



Chetana's Institute of Management & Research

AICTE New Delhi Approved & ISO 21001 : 2018 Certified

7th International Research Conference

On

Navigating the Future: The Triple Bottom Line Approach



19th & 20th January, 2024

Venue : CIMR, Auditorium

— In collaboration with —



THE GA GROUP
BRIDGING BUSINESS BETWEEN
SINGAPORE AND THE WORLD



Faculty of Management Studies and Commerce
University of Sri Jayewardenepura (USJ),
Sri Lanka



University of
Roehampton
London



About Chetana's



Chetana Trust has been at the forefront of higher education in Mumbai since its inception in 1969. With his philosophy of “Education for all”, The Founder President of the Trust, Late Shri Madhukarao Chaudhari believed in delivering quality education as well as contributing to the overall welfare of the society. Pursuing the same vision, Chetana's Ramprasad Khandelwal Institute of Management & Research (CRKIMR) and Chetana's Institute of Management & Research (CIMR), have been imparting quality management education programs to meet the industry requirements. CIMR, has a legacy of 27 glorious years offering AICTE approved, NBA Accredited and AIU Equivalent PGDM and PGDM Marketing programs. CIMR is also a member of the Association to Advance Collegiate Schools of Business, (AACSB) a non-profit global membership association for the business education industry. The Institutes have been consistently ranked amongst the Top-50 Private B-schools in India and amongst the Top-10 in Mumbai by The Economic Times, Corporate Dossier issue and The Week.

With a focus to 'Develop ethical business leaders', Chetana is a strong torch bearer of many CSR activities that it undertakes with profit and non-profit organisations. Chetana's Institute of Management & Research (CIMR), through Chetana's Centre of Excellence (CoE) offers Management Development Programs, Training Programs, Consulting services and undertakes sponsored research projects for different stakeholders. The strong industry collaboration on various fronts, is aimed at bridging the Industry-Academia gap through various engagements and strategic collaborations.

Conference Overview

Traditionally organisations were focused on profit as a measure of success. However, today purpose-driven business leaders are realizing the power of using sustainable strategies to address the world's most pressing issues while driving organisational success. One way to understand an Organisation's sustainability focus is the triple bottom-line (TBL) approach. The term coined by John Elkington in 1994 was aimed at offering a forward-looking approach and expanding the focus of organisations. It sought to improve the lives of people and the health of our planet beyond profits. The TBL approach expands the conventional metrics to include three Ps, namely People, Planet and Profit. Innovative companies have demonstrated that they can achieve operational excellence by doing good. TBL's approach to sustainability emphasizes that organisations must endeavour to reduce the negative impact on the environment and conserve resources for a successful and sustainable business. It will result in a healthy diverse workforce that is competent and able to deliver growth.

The United Nations, 'Transforming Our World: the 2030 Agenda for Sustainable Development" is a call for action to integrate the triple bottom line with a collaborative partnership of stakeholders to profoundly improve our world. This approach will also help organisations navigate towards sustainable, human-centric and resilient development. Corporate sustainability is one of the most important factors for organization survival. The TBL approach serves as a standard of sustainability in all domains. Hence, the relevance of the TBL in today's dynamic environment is visible in all business functions.

From a financial perspective the Triple Bottom Line Reporting (TBLR) has gained attention globally and goes beyond the traditional way of reporting. It encourages organisations to be accountable to not only shareholders but also other stakeholders. A firm's Sustainability performance impacts the board composition and corporate governance.

In marketing sustainable products, promotion of sustainable lifestyles, and sustainable packaging are some of the evident trends. Sustainable luxury, green luxury, eco-luxury and organic luxury are some of the niche segments organisations focus on from a sustainability perspective.

With increased pressure to engage in corporate sustainability (CS) and corporate social responsibility (CSR), HRM plays a vital role in avoiding harmful consequences for stakeholders and contributing to positive outcomes for people, the planet, and prosperity. Green HRM can not only support sustainable HR practices but also sustainable green logistics SGLOG (transportation and shipping, warehousing, packaging, and reverse logistics).

The TBL approach will support green and lean supply chain management practices by using digital technologies to solve several open issues and contribute to sustainability-oriented innovation. Innovation is a key driver for sustainability and enabling Technology can support Industry 5.0 in the next digital industrial revolution. Edge computing, collaborative robots, Internet of every thing, blockchain, and 5G and beyond networks can support Industry 5.0 and help organisations ensure the sustainability of the current civilization.

Chetana's International Conference is an opportunity for stakeholders to integrate their thought processes, and bring to light success and challenging stories from different industries globally.

Conference Purpose

As Organisations navigate towards a low carbon economy future, best practices can be reinforced. However, there are many questions unanswered and challenges unaddressed. The 7th International Conference, Navigating the Future : The Triple Bottom Line Approach, would provide industry experts, academicians, government organisations, policymakers an opportunity to deliberate and come up with pragmatic solutions for long-term sustainability.

The aim is to facilitate knowledge exchange, built capacity and discuss ideas against the backdrop of the changing socio-economic situation, among stakeholders to contribute to the sustainable agenda and. The conference would adopt a multidisciplinary approach to identify opportunities, and issues and develop solutions based on the theme and the sub-themes of the conference. The goal is to ultimately contribute towards the body of knowledge around the triple bottom line approach for sustainability. The intent is to deep dive and create an understanding of how the triple bottom line approach can help firms succeed.

Objectives of the Conference

The key objectives of the conference are to :

1. Examine different approaches adopted by business to develop strategies through the Triple Bottom Line approach
2. Contribute to the body of knowledge through research on Triple Bottom Line approach for the future
3. Provide a platform for exchange of thoughts and best practices on sustainable practices.
4. Understand the emerging business models, their future viability and their overall impact on sustainable development (UN SDGs).

