



# 9<sup>th</sup> iNYS

January 30-31, 2024

## InterNational Youth Symposium iNYS- 2024

on

### REINVENTING STRATEGY FOR SUSTAINABLE DEVELOPMENT: BUSINESS, ENVIRONMENT AND TECHNOLOGY

Organized by

**B. K. School of**

**Professional and Management Studies**

**(Department of Public Policy and Governance)**

**Gujarat University, Ahmedabad-India**



## B. K. SCHOOL OF PROFESSIONAL AND MANAGEMENT STUDIES, GUJARAT UNIVERSITY



The Gujarat University was conceived in the nineteen twenties in the minds of public-spirited and learned men like Gandhiji, Sardar Patel, Acharya Anandshankar B. Dhruva Dada Saheb Mavlankar, Kasturbhai Lalbhai and many others. However, the University could come into existence only after the achievement of independence In 1949. B. K School of Professional and Management Studies, Department of Management Education founded in 1976 and situated

in Gujarat University Campus. It is a premier MBA School from a pedigree build over three decades, the college has its academic process in place. Department of Public Policy and Governance (DPPG) established in 2020, under the umbrella of BK School offers courses like PhD (Public Policy Management), MBA Full time, MBA Executive, 5 years' Integrated MBA, PG Diploma Programmes and Certificate Courses in the areas of Public Policy and Management.

## INTERNATIONAL YOUTH SYMPOSIUM - 2024

Youth Symposiums from the B.K. School of Professional and Management Studies has been an exciting annual tradition since 2016. It has provided a platform to the millennial and academia across the globe for deliberations and knowledge exchanges for a sustainable world.

Announcing the 9th International Youth Symposium to be conducted on January 30-31, 2024 on the theme "Strategising Business For Sustainable Development: Policy ,Purpose and Organisations". The 9th Symposium will provide an opportunity to the Youth, Academicians and Industry Experts from across the globe to collaborate in reinventing business practices to tread through, grow and succeed.



The past symposiums had witnessed outstanding success in bringing together diverse intellectuals and harnessing their symbiotic deliberations, paving way for one and all to adapt to sustainable development practices. We intend to repeat history with an even stronger impac through Symposium, 2022 for the greater good in the present turbulent times.



# Call for Papers:

We invite original abstracts and unpublished Research papers / Articles/ Case study / papers/ posters, from academicians, professionals, research scholars, students, consultants, policy makers and other stakeholders on the below mentioned themes and sub-themes. Abstract(Maximum 350 words). Manuscript (Maximum 3000 words, Font : Times New Roman, Font size: 12, with a heading of 14 font each , referencing in APA Style ) should reach us on [inys\\_2024@bkdppg.ac.in](mailto:inys_2024@bkdppg.ac.in)

## Main Theme

**Reinventing Strategy for Sustainable Development: Business, Environment and Technology**

### Sub Themes:

- Entrepreneurship:- Sustainable Entrepreneurship, Technopreneurship, Sociopreneurship and Green Entrepreneurship
- Analytics:- Data Analytics, Marketing Analytics, Finance Analytics, HR Analytics.
- New Education Policy, 2020: Policy Initiative, Issues, Challenges, Future.
- Health Care: Sector Pivotality, Initiatives towards Raising Quality of Life, Addressing Health Care and Lifestyle Concerns.
- Governance: - Corporate scam, Policy initiatives and administration.
- International Agencies: Interventions, Crisis Management, International Relations.
- Agriculture: Contribution to Economy in Pandemic Times, Sectoral Policies and Way Forward
- Environment: Clean Energy-based Climate Change & Global Warming
- Initiatives: Access to alternative Energy Sources,
- Start-Ups: The Ecosystem, Pushing Innovation, SMEs for Sustainable & Global Development
- Technology: Digital Transformation, Artificial Intelligence, Technology as a Coping Tool in the Pandemic hit World
- Marketing: The New Landscape, Green Marketing, Content Marketing
- IT, HR & Strategy: The New Normal, Post-Pandemic Organization, Company Culture
- Finance: Business Performance, Corporate Finance, Stock Market, Financial Services.
- Policy Building & Global Development: Cross Culture Communications, Social Values and Spirituality
- Sustainable Finance: Institutional and Market Barriers to Green Finance, G20 Sustainable Finance Roadmap
- Any Other Related Topics



## Benefits of Symposium:

Publication opportunities in UGC-CARE Journal/ International Refereed Journal/ Conference Proceedings

### Awards/Cash Prizes & Certificates for:

- Best Poster Presentation (Students/Research Scholars)
- Best Paper (Faculty & Students)
- Best Paper Presentation (Faculty/Research Scholars)
- Best Cultural Activity

## Best Paper & Poster Presentation competition:

Best Paper and Paper Presentation competition is for the Faculty Members and Research Scholars. Best paper would be awarded as well as best presenter of paper would be awarded.

