



**19th International Conference of the
Academy of Global Business Research and Practice
www.agbrp.world**

“Sustainability: Perspectives of Policy, Business, Technology, AI and Education”

January 8-10, 2025 - Blended Mode - Place: Dubai - Submission Deadline: November 15, 2024

Nature and Scope of the Conference:

The [Academy of Global Business Research and Practice \(AGBRP\)](http://www.agbrp.world) serves as an interdisciplinary forum where policy makers, academics, business and technology leaders, and entrepreneurs converge to explore the challenges at the intersection of environmental sustainability, business practices, and cutting-edge technologies. With a focus on collaboration and innovation, AGBRP is exploring multi-stakeholder approaches to sustainability in an uncertain and polarized global context. The conference will highlight the role and societal impact of higher education, business strategies, advances in technology and artificial intelligence (AI) in promoting common good.

In view of the above, the [19th AGBRP Conference](#) invites competitive papers, extended abstracts, case studies, proposals for panel discussions, and student research and poster sessions for the following tracks:

Conference Tracks

Track: 1 Public Policy & National Strategies for Sustainable Development

Global Agenda: Sustainability of Natural Resources & Emphasis on Renewables; Global Warming (Climate Change) COP 28; Carbon Footprint; Country Differences in SDGs Performance;

National Priorities in a Volatile Geo-Political Context: Priorities Differ Among Developed and developing economies; Funding to meet SDGs targets; Fossil Fuels vs. Renewables; Targets for Carbon Emissions: Carbon Pricing, Carbon Taxation, Cap and Trade Systems;

CSR Programs: Making CSR a Requirement to Engage in ESG & UNSDGs;

Affirmative Action Policies & Inclusive Development: Access to Quality Education, Employment; Increased Role of Women in Governance; Cash Transfers and Subsidized Food for BOP Population;

Track 2: Practitioner Track: Sustainable Business Practices & Strategies

Climate Change Adaptation; Green Technologies: Clean Production Processes; Zero Carbon; Water Management; Sustainable Reporting; Partnerships with Non-Profit Organizations; Responsible Sourcing; Closed-LOOP/ Supply Chain Management; Waste Management & Recycling; Conservation of Natural Resources; Energy Transitions; Sustainable Packaging; Digital Advertising; Social Media and Networks;

Track 3: Sustainable FDI, Global Supply Chain, International Trade & Logistics

Disruptions in Global Supply Chains; Global Value Chains; World Trade; Intra-Regional Trade; Shipping & Logistics; Preferential Trade Agreement Between UAE-India;

UK in a Post -BREXIT Environment;
Global Impact of China-USA Stalemate; Geo-Political Conflicts;
Emerging Markets: BRICS, Global South; M&A, FDI, Technology Transfer, R&D & IPR;

Track 4: Corporate Sustainability: Governance, Strategy, CSR and ESG Reporting

Leadership Commitment to CSR, ESG & UNSDGs;
Green Investing; ESG Reporting and Compliance in Multinational Markets;
Conservation of Resources; Recycling & Waste Management;
Corporate Reputation, Branding & Ethical Issues;
Race, Ethnicity and Gender Issues in Workplace;
Serving Subsistence and BOP Markets;

Track 5: Technological Innovations, AI & Data Analytics

Digital Innovations and Digital Tools for Sustainable Development;
Artificial Intelligence (AI), Open AI, Machine Learning and Societal Impact;
Big Data; Business Analytics; Data Protection & Privacy; Cybersecurity Risks;
3 D Printing, Automation, Robotics, Drones; Social Media, Gaming, Virtual Reality (VR);
Ethical AI & Responsible Innovations;

Track 6: Entrepreneurship, Circular Economy & Frugal Innovation (Jugaad)

Digital Start-Ups in Emerging Markets;
Role of Incubation, Mentoring, Venture capital, Crowd funding, etc.,
Higher Education, Technology Clusters, Networks & NGOs as Drivers of Entrepreneurship;
Women in Entrepreneurship; Social Entrepreneurship; Rural Entrepreneurship;
Digital Applications in Micro, Small, and Medium Enterprises;
Circular Economy & Waste Management solutions; Frugal Innovation (Jugaad);

Track 7: Responsible Higher Education; Societal Impact (AACSB)

Technology in Education; Curriculum, Research and Service with Societal Impact;
Issues of Quality, Standards & Accreditation;
Continuous Education; Open Universities; MOOCS;
HEI Community Engagement and Assessment of Societal Impact;
Societal Impact of Affirmative Action, Social mobility & Inclusive Development;
Partnerships for Experiential Learning, Internships & Placement;

Track 8: HRM in a Digitalized World of Work:

Investing in Continuous Education, Training and Retention of Workforce;
Cross-Country Mobility of STEM qualified Workforce;
Managing Digital Natives in Workplace: Millennials, and Gen Z;
Women in Workplace & Closing the Gender gap;
Managing Workforce in Virtual and Hybrid Organizations;
Executive Education & Training in Soft Skills, Professions & Occupations;

Track 9: Accounting, Finance, Taxation, Corruption & Transparency Issues

Banking, Capital Markets, Sovereign Wealth Funds & Islamic Finance;
Taxation, Carbon Tax, Tax Havens, Investment Subsidy & Free Trade Zones;
Micro Finance; Social Impact Investing;
Fintech; Cryptocurrency; Corruption;
Accounting; IFRS Sustainability Reporting and Disclosure;
Valuation of Intangibles, Intellectual Property, and Goodwill;
Triple Bottom Line Accounting;

