

# **International Conference on Sustainability: Research, Education and Practice**

*The Pioneer*

## **International Conference on Sustainability: Research, Education and Practice**

Sunday, 29 May 2022 | PNS | Ranchi

The Government of India has launched the 'Azadi Ka Amrit Mahotsav' to honour and celebrate 75 years of progressive India and the glorious history of its people, culture, and achievements. The Department of Management of BIT Mesra, Jaipur, Lalpur, Noida, and Patna campuses will jointly be hosting the two-day international conference on Sustainability: Research, Education and Practice from 30th-31st May, 2022.

This conference will provide a platform for deliberations on sustainability as a form of celebration of the country's progress. In today's world, sustainability has emerged as an essential focus area for research, education and practice. Sustainability is a paradigm concerned about the future in which environmental, social, and economic considerations are aligned to pursuing an improved standard of living.

The conference will cover three main tracks—Sustainability and Human Resource Management, Sustainability in Marketing Practices and Research and Sustainability in Public Services and General Management.

Seventy-seven research papers will be presented at a conference by experts from India and abroad. The distinguished expert speakers from academia and industry who will deliver keynote addresses in the plenary sessions during the conference will be Pankaj Sinha, Managing Director, Coca Cola Sri Lanka, and Maldives, Prof. Alok Chaturvedi, Director, Institute for Social Empowerment through Entrepreneurship & Knowledge, Krannert School of Business, Purdue University, Prof. Rama Seth, Visiting Professor, Copenhagen Business School, and Prof. Bhimaraya Metri, Director IIM Nagpur.

The conference's main aim will be to bring together researchers, practitioners, educators, and students to exchange ideas on pillars of sustainability. The conference will be conceptualised to provide a platform to appportion cutting-edge research in this field and will additionally witness the galaxy of speakers sharing their phrenic conceptions on contemporary management issues and sustainability issues.