



3rd National Seminar on *Contemporary Business Models*

Theme 2022-23

Sustainable Business Models for Aatmanirbhar Bharat

November 21–22, 2022

Organised by
Department of Commerce
Bharati College
C-4, Janakpuri
University of Delhi

Sponsored by
Indian Council of Social Science Research





INTRODUCTION

Sustainability and Aatmanirbhar (Self-reliant) Bharat have become inseparable terms in recent years, paving the way for businesses to adapt to sustainable development. We all understand and acknowledge the importance of meeting the needs of the current generation at a minimal cost with respect to their economic and social requirements. This needs to be achieved by causing negligible damage to the environment. The concept of a sustainable business model (SBM) allows us to explore this possibility as it connects economic and social aspects of sustainability while considering ecological balance and environmental protection. It will be of interest for us to explore the possibilities of connecting such models to realise the dream of contemporary India of reaching a 5 trillion-dollar economy by 2025-26. The seminar will also strive to address the research questions as to how SBM can create positive value for all stakeholders through technological, organisational, and social innovation; how SBM will improve employee retention and motivation; and how government and non-government agencies can support the financial needs of small businesses whose participation in sustainability can't be underestimated. The seminar will also provide an opportunity for young budding entrepreneurs among university students to showcase their business plans commensurate with the seminar theme. To commemorate the monumental occasion of Azadi Ka Amrit Mahotsav (75th Anniversary of Indian Independence), this seminar is our humble contribution to a resurgent Aatmanirbhar Bharat.

About the Department of Commerce, Bharati College

The Department of Commerce of the college was started in the year 1973 with one faculty and 50 students at a time when commerce as an educational choice was a distant one for women. The department provides an enabling environment to help its students stand out both academically and in shaping them into an overall balanced personality, both in terms of the college's vision and today's competitive environment. It has also been actively organising talks, debates, and quizzes to enhance the learning of students. In December 2015, the department set a new milestone by organising a UGC-sponsored national seminar on the topic "Business Transformation in the Contemporary World: Issues and Challenges". The launching and publication of the journal "Arthavaan", ISSN 2455-0353, with the compilation of quality research papers, was another feather in the cap in the same year. The department has rolled out its four issues so far.

In 2019, the Department of Commerce, in collaboration with Jagriti-Women Development Cell, Bharati College organised another ICSSR sponsored National Seminar on the theme "Role of Women Entrepreneurs in Socio-Economic Development of India". The commerce department also successfully conducted two FDPs in research methodology in the years 2015 and 2019. Continuing its endeavour, it is hosting yet another seminar in association with ICSSR on the subject, "Sustainable Business Models for Aatmanirbhar Bharat."

About The ICSSR

Indian Council of Social Science Research (ICSSR) was established in the year of 1969 by the Government of India to promote research in social sciences in the country. It provides grants for projects, fellowships, international collaboration, capacity building, survey, publications etc. to promote research in social sciences in India. It also provides library and information support services to researchers in social sciences. Further, they are funding seminars and workshop to celebrate Azadi ka Amrit Mahotsav. Furthermore, events and lecture series have been organised at national level.



SEMINAR SUB-THEMES

The submission types on *Sustainable Business Models for Aatmanirbhar Bharat* should be based on the following sub-themes:

ECO-FRIENDLY PRODUCTS AND SERVICES

- ❖ Eco-Design & Green Industry
- ❖ Transformative Business Practices to Support Indian Artisans
- ❖ Need for Safe, Mindful & Innovative Products and Services
- ❖ Extended Producer Responsibility (EPR) in India
- ❖ Social Cost Benefit Analysis (SCBA) for Economic Growth
- ❖ PPP for Sustainability Goals

CONTEMPORARY MARKETING PRACTICES

- ❖ E-Commerce Marketing & Digital Platforms
- ❖ Green Marketing Strategies
- ❖ Influences of Responsible Consumption & Production
- ❖ Brand Development in Current Scenario
- ❖ Marketing Innovations to achieve (Sustainable Development Goals) SDGs
- ❖ Consumer Preferences & Sustainable Marketing Practices

