



**Universal
Business
School®**

"Transforming Lives"

Support Partners



UBS INTERNATIONAL RESEARCH CONFERENCE, 2022 ORGANIZED BY UNIVERSAL BUSINESS SCHOOL

GREEN ECONOMY

A Necessity for Sustainable Future

Virtual Mode



25th & 26th March, 2022

Academic Partners



About the Conference Organizers

Universal Business School is one of the most innovative B-schools. It is accredited by NBA, AIU & offers AICTE approved PGDM, Global MBA, BBA & Executive MBA Programs in partnership with leading Universities in UK, France, Switzerland, Italy & USA. It is built by Industry for Industry & Endorsed by 60 CEOs.

Conference Perspective

A green economy is defined as low carbon, resource efficient and socially inclusive. In a green economy, growth in employment and income is driven by public and private investment into such economic activities, infrastructure and assets that allow reduced carbon emissions and pollution, enhanced energy and resource efficiency, and prevention of the loss of biodiversity and ecosystem services. These green investments need to be enabled and supported through targeted public expenditure, policy reforms and changes in taxation and regulation. UN Environment promotes a development path that understands natural capital as a critical economic asset and a source of public benefits, especially for poor people whose livelihoods depend on natural resources. The notion of green economy does not replace sustainable development, but creates a new focus on the economy, capital, infrastructure, employment and positive social and environmental outcomes across Asia and the Pacific.



Patron

Tarun Anand
Chairman &
Founder, UBS



Co-Patron

Dr. Karunakar Jha
Director Academic Affairs;
Head - Entrepreneurship &
Incubation Centre &
Chairman – FPM, UBS



Convenor

Dr. Asha Bhatia
Director Research,
UBS

Advisory Board



Prof. Richard McCracken
London (UK); Director
of The Case Centre



Dr. Alkis Thrassou
Cyprus (EU); Professor,
University of Nicosia, Cyprus



Mr. C. Ramakrishna
Executive Director, Association
of Management development institutions
in South Asia (AMDISA)



Dr. M. I. Subhani
Dean, Business School,
ILMA University



Dr. Sapna A Narula
Dean, School of Management
Studies, Nalanda University, India



Dr. K. R. Sowmya
Professor, Management
School of Business & Economics,
Kebri Dehar University

Conference Themes

- Green economy & sustainable development
- Initiatives in developing and developed nations on green economy, a comparison
- Enterprises and sustainable development
- Sustainable transportation and sustainable tourism
- Organisations environmental efficiency and productivity analysis
- Environmental policy and technological change
- Challenges for a transition to Green Economy, and what will make it possible?

- Technology, industry and the environment
- Green economy and clean energy
- Green economy and circular economy relationships
- Organisations incentives to promote technological change in pollution control
- Environmental and technology policies for climate mitigation
- Green Finance, marketing and supply chain
- Eco-innovations for green economic change
- Green growth and developing countries
- Green economy, sustainability, innovation

Call for Papers

Scholars, practitioners, and policymakers from around the world are invited to submit original research papers based on the themes given in theme section.

Steering Committee

Dr. Dilip Nandkeolyar
HoD – Marketing Management

Prof. Maneesh Ketkar
HoD - Financial Management

Prof. Ajay Singh
HoD - Operations, Supply Chain & Analytics

Dr. Pranjali Madhur
HoD - Human Resource Management & Controller of Examinations



Abstract Submission

Authors who wish to present their research at the conference must submit the following: title of the paper, names, affiliations and emails of authors, extended abstract of 500 words, and 4–5 keywords in Times New Roman font size 12, single spaced. Email id and contact number of corresponding author should be given as a footnote.

Paper Submission

Authors whose abstracts have been accepted may submit a full-length paper if they wish to have their papers further considered for possible publication. Papers may be revised and submitted after presenting and receiving feedback at the conference. Papers may be submitted to ubsirc2022@ubs.org.in

Important Dates

Last Date of Abstract Submission	Feb 28 th , 2022
Notification of acceptance of Abstracts	March 15 th , 2022
Full paper submission (OPTIONAL)	March 15 th , 2022

Registration Deadline

Category	Early bird till Feb 28 th , 2022	After Feb 28 th , 2022
Students	1000 INR	1500 INR
Academicians	1500 INR	2000 INR
Delegates	2000 INR	2500 INR

Contact

Kindly use this email id for all your correspondence. ubsirc2022@ubs.org.in

Conference Convenor

Dr. Asha Bhatia

Director Research,
Universal Business School

Conference Co-Convenor

Prof. M. Guruprasad

Dy. Director Research,
Universal Business School

Conference Coordinators

**Dr. Ayesha
Siddiqui**

**Dr. Ansari
Sarwar Alam**

**Dr. Najib Hamood
Saif Farhan**

Registration

Please ***Click Here*** for Registration

