

Fwd: SEEDS 2024: International Management Conference on Sustainability, Entrepreneurship, Equity, and Digital Strategies (Hybrid)

Rungkarn Pongpopithak <rungkarnpo@nu.ac.th>
ร่างจดหมาย

22 ตุลาคม 2567 เวลา 14:32

กองพัฒนาระบบและกิจการต่างประเทศ

มหาวิทยาลัยนเรศวร

0844

รับที่.....

วันที่.....

22 ต.ค. 2567

เวลา.....**14:30**.....

จาก: Naindeep Kaur <naindeep.kaur.26n@jaipuria.ac.in>

ส่ง: 17 ตุลาคม 2567 0:53

ถึง: seeds2024.noida@jaipuria.ac.in <seeds2024.noida@jaipuria.ac.in>

ชื่อเรื่อง: SEEDS 2024: International Management Conference on Sustainability, Entrepreneurship, Equity, and Digital Strategies (Hybrid)

คุณไม่ได้รับอีเมลจาก naindeep.kaur.26n@jaipuria.ac.in บ่อยนัก เรียนรู้ว่าเหตุใดสิ่งนี้จึงเป็นสิ่งสำคัญ

Dear Esteemed Colleagues,

We are honored to formally invite you to the **SEEDS 2024** International Management Conference, a prestigious academic event that promises to be a pivotal gathering in Sustainability, Entrepreneurship, Equity, and Digital Strategies. Organized by Jaipuria Institute of Management Noida in collaboration with Middlesex University, Dubai, this hybrid conference will convene on **December 17-18, 2024**, offering an unparalleled platform for scholarly exchange, networking, and contribution to global academic discourse.

Conference Highlights

Format

- **Hybrid Engagement:** Participate in person at our Dubai venue for immersive networking and learning experiences, or join virtually from any global location. Both modalities ensure full engagement and contribution to the academic dialogue.

Academic Excellence

- **Research Presentation Opportunities:** Present your cutting-edge research to an international audience of experts, with the potential for:
 - Prestigious awards recognizing outstanding contributions
 - Publication prospects in high-impact, peer-reviewed journals

Global Academic Network

- **Elite Networking:** Engage with preeminent scholars, policymakers, and industry leaders at the forefront of sustainable business practices and innovation.

Professional Development

- **Specialized Workshops:** Enhance your expertise through rigorous, hands-on workshops focused on sustainable practices and digital transformation in management.
- **Expert Panel Discussions:** Gain invaluable insights from interdisciplinary panels featuring leading academics and practitioners.

Event Specifications

- **Dates:** December 17-18, 2024
- **Venue:** Middlesex University, Dubai (with simultaneous virtual access)
- **Registration:** <https://easychair.org/conferences/?conf=seeds2024>
- **Abstract Submission Deadline:** October 31, 2024

เรียน อธิการบดี

เพื่อโปรดพิจารณา Jaipuria Institute of Management
ประเทศอินเดีย โดยความร่วมมือกับ Middlesex University Dubai
สหรัฐอเมริกาบริติชอเมริกา ประชุมสัมมนาการจัดการประชุม The 2nd
International Conference on Sustainability,
Entrepreneurship, Equity and Digital Strategies (SEEDs)
ระหว่างวันที่ 17-18 ธันวาคม 2567 ณ Middlesex University
Dubai, Knowledge Park Campus เมืองดูไบ สหรัฐอเมริกา
บริติชอเมริกา

ทั้งนี้ ผู้ที่สนใจสามารถส่งบทความ ภายในวันพฤหัสบดีที่
31 ตุลาคม 2567 โดยมีอัตราค่าลงทะเบียนเข้าร่วมการประชุมแบบ
early bird ก่อนวันศุกร์ที่ 15 พฤศจิกายน 2567 คือ 750 ดอลลาร์
ต่อคน (on site) และ 400 ดอลลาร์ ต่อคน (virtual)

ในการนี้ เห็นควรเวียนแจ้ง คณะ/วิทยาลัย เพื่อ
ประชาสัมพันธ์ต่อไป

8 ม.ค.
22/10/67

ลงชื่อ.....

(นางสาวเรณูงาม วงศ์บัณฑิต)

รักษาในตำแหน่งหัวหน้างานบริการกิจการต่างประเทศ

วันที่.....

