



JAIPURIA INSTITUTE OF  
MANAGEMENT, NOIDA, INDIA  
in collaboration with  
MIDDLESEX UNIVERSITY, DUBAI

is organizing

Jaipuria International  
Conference



2023  
**seeds**

SUSTAINABILITY, ENTREPRENEURSHIP  
EQUITY AND DIGITAL STRATEGIES

**December 8-9, 2023**

Venue: Jaipuria Institute of Management  
Noida (Delhi NCR)

Extended Submission deadline: October 15, 2023

Submission link: <https://easychair.org/conferences/?conf=seeds20230>

# About the Conference

The organizers of JIC: SEEDS 2023 believe that the future of the world depends on how we deal with issues pertaining to Sustainability, Entrepreneurship, Equity, and Digital Strategies. Accordingly, this conference is being organized to bring together academicians, policy makers, and industry representatives to delve deep into some of the key issues underlying the broad theme of SEEDS. By collaborating and sharing knowledge, the aim is to discover innovative solutions that can help build a sustainable and equitable future while embracing entrepreneurship and digital strategies.

*JIC: SEEDS 2023 aims to invite researchers, scholars, and practitioners to participate or submit papers/cases/extended abstracts on the conference theme and related topics. The conference will be held at Jaipuria Institute of Management, Noida on December 8-9, 2023, and will provide a platform for meaningful dialogue that inspires action and leads to tangible outcomes. Attendees will have the opportunity to engage with expert speakers, participate in thought-provoking discussions, and network with fellow attendees who share a passion for SEEDS.*



## Tracks

**Sustainability:** Discover ground-breaking eco-friendly practices and sustainable business solutions that are reshaping industries.

**Entrepreneurship:** Immerse yourself in the world of innovation driving unparalleled economic growth and entrepreneurial success.

**Equity:** Uncover powerful strategies fostering diversity, inclusivity, and equality, revolutionizing businesses and societies.

**Digital Strategies:** Embrace the future! Learn how digital technology is sculpting a better tomorrow for everyone.

**General Track (Business Management) - Unravel Insights:** Explore the foundational principles and cutting-edge strategies that are shaping the modern landscape of business management. Engage in knowledge exchange that ignites innovation.

## Special Tracks:

**Case Track - Dive into Reality:** Plunge headfirst into real-world business challenges! Analyze and present compelling case studies, enhancing your problem-solving prowess and strategic acumen.

**Student Track - Empower the Future:** Be a part of nurturing the next generation of leaders! This platform allows students to showcase their research, ideas, and projects, fostering innovation and academic brilliance.

**Online Presentation Track - Digital Horizon (Hurry, Limited Slots!):** Immerse yourself in SEEDS-themed discussions in a virtual space. Act quickly to secure your spot in this innovative online experience and unlock a world of possibilities.

Conference Highlights: The conference will feature the following events and opportunities:

## AWARDS

### CASH AWARDS



Track wise Best Paper award:	<b>₹5,000 INR</b>
Overall Best Paper of the Conference Gold award:	<b>₹10,000 INR</b>
Overall Best Paper of the Conference Silver award:	<b>₹7,000 INR</b>
Overall Best Paper of the Conference Bronze award:	<b>₹5,000 INR</b>

### LITERATI AWARDS

Certifications from FIIB Business Review for the best multi-disciplinary paper presented at the conference.

Certifications from Review of Management Literature for the best review paper.

Certificate of Special Recognition from SEEDS Conference Management Team for Best Student Paper Presented at the conference.

## PUBLICATION OPPORTUNITIES



All selected papers will be published in Conference Proceedings in the form of a book with an ISBN.

Selected papers from the conference will be considered for publication in reputed journals (ABDC/ Scopus/ Web of Science WOS/ SCI).

## RESEARCH CAPACITY BUILDING WORKSHOPS



Two workshops to enhance research skills and knowledge

## PANEL DISCUSSIONS



Two panel discussions with leading experts representing academia, industry, and policymakers

Advances in Emerging Markets and Business Operations, Taylor and Francis

European Journal of Management and Business Economics, Emerald

FIIB Business Review, Sage Publications

International Journal of Emerging Markets, Emerald Publications

Journal of Agribusiness in Developing and Emerging Economies, Emerald Publications

Journal of Creating Value, Sage Publications

Management Dynamics, Elsevier

Review of Management Literature, Emerald Publications

South Asian Journal of Marketing, Emerald Publications

Sustainability, MDPI

Please make your submissions only using easychair link: <https://easychair.org/conferences/?conf=seeds20230>



## Proposed schedule of the conference:

### DAY : 1

Registration	09:00 AM - 9:30 AM
Inaugural Lamp Lighting Director's Welcome Address Chief Guest Address Key Note Address Vote Thanks	9:30 AM - 10:15 AM
Networking Tea	10:15 AM - 10:30 AM
Plenary Discussion	10:30 AM - 11:45 AM
Research Workshop I	11:45 AM - 1:00 PM
Lunch	01:00 PM - 02:00 PM
Paper Presentations in parallel tracks	02:00 PM - 04:30 PM
Cultural Evening followed by Gala Dinner	06:00 PM onwards

