

## 3-Day International Conference concludes at JU

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4–5 minutes

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**JAMMU:** Three day "International Conference on Innovation and Sustainability in Business Development" organised by the International Centre for Cross-Cultural Research and Human Resource Management (ICccR & HRM) University of Jammu in collaboration with The University of the South Pacific, Fiji and Directorate of Distance & Online Education University of Jammu concludes at University of Jammu.

The speakers for the valedictory ceremony of the International conference on Innovation and Sustainability in Business Development were Namrata Modi, Executive Director, Prevest Denpro Pvt. Ltd, Prof. Ambika Zutshi, School of Business, University of Southern Queensland, Australia, Professor Neelu Rohmetra, Dean Research Studies, University of Jammu, Prof. Versha Mehta, Dean Business Studies, University of Jammu and Prof. Pankaj Srivastava, Director, DD & OE, University of Jammu.

Speaking on the occasion, Namrata Modi, Executive Director, Prevest Denpro Pvt. Ltd, highlighted the importance of Research & Development in Sustainable business practices for creating sustainable enterprises and organizations.

Prof. Ambika Zutshi, Queensland University of Australia, Adelaide in her valedictory address proposed EQUAL Framework for creating sustainable communities and societies. The underlying parameters of EQUAL stands for Education, Quality of Communication, US-Togetherness, Achievement and Living Life with love and compassion.

Prof. Neelu Rohmetra, Dean Research Studies, University of Jammu, and Founder Director International Centre for Cross Cultural Research and Human Resource Management, University of Jammu in her address congratulated the conference team of the International Centre for Cross Cultural Research and Human Resource Management, ICccR & HRM for organizing a truly global academic event with eminent resource persons from India and abroad. She also highlighted the role of co-creation and co-existence in building sustainable ecosystem specifically tailored for the youth of the University of Jammu and the region as well.

Prof. Hardeep Chahal, Director, International Centre for Cross-Cultural Research and Human Resource Management, ICccR & HRM, University of Jammu, in her address, thanked and acknowledged the support and motivation rendered from Prof. Umesh Rai, Hon'ble Vice Chancellor, University of Jammu for organizing such like academic events.

The address was followed by the release of the Admission cum Placement Brochure of the Department of International Centre for Cross Cultural Research and Human Resource Management, University of Jammu for the session 2024-25.

Prominent others present in the inaugural ceremony were Prof. Radha Sharma, Dean Research, Industry-Academia Linkages, New Delhi Institute of Management, Prof. Mahesh Gupta,

University of Louisville, Kentucky, United States, Prof. Nikunj Jain, IIM Nagpur, Prof. Neetu Andotra, Prof. Kamal Kapoor, faculty members, officials from other departments of University of Jammu, conference delegates, media personnel, conference sponsors and alumni of ICccR & HRM, University of Jammu.

The conference report was presented by Dr. Isha Sharma, Conference Convener & Assistant Professor, ICccR & HRM, University of Jammu, wherein she elaborated that the conference received more than 115 papers, out of which 75 were selected for conference presentations, and publication proceedings.

The valedictory ceremony was preceded by a Workshop on Necessary Condition Analysis by Prof. Nikunj Kumar Jain and track presentations as well. The ceremony was coordinated by faculty members of the department.