Two Days International Conference on

SUSTAINABILITY & BUSINESS

20 - 21 September, 2019

Conference Convener: 
Dr. Ankita Srivastava 
+91- 9106880361

Conference Secretary: 
Ms. Anjali Panicker 
+91- 9021300443

Conference Joint Secretary: 
Mr. Maulik Shah 
+91- 9374336396
ABOUT OAKBROOK BUSINESS SCHOOL

In order to meet growing demand of management education and to promote quality education among students and working professionals, the “Oakbrook Business School” is established with Approval of All India Council for Technical Education (AICTE), Govt. of India and in Affiliation with Gujarat Technological University (GTU), Govt. of Gujarat. Oakbrook Business School is a team of professionals with strong background of academic and corporate sector. The team stands together to bring a paradigm shift in management education. We envisage bringing developmental change in new generation of managers who can be excellent leaders and entrepreneurs. The Oakbrook Business School Campus is spread over two and half acre area with modern facilities that stimulate teaching, learning and professional development. The school has state of the art facilities in the campus ensuring an overall development of a student to become a global manager and meet the challenges of world.

VISION

“To develop and sustain an enabling academic environment, nurturing professional managerial talent who can shape business around the world.”

MISSION

“To create an eclectic community of eminent management professionals and thought leaders for the future.”

ABOUT OAKCOM 2019

OAKCOM is the series of conferences which has driven new ways of thinking since its inception in 2017, conceptualized by OAKBROOK BUSINESS SCHOOL, affiliated to GTU and approved by AICTE. Sustainable Development is one of the many central challenges in recent time that aims to meet the needs of the present without comprising the ability of future generation to meet their own needs. The unprecedented economic growth around the world over in the last few decades not only ensured growing environmental pollution but also increased the economic disparity across the population. It has triggered a collective concern of the people and at the same time, it has whetted the aspirations of people at large for a brighter future.

OAKCOM 2019 on the theme Sustainability and Business is a dedicated effort to create a premier forum for the presentation of new advances and research results.

OAKCOM 2019 ADVISORY BOARD

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- Dr. C. Gopalkrishnan
- Dr. Bala Bhaskaran
- Dr. A. C. Brahmbhatt
- Mr. Dharmendra Joshi
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- Dr. A. C. Brahmbhatt
- Dr. Ankita Srivastava
- Ms. Anjali Panicker
- Mr. Maulik Shah
OBJECTIVE OF THE CONFERENCE

We recognize the importance of these fundamental issues of sustainable development and share the responsibility by providing this forum to various stakeholders including Academicians, Governments, Corporates, NGOs, Ph.D. Research Scholars and Students for presentations and generations of ideas, seeking answers collectively that could help us change the overall trajectory of our unsustainable development patterns and move towards a path to sustainable development.

SUB THEMES

We invite researchers and practitioners to submit their ideas, articles and abstracts pertaining to following suggested themes (this list is not exhaustive):

**Track I: Sustainable Development: Economic, Social and Environmental Issues**
- Health Sector
- Human Capital and Sustainable Development
- Environmental Sustainability
- Water, Sanitation & Hygiene (WASH) and Health
- Environment, Economics, and Sustainable Practices
- Education
- Climate Change and Sustainable Development
- Solar and other sustainable Energies for future
- The Economy and the Green Practices
- Sustainable Lives and Livelihoods
- Global Development Goals 2030 and India’s Preparedness
- Inclusive and Equitable Economic Growth
- Solar and other sustainable Energies for future
- Climate Change Management
- Disaster and Crisis Management
- Sustainability and Smart Cities
- Sustainable Supply Chain Management

**Track II: Sustainable Business Models: Issues, Challenges and Strategies**
- Renewable Energy
- Corporate Social Responsibility
- Sustainable Business Models and Strategies
- Infrastructure Development
- Corporate Governance and Sustainability Reporting
- SDGs and The Role of Business
- CSR and Sustainability

**Track III: Functional Areas of Management**
- Sustainability & Banking
- Sustainability & Finance
- Marketing & Responsible Consumerism
- Sustainability & Human Resource Management
- Green Marketing and Sustainable Tourism
- Sustainability & Administration
- Sustainable Accounting Standards
- Social Marketing
- Sustainability Reporting
- Accounting for Sustainable Development

**Track IV: Other Sustainable Development Issues**
- Sustainable Entrepreneurship and Innovation
- Ethical Issues
- Business Sustainability
- Sustainable Economic Development in India
- Eco System Sustainability and Economic Valuation
- Trade, Environment, and Sustainable Economic Development
- Rural and Regional Development
- Sustainability in Organizations and Economies
- Education and Spirituality in Sustainability
- Sustainable Consumption and Production
- Creating Shared Value
SHORT ABSTRACT/EXTENDED ABSTRACT/FULL PAPER FORMATTING / SUBMISSION GUIDELINES

- All the Authors are required to submit the short abstract of 300 words or an Extended Abstract of 1000 - 1200 words length. On acceptance of the abstract, authors must submit the final paper (2500 - 4000 word length) within the deadline.

- The submission of Short Abstract/Extended Abstract/Full Paper should contain an abstract, keywords, and separate sections on Introduction (including research question), Literature Review, Propositions or Hypothesis (if any), Research Methodology, Analysis, Results, Implications, Conclusions (including contribution of the study), Limitations, Future research possibilities, and References (In APA style only).

- All submissions should be made ONLY as a word document, with numbered pages. The first page of the submission will be the Title Page and should contain the Title, Authors' details (Name, Affiliation(s), and contact details). Author's name or identification information must NOT be part of the remaining document.