ลงชื่อ.....

(นายจักรกฤษณ์ เพ็ญประจักษ์)

ผู้อำนวยการกองพัฒนาภาษาและกิจการต่างประเทศ

วันที่.....

(☒) ดำเนินการตามเสนอ

(☐) อื่นๆ.....

ลงชื่อ.....

(ดร.พิสุทธิ อภิขยกุล)

รองอธิการบดีฝ่ายวิเทศสัมพันธ์และการถ่ายทอดเทคโนโลยี

ปฏิบัติราชการแทน อธิการบดีมหาวิทยาลัยนเรศวร

วันที่.....

Call to Action

Your participation in SEEDS 2024 represents a significant contribution to the academic community's collective efforts towards a sustainable and equitable future. Given the limited capacity and anticipated high demand, we strongly encourage early registration to secure your participation and maximize your academic impact.

For further inquiries or assistance, please contact: seeds2024.noida@jaipuria.ac.in

Kindly refer to the attached brochure for more details.

We look forward to your valuable contributions and to collectively advancing the frontiers of knowledge in management and sustainability.

Sincerely,

Dr. Arpan Anand

Chairperson, SEEDS 2024



Seeds Brochure 2024.pdf
11737K



JAIPURIA INSTITUTE OF
MANAGEMENT, NOIDA, INDIA
in collaboration with
MIDDLESEX UNIVERSITY, DUBAI
is organizing the

2nd International
Conference

2024
seeds

SUSTAINABILITY, ENTREPRENEURSHIP
EQUITY AND DIGITAL STRATEGIES

December 17-18, 2024

Venue: Middlesex University Dubai
Knowledge Park Campus, Dubai, UAE

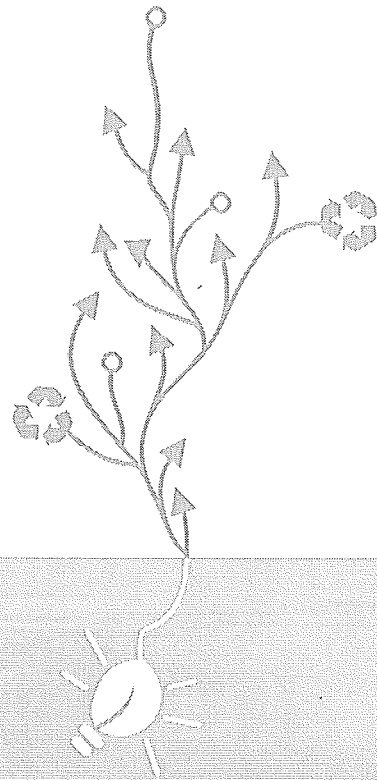
Mode: Physical and Online Mode

About the Conference

Jaipuria Institute of Management, Noida, and Middlesex University Dubai are proud to announce the 2nd International Conference on **Sustainability, Entrepreneurship, Equity, and Digital Strategies (SEEDS 2024)**.

The international conference will be held from 17-18 December 2024 at Middlesex University Dubai Campus in Knowledge Park, Dubai. SEEDS 2024 will be a hybrid conference with participants having an option of attending and presenting either in-person or virtually. Building on the success of its first edition in 2023, the conference aims to bring researchers, policymakers, and practitioners from diverse industries and sectors together to discuss, debate, and initiate a dialogue to explore solutions that foster sustainable growth and equitable opportunities in the digital age.

The organizers of SEEDS 2024 recognize that the future hinges on our ability to address Sustainability, Entrepreneurship, Equity, and Digital Strategies. This year's conference will focus on digitalization, intelligent business environment, business model innovation, entrepreneurship, emerging trends in sustainable development, climate-resilient business models, ESG (Environmental, Social, and Governance) practices, and innovative green/sustainable technologies. There will be a focus on circular economy models that reduce waste, promote reuse, and minimize environmental impact. The goal is to ensure that future generations enjoy a healthy planet and a high quality of life.



Call for Papers

SEEDS 2024 is proud to announce its annual international conference, bringing together thought leaders, researchers, and practitioners to explore cutting-edge developments in sustainability, entrepreneurship, equity, and digital strategies. We invite you to contribute to this dynamic forum for knowledge exchange and innovation.