### DAY : 2

Research Workshop II	09:30 AM - 11:00 AM
Networking Tea	11:00 AM - 11:15 AM
Paper Presentations in parallel tracks	11:15 AM - 12:30 PM
Group Photo	12:30 PM - 12:45 PM
Lunch	12:45 PM - 01:45 PM
Plenary Discussion	01:45 PM - 03:00 PM
Valedictory • Valedictory Address • Awards and Certificate distribution • Announcement of next conference date • Vote of Thanks by Conference Chair	03:00 PM - 04:00 PM



Call for  
papers/extended  
abstracts/case  
study:

We invite doctoral students, academicians, researchers, practitioners, policymakers, and leaders to deliberate on current issues of management, initiate collaborative efforts, and contribute to the existing knowledge pool. We look forward to welcoming you to the SEEDS-2023 Conference. We encourage your participation in all functional areas of management. The SEEDS-2023 conference offers publication opportunities, special workshops, plenary sessions, and round table discussions with leading scholars, policy makers and industry veterans in the field. Thus, full research papers, extended abstracts of original research papers and teaching cases are invited on the conference theme and in all related areas.

## Important Dates

Last date of Submission:	15th October, 2023
Notification of Acceptance:	On or Before 1st Nov, 2023
Early Bird Registration:	Before 10th Nov, 2023
Late Registration:	10th Nov to 20th Nov, 2023
Conference Dates:	8th-9th December, 2023

## Registration Fee

Early Bird (on or before 10 November 2023)

Academicians/ Industry	INR 1999
Research Scholars/ Students	INR 999
Foreign Delegates/ International Participants	USD 79

The above fees is inclusive of GST

## After 10 November 2023 (Late Registration)

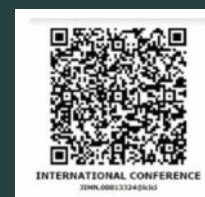
Academicians/ Industry	INR 2499
Research Scholars/ Students	INR 1499
Foreign Delegates/ International Participants	USD 100

The fee is inclusive of GST

Registration fee is payable in online mode only, in favour of Jaipuria Institute of Management Noida, on successful payment, the transaction ID will be generated by online system or bank. This ID with screenshot or receipt of transaction must be mailed to [seeds2023.noida@jaipuria.ac.in](mailto:seeds2023.noida@jaipuria.ac.in)

A registration confirmation mail will be sent in 7 working days once payment is confirmed.

**Please make your submissions only using easychair**  
**link: <https://easychair.org/conferences/?conf=seeds20230>**



Scan the QR code  
for registering via  
UPI transfer

## Bank Details

### For Indian Participants

Name	Jaipuria Noida Fees Collection Account
Bank Name	Axis Bank Ltd.
Account No.	913010055532585
A/c Type	Saving
Bank Address	Pitampura Plot No 6, Local Shopping Centre, Dp Block, Pitampura New Delhi 110088
MICR Code	110211006
IFSC Code	UTIB0000040

### For International Participants

U.S. Dollars:	Payments should be made to
Beneficiary Bank:	Axis Bank Ltd.
Swift Address:	AXISINBB040
Ultimate Beneficiary:	
Acct No.:	913010055532585
Account Name:	JAIPURIA NOIDA FEES COLLECTION ACCOUNT
Branch Add.:	Plot No-6, Local Shopping Centre, DP Block, Pitampura, New Delhi-110088

Please mention your reference number, if any, must be mentioned to facilitate quick identification.

## Conference Team

### CONFERENCE ADVISOR

**Dr. Subhajyoti Ray**

Director, Jaipuria Institute of Management, Noida, India

### CONFERENCE CONVENER

**Dr. Arpan Anand**

Jaipuria Institute of Management, Noida, India

### CONFERENCE CO-CONVENER

**Dr. Sreejith Balasubramanian**

Middlesex University, Dubai, UAE

### CONFERENCE ORGANIZING TEAM

**Dr. Ravi Agarwal**

Jaipuria Institute of Management, Noida, India

**Dr. Amarnath Tripathi**

Jaipuria Institute of Management, Noida, India

**Dr. Ankur Chauhan**

Jaipuria Institute of Management, Noida, India

**Dr. Keshav Kr. Sharma**

Jaipuria Institute of Management, Noida, India

**Contact Email: [seeds2023.noida@jaipuria.ac.in](mailto:seeds2023.noida@jaipuria.ac.in)**



Scan the QR code  
for registering via  
UPI transfer

## Formatting of Paper/Extended Abstract/Case Study:

- a) The full paper/extended abstract/ case study must have a short abstract of 100-200 words with three to five keywords.
- b) Papers should be written in English and submitted in word format.
- c) Figures, graphs, tables, references, and appendices should follow standard reference style.
- d) Use Times New Roman 12-point font, double-spaced, 1-inch (2.5cm) margin all around, and 8.5"x 11"-page setting.
- e) The paper should follow APA 7th edition formatting guidelines.
- f) The cover page of the paper should include the title of the paper, the name(s) of the author(s), their affiliation(s), and contact details.
- g) Papers/extended abstracts/Case study that do not follow the above instructions will NOT be reviewed.

