

# International Conference

on

## Sustainable Business Practices for Rural Development

Organised by

**Udhampur Campus, University of Jammu, Garnai**

In Collaboration with


**Indian Council for Business Education, Bengaluru**

*"We all aspire to reach better living conditions. Yet, this will not be possible by following the current growth model . . . We need a practical twenty-first century development model that connects the dots between the key issues of our time: poverty reduction; job generation; inequality; climate change; environmental stress; water, energy and food security."*

**UN Secretary General Ban Ki-moon**

**Rural development** is the process of improving the quality of life and economic well-being of people living in rural areas, often relatively isolated and sparsely populated areas. Rural development has traditionally centered on the exploitation of land-intensive natural resources such as agriculture and forestry. However, changes in global production networks and increased urbanization have changed the character of rural areas. Increasing tourism, niche manufacturers and recreation have replaced resource extraction and agriculture as dominant economic driver. The need for rural communities to approach development from a wider perspective has created more focus on a broad range of development goals rather than merely creating incentive for agricultural or resource based businesses. Rural development is also characterized by its emphasis on locally produced economic development strategies.

The achievement of the Millennium Development Goal is at the centre of sustainable development. Sustainable rural development is vital to the economic, social and environmental viability of the nations. It is critical and



great value can be gained by coordinating rural development initiatives that contribute to sustainable livelihoods through efforts at the global, national, regional and local levels. Strategies to deal with rural development should take into consideration the remoteness and potentials in rural areas and provide targeted differentiated approaches.


A healthy and dynamic agricultural sector followed by manufacturing and service sector is an important foundation of rural development, generating strong linkages to other economic sectors. Rural livelihoods are enhanced through effective participation of rural people and rural communities in the management of their own social, economic and environmental objectives by empowering people in rural areas, particularly women and youth through organizations such as local cooperatives and by applying the bottom-up approach. Education, entrepreneurship, micro finance, rural marketing, human development, physical infrastructure, social infrastructure etc play an important role in developing rural regions. Close economic integration of rural areas with neighboring urban areas and the creation of rural off-farm employment can narrow the rural-urban disparities, expand opportunities and encourage the retention of skilled people, including youth in rural areas. There is considerable potential for rural job creation not only in farming, agro processing and rural industry but also in building rural infrastructure. Rural communities in developing countries are still faced with challenges related to access to basic services, economic opportunities and some degree of incoherence with regard to planning related to rural-urban divide. Investments in environmental protection, rural infrastructure and in rural health and education are critical to sustainable rural development and can enhance national well-being. Beyond meeting basic needs, investments must be linked to the potential to raise productivity and income. Apart from these, the vulnerabilities of the rural poor to the economic and financial crisis and to climate change, and water shortage must be addressed. The success of sustainable rural development depends on, inter alia developing and implementing comprehensive strategies relating to business and economic environment encompassing the Sustainable Governance and Marketing Human Development practices. Above all stakeholders initiatives for rural development can help in accomplishing 21st century model village that focuses on sustainability, technology development, physical connectivity and community involvement as per the latest Indian government initiatives.

### **Objective**

The objective of the Conference is to provide a forum to scholars, professionals, scientists, environmentalists and other groups of the society to share knowledge and experience on various sustainable practices in rural areas and their impact on the economy as a whole.

### **Participants**

Scholars, faculty members, academicians, industrialists, professionals, scientists and environmentalists from allied disciplines including Commerce, Economics, Management, Environment Law and NGOs.



## Venue of the Conference

University of Jammu



# Call for Papers for International Conference on Sustainable Business Practices For Rural Development

We are delighted to invite you to the 1st International Conference being organised by Udhampur Campus, University of Jammu from 27<sup>th</sup> February to 1<sup>st</sup> March, 2018.

### Objective of the Conference

The objective of the conference is to provide a forum to scholars, professionals, academicians, environmentalists and other groups of the society to share knowledge and experience on various sustainable business practices for rural development.

### Themes & Sub-themes

Note that below given subthemes are only representative. Contributions on related studies within the realms of economics, commerce, trade, industry, environment protection and related areas are greatly solicited.

<b>Sustainable Governance Practices</b>	<b>Sustainable Human Development Practices</b>	<b>Sustainable Marketing Practices</b>
Corporate Governance Corporate Social Responsibility Entrepreneurship Environment Accounting Green Accounting Green Economy Green Finance International & Global Commerce Labour Accounting Micro financing Quality Management Self help group Social Accounting Technology Management Agribusiness Auditing & Reporting	Cultural & Change Management Employee Development High Performance Works System Innovative Work Behavior Intellectual Capital Management Knowledge Management Leadership Strategic Human Resource Management Talent Management Diversity Management	Brand Management Cause Related Market CRM Green Marketing Industrial Marketing Logistic Management Rural Marketing Sales & Advertising Services Marketing Social Marketing Strategic Marketing Orientation Supply Chain Management Sustenance Marketing

**The list is only illustrative and not exhaustive.**

### **Guidelines for Authors**

We invite original and unpublished work for consideration of presentation and publication. Any paper submitted to present published or similar work under review for another conference or publication will not be considered. Maximum of two papers, either as an author or a co-author, may be submitted.