Submission Guidelines

We welcome submissions in the following formats:

1. Abstracts (Required)

500 words maximum

Clearly state research objectives, methodology, and key findings

Include 3-5 keywords

2. Full Papers (Optional but Encouraged)

6,000-8,000 words (excluding references)

Follow APA 7th edition formatting guidelines

Include abstract, introduction, literature review, methodology, results, discussion, and conclusion

3. Case Studies supplemented with Teaching Note

2,000-4,000 words

Describe real-world applications of conference themes

Include background, challenges, solutions, and outcomes

All submissions should be original work that has not been previously published or currently under review for other conferences or journals.

Submission Process

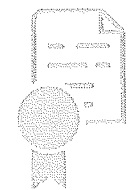
1. Prepare your submission according to the guidelines above.
2. Visit our online submission portal at <https://easychair.org/conferences/?conf=seeds2024>
3. Create an account or log in if you already have one.
4. Follow the prompts to submit your abstract, full paper, or case study.
5. You will receive a confirmation email upon successful submission.

Review Process

All submissions will undergo a double-blind peer review process. Evaluation criteria include:

- Relevance to conference themes
- Originality and innovation
- Methodological rigor
- Practical implications
- Quality of writing and presentation

Publication Opportunities



Authors of accepted submissions will have the opportunity to publish their work in the conference book with ISBN. Selected high-quality full papers will be considered for publication/review process by our partner journals.

Important Dates

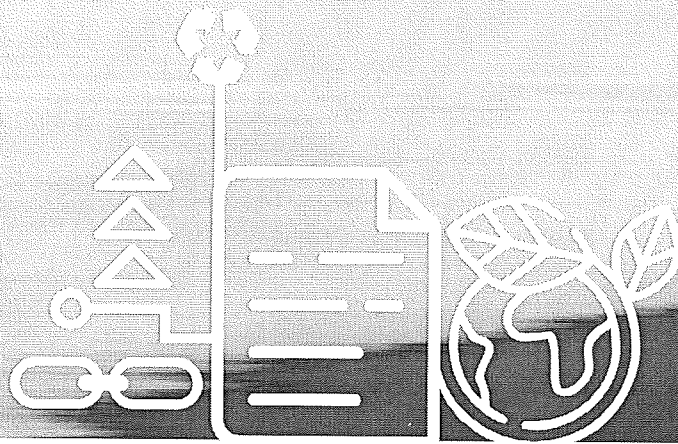
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|---------------------------------|----------------------|
| Submission Deadline: | October 31, 2024 |
| Notification of Acceptance: | November 10, 2024 |
| Early Bird Registration Closes: | November 15, 2024 |
| Conference Dates: | December 17-18, 2024 |

Contact Information

For any queries regarding submissions or the conference, please contact: Email: seeds2024.noida@jaipuria.ac.in
Join us at SEEDS 2024 to shape the future of sustainability, entrepreneurship, equity, and digital strategies in our rapidly evolving world!

Conference Tracks

We invite papers on the following themes



Sustainability

Discover ground-breaking eco-friendly practices and sustainable business models and solutions that reshape industries.

- Sustainable Business Models and Practices
- Sustainable Operations, Green Supply Chains, and Circular Economy
- Sustainable Human Resource Management
- Sustainable Marketing and Consumer Behavior
- ESG, Sustainable Finance, and Investment
- Sustainable Business Ethics and Governance



Entrepreneurship

Immerse yourself in the world of innovation driving unparalleled economic growth and entrepreneurial success.

- Entrepreneurship ecosystem development
- Design Thinking and Innovation
- Strategies for Entrepreneurial Success
- Technological Disruption and Entrepreneurial Opportunities
- Social Entrepreneurship and Impact Business Models



Case/Practitioner Track

Dive into Reality: Plunge headfirst into real-world business challenges! Analyze and present compelling case studies, enhancing your problem-solving prowess and strategic acumen.



Student Track

Empower the Future: Be a part of nurturing the next generation of leaders! This platform allows students to showcase their research, ideas, and projects, fostering innovation and academic brilliance.



Equity

Uncover powerful strategies fostering diversity, inclusivity, and equality, revolutionizing businesses and societies.

