluation Metrics & R, Using Padlet, SEM using AMOS, Data Envelopment Analysis, Grounded Theory, Qualitative Research I & II and Introduction to Jamovi.

## ■ Objective of the Conference

India has entered an important chapter in its history by assuming the coveted responsibility of presiding over the G20 in 2023, solidifying its prominent role in global leadership. The theme of the presidency, Vasudhaiva Kutumbakam, or the "World is One Family", emphasizes India's commitment to inclusiveness. Surely, the presidency has provided India with a unique opportunity to shape the global narrative on inclusive growth by showcasing its historical commitment to this theme. Within the realms of business and management, adopting an inclusive growth perspective aligns organizations with the changing socioeconomic dynamics. Therefore, in sync with India's G20 presidency agendas, the 6th International Conference on Management

and Business Practices (ICMBP) conference will feature the theme "Nurturing Inclusive Growth in a Globalized World: India at the Centre Stage." This theme not only underscores India's substantial influence in guiding global discussions on fair economic growth but also mirrors the evolving dynamics of the Indian business landscape and its interaction with the global economy. The conference strives to offer a platform for the exchange of innovative ideas that can shape management and business policies and practices aimed at fostering inclusive growth.

## ■ Sub-Themes of the Conference

The conference invites original research and review articles on the following sub-themes:

### 1. Exploring Trans-disciplinary Approaches to Foster Inclusive Growth

This theme invites original works focused on various aspects of inclusive growth from the disciplines of the humanities, the social sciences, and engineering. Authors are not only encouraged to utilize their discipline-specific methods but also transcend academic disciplines to come up with novel approaches to resolve the issues pertaining to the theme of inclusive growth. Economic inclusivity, regional development, and environmental sustainability are only some of the major topics that can benefit from trans-disciplinary approaches.

### 2. Fostering Inclusivity Through Progressive Human Resources Management

Despite being a staff function in an organization, human resources management can play a transformational role there through advocating equal opportunities for and diversity in the workforce. Hence, this function needs novel policies and practices that are aligned with the principles of inclusive growth. A few contemporary issues are the gender pay gap, performance assessment biases, and workplace flexibility. Nevertheless, work on other relevant topics is also highly welcome.

### 3. Advancing Inclusive Growth Through Responsible Marketing Management

Marketing management is the engine for revenue and profit growth while also serving as the public face of the company. Naturally, this duality has direct and indirect consequences for the firm's financial performance. On top of financial benefits, marketing management can also support the firm in meeting its societal obligations. Also, marketing concepts can serve as a catalyst outside of the corporate sector to affect human behavior for social change. Culture-sensitive branding, ethical marketing analytics, and social campaign advertising are only some of the issues on the long list. Again, work on other important issues is also appreciated.

### 4. Promoting Equity and Sustainability Through Conscientious Financial Management

Financial performance is the key driver of shareholders' wealth creation, which is the ultimate goal for most firms. Obviously, financial management acts as a vigilant critic of any decision at any organizational level to ensure that it contributes to the financial performance of the firm. Nevertheless, shareholders have evolved beyond the single-minded pursuit of wealth and have become advocates of inclusive and sustainable growth. Consequently, inclusive growth and its dimensions are also being considered, along

with the financial aspect of any decision in the boardroom. Although some major research topics in this sub-theme are the roles of Fintech, financial literacy, microfinance, and corporate responsibility as factors for inclusive growth, the authors are encouraged to enrich the discourse with their own original ideas, like in other sub-themes.

## ■ Guidelines for Paper

**Author(s)' name, affiliation and contact details should appear only on the cover page**

Length of the Abstract : Approx. 300-350 words

Length of the Full Paper : Approx. 3000-3500 words

Paper Size : A-4

Font Type : Times New Roman

Font Size

i) Title : (14pt. Bold)

ii) Subtitle : (12pt. Bold Underlined)

iii) Text : (12p Normal)

Line Spacing : Single

Figures and Graphics should be included as it appears in main text, as per the sequence of paper.

Page Numbering : Central Bottom

Document Type : MS Word format

References : As per APA6 style

## □ Registration Fee\*\*#

<b>Industry Participants</b>	<b>₹ 3000/-</b>
<b>Academic Participants</b>	<b>₹ 2500/-</b>
<b>Research Scholar/ Regular Students</b>	<b>₹ 1500/-</b>
<b>Participant (without paper presentation)</b>	<b>₹ 1000/-</b>

\*\*Registration fee includes Conference kit, Certificate, Breakfast and Lunch

#Overseas participants need to pay in INR only

## □ Important Dates

Registration opens:	<b>15<sup>th</sup> December, 2023</b>
Last date of registration:	<b>8<sup>th</sup> January, 2024</b>
Submission of abstract:	<b>8<sup>th</sup> January, 2024</b>
Acceptance of abstract:	<b>10<sup>th</sup> January, 2024</b>
Full Paper submission:	<b>22<sup>nd</sup> January, 2024</b>

Abstract and full papers are to be uploaded in easychair.org.

## ■ Publication

Abstracts of all registered participants will be published in conference proceedings. Select papers will be published in edited volume with ISBN number.

## ■ Accommodation

On prior intimation, accommodation may be arranged in nearby hotels at the expense of the participants.