ROLE OF GOVERNMENT & NON-GOVERNMENT AGENCIES IN PROMOTING ENTREPRENEURSHIP

- ❖ Role of Financial Institutions & regulators on Sustainable Finance
- ❖ Green Banking Initiatives
- ❖ Government Programs for Ease of Doing Business
- ❖ Micro- Financing for Atmanirbhar Bharat
- ❖ Government Schemes for Entrepreneurial Support
- ❖ Infrastructural Development for SBMs

REINVENTING HUMAN RESOURCE MANAGEMENT PRACTICES

- ❖ Work- Life Balance & Stress Management in Current Scenario
- ❖ Equity, Diversity & Inclusion
- ❖ Technological, Organizational & Social Innovative HR Practices
- ❖ Spiritual & Ethical Work Culture
- ❖ Sustainable HRM: The Way Forward



SUBMISSION TYPE

The Department of Commerce, Bharati College invites academicians, research scholars, and corporate/industry executives to submit:

- ❖ Research Paper (qualitative/quantitative/mixed)
- ❖ Literature Review
- ❖ Case Study
- ❖ Conceptual Paper
- ❖ Sustainable Business Plan (only for UG/PG students)

SUBMISSION GUIDELINES

- ❖ Extended papers submitted for the conference should contain original research that has not been previously presented or scheduled for presentation or accepted and if they are under review, must not appear in print before the conference.
- ❖ Papers must be based on the themes and sub-themes of the conference.
- ❖ Papers must be between 3000-5000 words in length. A title of not more than 15-20 words should be provided.
- ❖ Technical session for which the paper is written should be indicated.
- ❖ Text should be printed in Times New Roman with font size 12 typed in 1.5 line spacing.
- ❖ The extended abstract of about 1000 words should cover the following aspects:
 1. Objectives of the study
 2. Recent literature and research gap
 3. The study hypothesis (if applicable)
 4. Methodology adopted
 5. Empirical or theoretical results
 6. Findings of the study
 7. Implications for theory and practice
 8. Keywords
- ❖ Sustainable Business Plan should cover the following aspects:
 1. Executive summary
 2. Business description
 3. Marketing and sales plan
 4. Description of products/services
 5. Financial projection and needson one or more of the sub-themes mentioned above.

SUBMISSION PROCESS AND GUIDELINES

Authors can send their extended abstracts up to 1000 words or the full paper up to 5000 words on the following e-mail address:

Abstract/Full paper submission e-mail: conferencebc@gmail.com

All papers must be original and not previously submitted for any other conference or Journal. Authors must follow the Publication Manual of the American Psychological Association (APA), Seventh Edition (2020), while preparing their manuscript. The similarity of the text must not exceed 10%.

MODE OF PRESENTATIONS

The Bharati College seminar will be conducted in offline mode. The participants from Delhi & NCR will present paper physically at the college campus. Only participants from rest of India may be allowed to present their papers virtually (Optional).

Important Dates

Registration begins	28 September 2022
Last date for extended abstract submission	20 October 2022
Intimation on acceptance	25 October 2022
Submission of Full Paper	10 November 2022
Paper Presentation/Business Plan	21 & 22 November 2022

PUBLICATIONS OF RESEARCH PAPERS

Selected papers get a chance to be published in "Arthavaan", a blind and peer-reviewed Journal (ISSN: 2455-0353) of Department of Commerce.

Registration Link: <https://forms.gle/i3iFEfAmeVYQSYySA>

REGISTRATION FEE FOR PARTICIPANTS

Registration Fee for all categories of participants: NIL

WHO CAN PARTICIPATE

- ❖ Academicians
- ❖ Research Scholars
- ❖ Students (Undergraduate/Postgraduate)
- ❖ Industry Experts

ORGANISING COMMITTEE

PATRON

Prof. Rekha Sapra (Officiating Principal)

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