- Social Equity and Inclusive Business Practices
- Gender Equity and Women Empowerment
- Bridging the Digital Divide for Equity
- Corporate Governance and Policies for Equity
- Diversity and inclusion in the workplace



Digital Strategies

Embrace the future! Learn how digital technology is sculpting a better tomorrow for everyone.

- AI and Automation in Business Processes
- Cybersecurity and Risk Management
- Digital Transformation, Innovation, and Disruptive Technologies
- Data Analytics and Business Intelligence
- Blockchains, Metaverse, Digital Payments, and other emerging technologies



General Track

If your research is cross-cutting or does not fall specifically in any of the other tracks, you can submit your work under general track.

**The above themes are suggestive in nature. The articles related to overall theme (SEEDS) are also welcome.*

Submission deadline: October 31st, 2024

Link – <https://easychair.org/conferences/?conf=seeds2024>

Conference Highlights

The conference will feature the following events and opportunities:

Awards



Track wise Best Paper award

Overall Best Paper of the Conference Gold award

Overall Best Paper of the Conference Silver award

Overall Best Paper of the Conference Bronze award

Literati Awards

Certifications from FIIB Business Review for the best multi-disciplinary paper presented at the conference.

Certifications from Review of Management Literature for the best review paper.

Certificate of Special Recognition from SEEDS Conference Management Team for Best Student Paper Presented at the conference.

Research Capacity Building Workshops



Opportunity to attend workshops to enhance research skills and knowledge

Panel Discussions



Panel discussions with leading experts representing academia, industry, and policymakers

Publication Opportunities



Authors of accepted submissions will have the opportunity to publish their work in the conference book with ISBN.

Selected high-quality full papers will be considered for publication/review process by our partner journals.

Bloomsbury Publications

Advances in Emerging Markets and Business Operations, Taylor and Francis

FIIB Business Review, Sage Publications

International Journal of Emerging Markets, Emerald Publications

Journal of Agribusiness in Developing and Emerging Economies, Emerald Publications

Management Dynamics, Elsevier

Review of Management Literature, Emerald Publications

South Asian Journal of Marketing, Emerald Publications

Link for Submission – <https://easychair.org/conferences/?conf=seeds2024>

Important Dates

| | |
|--|----------------------|
| Deadline for submission of abstracts or full papers (optional) | October 31, 2024 |
| Notification of Decision | November 10, 2024 |
| Early Bird Registration Closes | November 15, 2024 |
| Last Day to Register for Conference | November 30, 2024 |
| Conference Dates | December 17-18, 2024 |

Conference Fees

[For International Participants outside India]

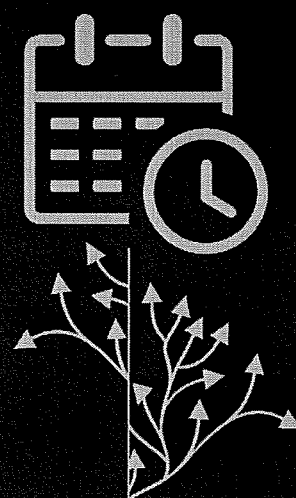
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| Early Bird Registration (In-Person) | AED 750 |
| Normal Registration (In-Person) | AED 1000 |
| Student Registration (In-Person) | AED 500 |
| Early Bird Registration (Virtual) | AED 400 |
| Normal Registration (Virtual) | AED 500 |
| Student Registration (Virtual) | AED 300 |

Conference Fees

[For Participants from Universities in India]

| | |
|---|------------|
| Conference Fees Early Bird Registration (In-Person) | INR 10,000 |
| Normal Registration (In-Person) | INR 12,000 |
| Student Registration (In-Person) | INR 8000 |
| Early Bird Registration (Virtual) | INR 6000 |
| Normal Registration (Virtual) | INR 8000 |
| Student Registration (Virtual) | INR 4000 |

**The conference fee for in-person participants includes tickets to social event (Desert Safari) and Gala Dinner*



Bank Details

For Indian Participants (From Universities in India)

| | |
|--------------|---|
| Name | Jaipuria Noida Fees Collection Account |
| Bank Name | Axis Bank Ltd. |
| Account No. | 91301005532585 |
| A/c Type | Saving |
| Bank Address | Pitampura Plot No 6, Local Shopping Centre, Dp Block, Pitampura New Delhi 110088 |
| MICR Code | 110211006 |
| IFSC Code | UTIB00000040 |