- All submissions should be in Times New Roman, 12-point size, single-spacing, with 1 inch margin on all sides.

- All manuscripts to be emailed to: oakcom@oakbrook.ac.in, with subject line for abstract: "Abstract for OAKCOM 2018:" <article title>; Subject line for full-papers: "Full-text for OAKCOM 2018:" <article title>.

- All manuscripts/Short Abstract/Extended Abstract/Full Paper will be subject to blind peer review. Reviewer's comments will be shared with the authors. However, final decision of acceptance of the papers lies with the conference organizing committee.

- Accepted papers will be published in the conference proceedings (Physically or Digitally with ISBN No.) provided at least one of the authors will register and present the paper.

- All Papers should be based on original work. Plagiarism constitutes grounds for disqualification.

PAPER REVIEW PROCESS

Short Abstracts not more than 300 words or Extended Abstracts not more than 1000 - 1200 words should be sent first. All the Abstracts will undergo a blind review process and the authors will be intimated regarding the acceptance or otherwise of the submitted Abstracts.

PAPER PRESENTATION & CERTIFICATE OF PARTICIPATION

The authors who attend the conference and present a paper will receive a presentation & participation certificate.

MODE OF PAYMENT

The delegates can pay through Cheque / DD / NEFT to our bank account. The details are mentioned below:

**Bank Details**

Name: Oakbrook Business School
A/c No.: 136301601000102
IFSC: CORP0001363

Bank: Corporation Bank (Adalaj, Gandhinagar, Gujaral Branch)

DD to be drawn in favour of “Oakbrook Business School” payable at Gandhinagar.

If paying through Bank Account a scanned / soft copy of receipt should be sent along with the Full Research Paper and Registration Form.

ACCOMMODATION

With prior request accommodation will be arranged on chargeable basis.

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About Ahmedabad

Founded by Sultan Ahmad Shah in 1411 AD, Ahmedabad, in the state of Gujarat, has grown into one of the most important modern cities of India. Situated near Sabarmati river, this prosperous city is a delight for archeologists, anthropologists, architects, historians’, sociologists, traders, bargain hunters and tourists. An exciting combination of Traditions and modernism, Ahmedabad captures all visitors with its diversity of places, religious and ethnic communities.

Climate

There are three major seasons - winter (November-March), summer (April-June) and monsoon (July-October). Considering the temperature the best time to visit is during the winter and Monsoon. The average temperature during Mid September will be 24°C to 34°C.

How to reach Ahmedabad

Transport

By Air

Sardar Vallabhbhai Patel Airport caters to domestic and international flights. It is well-connected to Delhi, Mumbai, Bengaluru, London, Frankfurt, Singapore and few destinations in USA and Middle East. The airport is about 18 km away from Oakbrook Business School via Gandhinagar - Ahmedabad Road and there are many options like cabs, buses and private vehicles to reach.

By Train

Ahmedabad railway station, located at Kalupur area, is just over 22 km from Oakbrook Business School and it is well connected to several cities like Mumbai, Delhi and Bengaluru. There are rickshaws, buses and cabs available to reach the city.

By Road

The road network is very good and well maintained in Gujarat. Many Important cities like Bhavnagar, Surat, Mumbai, Pune, Nasik, Udaipur, Shiridi and Indore are well connected to Ahmedabad.
Registration Form
Oakbrook Business School
OAKCOM 2019
20 - 21 Sept., 2019

Name of Participant: ......................................................................................................................................
Designation: ................................................................................................................................................
University / Organization: .............................................................................................................................
Mailing Address: ..........................................................................................................................................
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City: ................................................................................................ Postal Code: .....................................................
Telephone: (O) ................................................... (M) ..................................................................................
Email: .............................................................................................................................................................

Category (tick mark whichever is relevant)
☐ Industry Delegate  ☐ Academician  ☐ Research Scholar & Students

Paper Presentation (Tick the option)
☐ In Person  ☐ In absentia

Mode of Payment:  ☐ Cheque  ☐ DD  ☐ NEFT
Cheque / DD / NEFT No.: ........................................... Dated: .................................................. drawn on (Bank) .................................................................................................................. for ₹..................................................

Date and Signature of the Participant: ........................................................................................................

Registration Link: https://forms.gle/pZe9emLULPK7PkAJ6

Phone: +91-79-23970170/71  |  Website: www.oakbrook.ac.in  |  Email: oakcom@oakbrook.ac.in
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Note: A photo copy of this form is also accepted.
Important Dates
Sending of Abstract by: 15th June, 2019
Acceptance by: 18th June, 2019
Full Paper & Final Registration by: 25th June, 2019

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<tr>
<th>Registration Period</th>
<th>FEES</th>
<th>INDIA (In INR)</th>
<th>FOREIGN (In USD)</th>
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<td>Before 15th June, 2019</td>
<td>Academicians / NGO’s</td>
<td>Rs. 1250/-</td>
<td>$ 25</td>
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<td>Industry Practitioners</td>
<td>Rs. 2000/-</td>
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<td>Ph. D. / Student Scholars</td>
<td>Rs. 800/-</td>
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<td>Rs. 600/-</td>
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<tr>
<td>After 15th June, 2019</td>
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<td>Industry Practitioners</td>
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<td>$ 25</td>
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<tr>
<td></td>
<td>PG Students</td>
<td>Rs. 750/-</td>
<td>$ 15</td>
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</tbody>
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All the participants will get the certificate of participation and presentation on the last day in valedictory session.

Best Paper will be awarded by the cash prize of Rs. 5000 and second best paper will be awarded by Rs. 3000 cash prize.

Selected Papers will be published in Conference Proceeding & few Selected papers will be published in the Research Journals of good repute.