Track 10: Marketing, Sales & Communication in a Digitalized World

Product Design, Packaging and Promotion with a Focus on Sustainability;
Value Creation: Customer Life time Value & CRM; Brand Loyalty;
Data Driven, Social Media, AI and Internet-Based, Cause-Based Marketing;
Digital Marketing (B2G, B2B, B2C); Omni Channels & Multilevel Platforms;
Service Marketing; Software as a Service (SaaS); Streaming Services;
Social Marketing; Green Marketing; Macro Marketing;

Track 11: Food Security and Sustainable Agriculture

Food Production Systems; Indigenous Knowledge; Organic farming;
Food Loss (Farm to Fork) Production, Processing & Distribution;
Food Subsidy; Consumption, Calories and Nutrition;
Small & Micro Farms; Farmers' Markets; Price Guarantee Schemes;
ROI & Risks in Farming; Contract Farming, Aggregators & Co-ops;

Track 12: Public Health, Healthcare and Pharmaceuticals;

Right to Health; Health Literacy and Preventive Health Behaviour;
Quality of Public Health in Cities and Rural Communities;
Garbage Disposal, Hygiene & Sanitation; Drinking Water;
Attitude towards Blood & Organ Donation, Smoking & Alcohol Abuse;
Pharmaceutical Packaging, Pricing and Distribution of Drugs;
Obesity, Diabetes, Senior Care; Telemedicine; Ethical Issues;

Track 13: Renewable Energy Transitions & Sustainability

Bio Fuels; Coal; OPEC;
Oil Exploration & Environmental Issues;
Renewable Energy;
EV enabled Transportation Systems;

Track 14: Sustainable Tourism, Leisure, Sports & Games

Inbound and Outbound Tourism: Eco-Adventure Tourism; Culture Tourism;
Medical Tourism; Sports Tourism,
Business Tourism; Cruise Tourism;
Factors Influencing Choice of Tourism Location/Place;

Conference Principal Chair:

- Dr. Gouher Ahmed, Co-Chair & Host Coordinator, Vice President, AGBRP; Professor of Strategic Leadership & International Business, School of Business, Skyline University College, UAE. Email: gouherahmed@agbrp.world

Conference Co-Chairs (*Ex Officio*):

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- Dr. Silvio Cardinali, Vice President, AGBRP; Department of Management, Università Politecnica Delle Marche, Ancona, Italy. Email: s.cardinali@staff.univpm.it
- Dr. Mario H. Ogasavara, Professor of International Business, ESPM, (Escola Superior de Propaganda e Marketing), Sao Paulo, Brazil. Email: mario.ogasavara@espm.br
- Dr. Rajeshwari Narendran, Director, NTPC School of Business, Noida, India. E-mail: director@nsb.ac.in
- Dr. Arvinder P.S. Loomba, Professor of Project, Operations, SCM, and Medical Product Development Management, School of Global Innovation & Leadership, Lucas College and Graduate School of Business, San José State University, San Jose, California, USA. Email: arvinder.loomba@sjsu.edu

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- Dr. Vasant Raval, Emeritus Professor of Accounting, Heider College of Business, Creighton University, Omaha, Nebraska, USA.

Submission Deadlines:

Call for Papers: Opens on 1st February 2024	Extended Abstract/Full Paper Deadline: 15 November, 2024
Registration Deadline: 20th November, 2024	Acceptance notification will be sent on a rolling basis

AGBRP January 8-10, 2025 Conference Registration Fees in US\$

Registration Options		<u>Business/ NFPs NGOs/ Government Agencies etc.</u>	<u>Academics/ Faculty</u>	<u>Low- and Lower Middle Income Economies</u>	<u>Full-Time Students</u>	<u>Low- and Lower Middle Income Economies Full-Time Student</u>
Early registration until October 15, 2024	Full 3-day Registration	\$375.00	\$375.00	\$300.00	\$300.00	\$250.00
Regular registration from October 16, 2024	Full 3-day Registration	\$425.00	\$425.00	\$350.00	\$350.00	\$300.00
Accompanying Spouse/ Partner	Full 3-day Registration	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00
Online Participation Early Registration until October 15, 2024		\$125.00	\$125.00	\$100.00	\$100.00	\$100.00
Online Participation Regular Registration from October 16, 2024		\$150.00	\$150.00	\$150.00	\$150.00	\$150.00

The Conference registration fee includes 2 luncheons, 3 coffee/tea and snacks for 2 days during session breaks and 1 Conference Gala Dinner

Note: To verify whether you qualify for the *Low-and Lower Middle Income economies* ticket, please refer to the World Bank's current list of classifications [here](#).

Registration

Please follow the link for the payment of Registration Fees (Refund policy-refer to the website) [Register Here](#)

Best Paper Awards:

Tony Travaglione Best Paper Award and Certificate	Martin Rahe Best Paper Award and Certificate	Nitin Sanghavi Best Paper Award and Certificate	AGBRP Best Paper Certificates in selected domain
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EasyChair Submission Link: [Submission in APA Format]

<https://easychair.org/conferences/?conf=agbrp192025>

Visa/Hotels

For information regarding visa, accommodation, hotels, leisure, and other information in Dubai, please visit the following link <https://www.visitdubai.com/en/>

Academic Partners

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(Top 200 University - QS World Ranking)



Newcastle Australia Institute of Higher Education (Singapore)/University of Newcastle Australia
(Top 5 in the World for Partnering for a Sustainable Future-Times Ranking. Top 200 University - QS World Ranking)



Vellore Institute of Technology, India
Top 200 University Globally Times Higher Education Ranking.



VIT
Vellore Institute of Technology
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Enquiries

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