For International Participants

| | |
|--------------|----------------------------------|
| Bank Name | Mashreq Bank |
| Bank Address | Internet City Branch, Dubai, UAE |
| Account Name | Middlesex Associates FZ LLC |
| IBAN | AE 590 330 000 019 000 039 478 |
| Swift Code: | BOMLAHAD |
| Phone number | 00971 43678100 |

Please note that when making international bank transfers, the payee is liable for all bank charges including the correspondent bank charges. Please ensure that 'SEEDS 2024' is included in the beneficiary's reference field. Copies of bank transfer remittance advices should be forwarded to studentfinance@mdx.ac.ae

Point of Contact

Conference Chair
Dr. Arpan Anand
arpan.anand@jaipuria.ac.in

Conference Chair
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Gaurav Gupta
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+91 9413354821

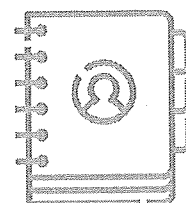
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Conference Team

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Dr. Sreejith Balasubramanian

Middlesex University Dubai

Conference Co-Chairs

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Jaipuria Institute of Management, Noida, India

Dr. Nitin Vihari

Middlesex University Dubai

Dr. Shivani Bali

Jaipuria Institute of Management, Noida, India

Dr. Supriya Kaitheri

Middlesex University Dubai

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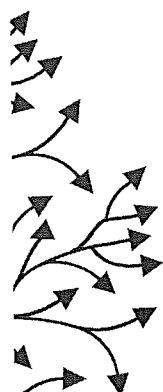
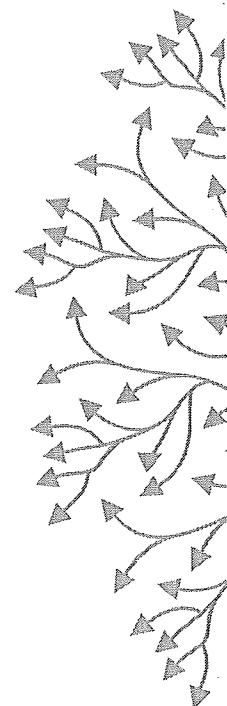
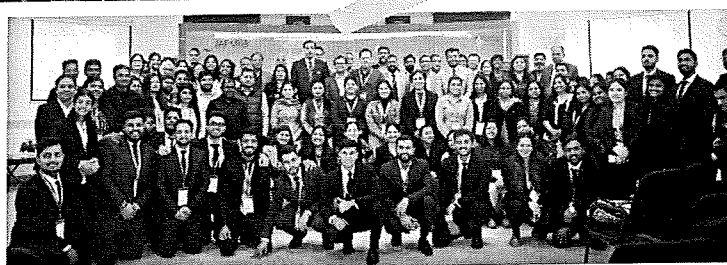
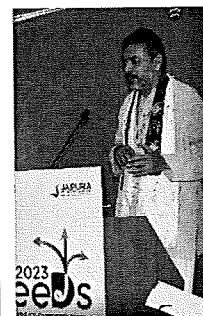
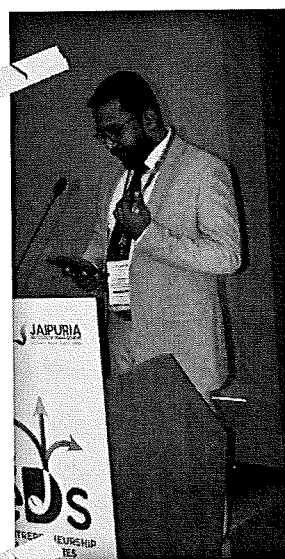
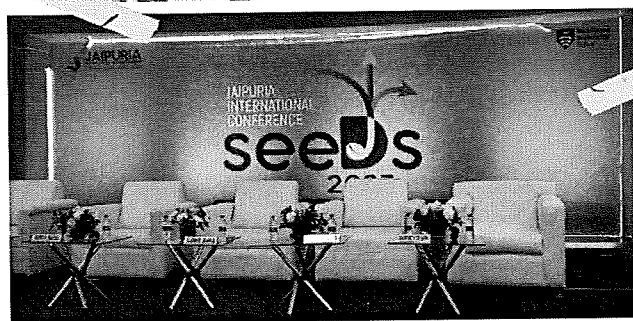
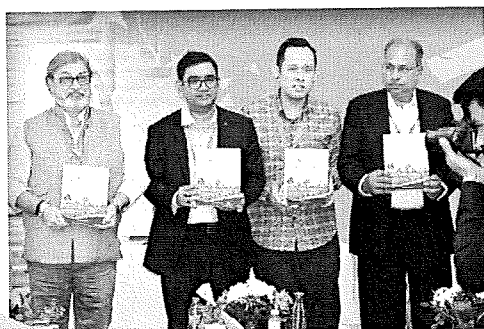
Kartikey Sharma