Best Poster Presentation- Exclusive competition for Students/Research Scholars to present work in poster format and compete for cash prizes. Participant need to submit the abstract which can highlight class projects, research conducted with a faculty member or experiential learning activities (like internships, jobs or other business- related experiences) related to any of the given theme or sub themes. Posters will be prepared by the students in advance on the basis of theme selected and will be presented in conference.

## How to Register:

For filling up online registration form, visit: <https://forms.gle/CtTEyK5g3SM7xsT99>

Registration fees should be paid by online transfer /Gpay/ NEFT/ DD in favor of "Gu Public Policy"

Account Details: GU Public Policy | Account No.: 50100386826321 | IFSC: HDFC0000006

Bank: HDFC Bank, Navrangpura Branch, Ahmedabad

## Important Dates:

Deadline for submission of Abstract/Paper: **10<sup>th</sup> Jan' 24**

Communication about the acceptance of the paper: **10<sup>th</sup> Jan' 24**

Last date for Registration for the Symposium: **10<sup>th</sup> Jan' 24**



[Scan to Register](https://forms.gle/CtTEyK5g3SM7xsT99)

## Registration Fees:

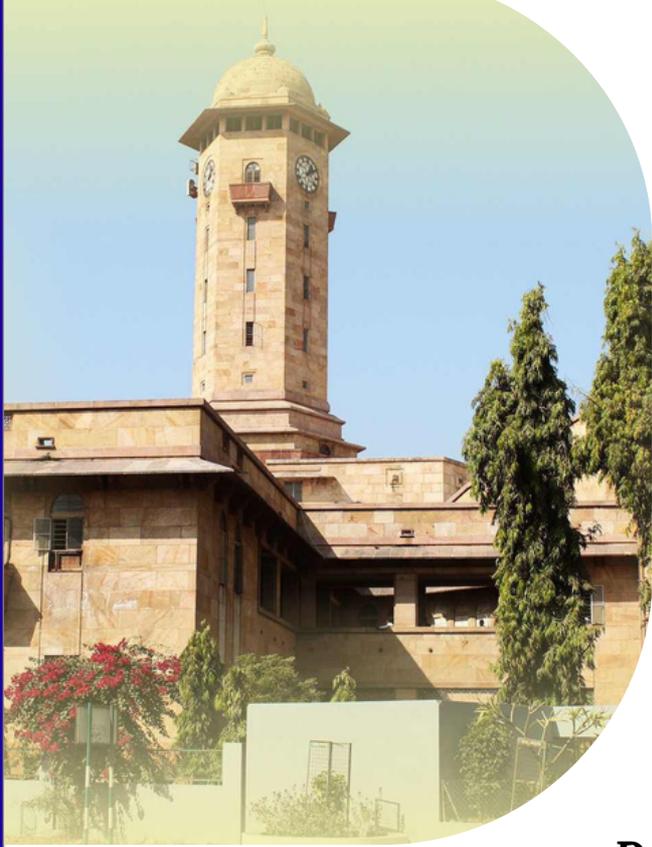
All the Participants attending the Symposium are required to register for attending the Symposium.

The registration fees are:

- Students/Alumnus - Rs. 250
- Research Scholars - Rs. 700
- Academicians - Rs. 1200
- Industry/ NGO - Rs. 1500
- Foreign Delegates - Rs. 2500

## Registration Fees involve :

- Publication Fees
- Participation in Cultural Evening & Winning Certification
- Pre-conference Workshop, Reading Material & E- Certificate
- E-certificate for Symposium participation/ presentation/winning etc.
- Participation in Conference and copy of Books of Abstracts



**Chief Patron**  
Dr. Neerja Gupta  
Vice Chancellor,  
Gujarat University

**Patron**  
Dr. P. M. Patel  
Registrar,  
Gujarat University

**Chairman**  
Dr. Prateek Kanchan  
Director, B.K. School  
Gujarat University

**Dr. Nilam Panchal**  
**(Conference Chair Person)**

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**DPPG Conference Team**

**Faculty Co-ordinator**

Dr. Sonali Ramchandani  
Trisha Mirchandani  
Karan Bhatt  
Dr. Aunkita Sharma  
Kavit Anjaria  
Dipali Rana  
Maulik Bhatt

**Admin Co-ordinator**

Akash Solanki  
Siddharth Thakar  
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**Contact Us**

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