Call for Papers

Original quantitative or qualitative research papers, case studies, or practitioner papers with a minimum word count of 1500 words are invited from industry practitioners, academicians, research scholars, consultants and students on the following broad sub-themes. "The sub-themes of the conference include but are not limited to the above topics"

Sub-themes

| Finance / Financial Reporting & Corporate Governance | Educational Interventions |
|---|---|
| Sustainable Finance or Banking | Skill Development of workforce |
| ESG Investing | Upskilling and Reskilling |
| Circular Economy and Finance | Role of Higher Education |
| Sustainability Reporting and Disclosure | Role of Policymakers in promoting TBL |
| SDGs and Finance | Using technology for sensitizing citizens |
| Green Finance | Sustainability and NEP 2020 |
| Measuring, Managing and Accounting for Impact | Education for Sustainable Development (ESD) |
| Private Equity and Venture finance | Awareness on Lifestyle for Environment (LiFE) |
| Marketing / Marketing Strategies & Approaches | HR Practices and Employee Wellbeing |
| Green Marketing | Volunteerism at Workplace |
| Market Sustainability of Start-ups | Sustainable HR practices |
| Triple bottom line: A sound Marketing & Business Strategy | Employee Wellbeing in Hybrid work models |
| Sustainable Development as a Marketing Strategy | Green HRM: Practices and Challenges |
| Triple Bottom Line: Trend or Illusion | Organisation Culture and changing mindset for TBL |
| Triple Bottom Line: Concept in Sustainable Marketing Mix | Sustainability and wellbeing in the workplace |
| Green Purchase Intentions | Creating a sustainable culture of wellbeing |
| Sustainable Buying | Employee wellbeing and human sustainability |
| Collaborative Consumption | Wellbeing for Sustainability in the Global Workplace |
| Operations, Logistics and SCM | IT / Technology & Innovation |
| Green technologies for sustainable environment | Green technologies for sustainable environment |
| Drivers of Green Supply Chain | Industry 4.0 and the Triple Bottom Line approach |
| Sustainability in 3PL | Emerging trends in Industry 5.0 |
| Sustainable Distribution and Logistics | Digital Transformation for Environment Sustainability |
| Sustainable Operations Management | Digital transformation to achieve the SDGs |

Award Categories

- Best Research Paper
- Best Budding Researcher
- Best Practitioner Paper

Publication Opportunities

All selected papers will be published in Conference Compendium.
Select Papers will be published in UGC Care / Scopus Indexed Journal.

Conference Details

Schedule of Events

| 19th January 2024 | | 20th January 2024 | |
|-------------------------------------|---|-------------------------------------|--|
| 9.30 a.m. - 10.00 a.m. | Inaugural Session | 9.30 a.m. -10.15 a.m. | Opening Session |
| 10.00 a.m. – 10.20 a.m. | Address by Keynote speaker | 10.15 a.m. -10.25 a.m. | Address by Knowledge Partner |
| 10.20 a.m. - 10.40 a.m. | Address by Chief Guest | 10.30 a.m. -11.30 a.m. | Panel Discussion at Chetana's Auditorium, Mumbai |
| 10.40 a.m. to 11.00 a.m. | Address by Knowledge Partners | 11.45 a.m. -12.45 p.m. | International Panel Discussion (Online) |
| 11.00 a.m. – 1.30 p.m. | Chetana's and WTC - Capacity Building workshop "Capabilities, Capacities and Connect" | 1.00 p.m. - 2.00 p.m. | Networking Lunch |
| 1.30 p.m. – 2.30 p.m. | Networking Lunch | 2.00 p.m.- 4.00 p.m. | Research Paper Presentations (Offline and Online Tracks) |
| 2.00 p.m.– 4.00 p.m. | Research Paper Presentations by Students (Offline and Online Tracks) | 4.00 p.m. | Valedictory Session |

Registration Fees

| Student Participant (per paper upto three authors) | INR 750 |
|---|-----------|
| Academicians or Research Scholar (per author) | INR 2,000 |
| Academicians or Research Scholar - <i>Online Mode</i> (per paper upto three authors) | INR 2,000 |
| Industry Professional | INR 3,000 |
| Capacity Building Workshop - <i>Capabilities, Capacities & Connect - The Triple Bottom Line</i> | INR 1,000 |
| International Participant | USD 50 |

(Registration fees includes program fees for Workshop, Conference Kit, Paper Presentation and Publication in Conference Compendium)

Last date to submit Extended Abstract 20th December, 2023 (Scan QR code below for Conference Page and Registration Link)

Announcement of acceptance of Extended Abstract 23rd December, 2023

Last date of Registration 23rd December 2023

| Organising Committee | Advisory Committee |
|--|--|
| Dr. Madhumita Patil, CEO, CRKIMR & CIMR | Prof. Supriya Pattanayak, Vice Chancellor, Centurion University of Technology and Management, Odisha |
| Dr. Nandita Mishra, Director, CIMR | George Abraham, Chairman & M.D., The GA Group Pte Ltd, Singapore |
| Dr. Mahesh Luthia, Professor and Area Chair, OB & HR Conference Convenor | Arvind Sharma, Executive Director (ESG and Sustainability Lead), Rennie, Australia |
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| Dr. Indira Singh, Assistant Professor, HR Conference Co-Convenor | Kimaya Keluskar, Senior Sustainability and Energy Analyst, Educated Environments (EdEn) |

Chetana's **Institute of Management & Research**

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