The structured extended abstract (with select references) are invited with 1500-word limit for consideration for presentation. Also full length paper including figures and tables about 7000 words (maximum 15 pages) is required for book publication (International publisher). The full paper must be accompanied by a 250 word abstract with at least five keywords and author/s name and complete affiliation details in the 1st page of the paper. The figures and tables should be placed at their respective place inside the manuscript. The manuscript should be typed in Times New Roman with a letter font size of 12 in 1.5 spacing. Authors are required to comply with the APA style of referencing and submissions must be in MS Word format only. Abstract/full paper with complete author details are to be submitted to conference email id: [confatuc@gmail.com](mailto:confatuc@gmail.com). or through the following link : <https://easychair.org/cfp/SBP4RD>.

### **Book Publication**

All the submitted papers will be blind reviewed and the best 20 papers will be published in ISBN numbered book by the reputed Emerald Publishing House / Palgrave MacMillan. In case the paper is accepted for publication, one of the authors has to get registered as soon as the acceptance for the same is communicated.

## Important Dates

Extended Abstract Submission	30-11-2017
Acceptance Notification	10-12-2017
Full paper Submission Deadline	31-12-2017

## Accommodation

Outstation participants will be provided accommodation on request (payment basis) and accompanying person will also be charged equally.

## Registration Fee

Categories	Amount( INR)	Amount (USD)*	Pre-Conference Workshop** (Fee)	
Research Scholar/Students	Rs. 2000	US 50	Rs. 500	USD 25
Faculty/ Practitioners	Rs. 3000	USD 100	Rs. 1000	USD 50
On Spot Registration	Rs. 4000	USD 200	Rs. 1500	USD 75

\* For Overseas Participants

\*\* Two Pre-Conference Workshops on Meta-Analysis and R-Software will be conducted on 27th February 2018. Candidates are required to give their preferences if interested.

## Mode of Payment

Payment is to be deposited online in the favour of Rector, Udhampur Campus, University of Jammu. The bank details are given as under:

**J&K Bank Account No. : 0028040500000291**

**IFSC CODE: JAKA0UDMPUR**

**MICR CODE: 182051001**

We are looking forward to receive your abstracts and welcome you to the conference at University of Jammu on 27<sup>th</sup> February, 2018.

## Organising Committee

### Chief Patron

**Prof R.D. Sharma**

Vice-Chancellor, University of Jammu

### Conference Director

**Prof Hardeep Chahal**

Rector, Udhampur Campus

### Conference Secretary

**Dr. Jeevan Jyoti**

Sr. Assistant Professor,

Department of Commerce

### Members:

1. Dr Neetu Kumari  
Department of Commerce, Udhampur Campus
2. Ms Mamta Sharma  
Department of Commerce, Udhampur Campus
3. Ms Taruna Dubey  
Department of Economics, Udhampur Campus
4. Ms Jhanvi Khanna  
Department of Economics, Udhampur Campus
5. Mr Vinod Kumar Sharma  
Department of Economics, Udhampur Campus
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Department of Commerce, Udhampur Campus
7. Mr Bhaider Singh  
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8. Dr Shilpa Gupta  
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9. Ms Deepti Abrol  
Department of Commerce, Udhampur Campus
10. Dr Kamani Dutta  
Department of Commerce, Udhampur Campus
11. Ms Ritika Sambyal  
Department of Commerce, Udhampur Campus

**For detail Information/any query regarding the conference, kindly contact at confatuc@gmail.com or call the following:**

Prof Hardeep Chahal, Rector Udhampur Campus: (M) 94191-92877

Dr. Jeevan Jyoti Sr. Assistant Professor, Department of Commerce: (M) 94691-70900

**International Conference on**  
**Sustainable Business Practices**  
**for Rural Development**  
**REGISTRATION FORM**

**Please complete and return by e-mail at**  
**confatuc@gmail.com**

**Date : 27<sup>th</sup> February - 01<sup>st</sup> March 2018**

**Venue : University of Jammu**

**Participants Information**

Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Name of the Department : \_\_\_\_\_

Name of the University/Institute : \_\_\_\_\_

Address : \_\_\_\_\_

Title of the paper : \_\_\_\_\_

Interested in participating in the Pre-conference Workshops : Yes/No

If yes, kindly tick your preference : (i) Meta-Analysis (ii) R-Software

Postal code : \_\_\_\_\_ City : \_\_\_\_\_

Contact No. : \_\_\_\_\_

E-mail id : \_\_\_\_\_

Accommodation required :  Yes  No

Number of accompanying members : \_\_\_\_\_

**Signature**

**Registration Fee :**

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**Note :** All the authors of the paper are required to register separately for getting the certificate.