Jaipuria Institute of Management, Noida, India

Arjitkaushall Jain

Jaipuria Institute of Management, Noida, India

Highlights of SEEDS 2023





About Middlesex University Dubai

Middlesex University Dubai is the largest UK University campus in the UAE, housing over 5,600+ students from more than 120+ nationalities. Established as the first overseas campus of the prestigious Middlesex University in London, UK, it inaugurated its operations in Dubai Knowledge Park in 2005. It has forged a reputation as an international provider of world-class British higher education in the heart of Dubai. Offering a broad spectrum of foundation, undergraduate, and postgraduate programs, the University maintains a forward-thinking and dynamic ethos, continually innovating and excelling in teaching and research. Throughout its history, Middlesex University Dubai has nurtured a robust research culture, evolving into a research-active institution. The University's research accomplishments have been acknowledged with a 5-star rating in the 'Research' dimension by the Dubai Knowledge and Human Development Authority's (KHDA) Higher Education Classification, developed in association with QS, for three consecutive years. In the 2020 KHDA classification, MDX Dubai scored 144 out of 150 points in the research category, the highest among all universities. In recognition of its research prowess, the UK Quality Assurance Agency for Higher Education (QAA) recently published an exemplary case study titled "Fostering Research in International Branch Campuses (IBCs): A Case Study of Middlesex University Dubai." As part of its commitment to research, Middlesex University Dubai regularly organizes various local and international conferences, symposiums, and other research events in collaboration with global universities.

About Jaipuria Institute of Management Noida

Jaipuria Institute of Management, established in 2004, is a renowned and high-quality management college in Noida. It is known for its commitment to providing excellent education and shaping graduates with an entrepreneurial mindset and a service-oriented approach. The institute stands out for its focus on delivering top-notch management programs. It offers a range of AICTE-approved and NBA-accredited two-year full-time PGDM/MBA programs, including PGDM, PGDM (Service Management), and PGDM (Marketing). These programs are designed to equip students with the necessary skills and knowledge to thrive in the dynamic business world. Jaipuria Institute of Management takes pride in its innovative curriculum, which incorporates elective courses that allow students to pursue dual specializations. This unique feature provides students with a broader understanding of multiple areas within the management field, enhancing their career prospects. In addition to classroom learning, the institute emphasizes practical experiences and industry exposure. Students actively participate in live projects, field project studies, and regular industry interactions, which provide them with valuable real-world insights and hands-on learning opportunities.

The institute's faculty members are highly experienced and dedicated professionals who employ effective teaching

methodologies such as in-class discussions, case studies, and simulations. This approach ensures that students develop critical thinking, problem-solving, and decision-making skills necessary for managerial roles. Furthermore, Jaipuria Institute of Management fosters a holistic learning environment through various national and international seminars, where students can expand their knowledge and network with industry experts. Overall, Jaipuria Institute of Management is recognized for its commitment to academic excellence, practical learning, and holistic development, making it a top choice for those seeking a quality management education in Noida. It is ranked 45th amongst all Management Institutes in India (NIRF, 2023) by the Ministry of HRD, Government of India. Ranked 30th amongst the top private B-Schools in India (MBAUniverse.com, 2023).

RANKINGS AND ACCREDITATIONS

45th Amongst all Management Institutes
in India (**NIRF, 2024**)
Ministry of HRD, Govt. of India

30th Amongst Top Private
B-Schools in India
(**MBAUniverse.com, 2023**)





JAIPURIA
INSTITUTE OF MANAGEMENT
LUCKNOW NOIDA JAIPUR INDORE

Jaipuria Institute of Management, Noida

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