## Submission Guidelines

- a) All papers submitted for presentation at the SEEDS must contain original research that has not been previously presented or scheduled for presentation, published, or accepted for publication and if under review, must not appear in print before the Conference.
- b) Full paper should be at most 7000-8000 words (including tables, figures, notes, and references). The selected papers will be invited for presentation at the conference and will be considered for the Best Paper Award.
- c) The extended abstract of the paper should be at most 1500-3000 words (including tables, figures, and references). The extended abstract must cover the following aspects– extended abstract of the empirical paper: study hypotheses (if applicable), brief literature review, the methodology adopted, results, and implications for theory and practice.
- d) Extended abstract of conceptual or review paper must include a description of the relevant literature and some preliminary ideas for the theoretical contribution.
- e) Papers/extended abstracts that do not follow the above instructions will not be reviewed.
- f) You can locate our conference on easychair using Acronym: SEEDS 2023 Name: International Conference on Sustainability, Entrepreneurship, Equity and Digital Strategies 2023
- g) Authors must submit a full paper to be eligible for best paper awards. Only high-quality papers will be eligible for the best paper award.
- h) Certificate for co-authors will be awarded on payment of Rs 500/- per co-author, if not registered.

**Please make your submissions only using easychair link: <https://easychair.org/conferences/?conf=seeds20230>**

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We plan to publish the accepted abstracts from the conference in the book of proceedings with an ISBN number. Information on more opportunities for journal publication will be updated soon.

## About Middlesex

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Middlesex University Dubai is the largest UK University campus in the UAE, housing over 4,800 students from more than 125 nationalities. Established as the first overseas campus of the prestigious Middlesex University in London, UK, it inaugurated its operations in Dubai Knowledge Park in 2005. It has forged a reputation as an international provider of world-class British higher education in the heart of Dubai. Offering a broad spectrum of foundation, undergraduate, and postgraduate programs, the University maintains a forward-thinking and dynamic ethos, continually innovating and excelling in teaching and research.

Throughout its history, Middlesex University Dubai has nurtured a robust research culture, evolving into a research-active institution. The University's research accomplishments have been acknowledged with a 5-star rating in the 'Research' dimension by the Dubai Knowledge and Human Development Authority's (KHDA) Higher Education Classification, developed in association with QS, for three consecutive years.

In the 2020 KHDA classification, MDX Dubai scored 144 out of 150 points in the research category, the highest among all universities.

In recognition of its research prowess, the UK Quality Assurance Agency for Higher Education (QAA) recently published an exemplary case study titled "Fostering Research in International Branch Campuses (IBCs):

A Case Study of Middlesex University Dubai." As part of its commitment to research, Middlesex University Dubai regularly organizes various local and international conferences, symposiums, and other research events in collaboration with global universities.





# About Jaipuria Noida

Jaipuria Institute of Management, established in 2004, is a renowned and high-quality management college in Noida. It is known for its commitment to providing excellent education and shaping graduates with an entrepreneurial mindset and a service-oriented approach.

The institute stands out for its focus on delivering top-notch management programs. It offers a range of AICTE-approved and NBA-accredited two-year full-time PGDM/MBA programs, including PGDM, PGDM (Service Management), and PGDM (Marketing). These programs are designed to equip students with the necessary skills and knowledge to thrive in the dynamic business world.

Jaipuria Institute of Management takes pride in its innovative curriculum, which incorporates elective courses that allow students to pursue dual specializations. This unique feature provides students with a broader understanding of multiple areas within the management field, enhancing their career prospects.

In addition to classroom learning, the institute emphasizes practical experiences and industry exposure. Students actively participate in live projects, field project studies, and regular industry interactions, which provide them with valuable real-world insights and hands-on learning opportunities.

The institute's faculty members are highly experienced and dedicated professionals who employ effective teaching methodologies such as in-class discussions, case studies, and simulations. This approach ensures that students develop critical thinking, problem-solving, and decision-making skills necessary for managerial roles.

Furthermore, Jaipuria Institute of Management fosters a holistic learning environment through various national and international seminars, where students can expand their knowledge and network with industry experts.

Overall, Jaipuria Institute of Management is recognized for its commitment to academic excellence, practical learning, and holistic development, making it a top choice for those seeking a quality management education in Noida.

## RANKINGS AND ACCREDITATIONS

**47<sup>th</sup>** Amongst all Management Institutes  
in India (**NIRF, 2023**)  
Ministry of HRD, Govt. of India

**30<sup>th</sup>** Amongst Top Private  
B-Schools in India  
(**MBAUniverse.com, 2023**)







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