



**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**

**Nature and Scope of the Conference:**

The [Academy of Global Business Research and Practice \(AGBRP\)](#) 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, Principal Chair, Vice President, AGBRP; Professor of Strategic Leadership & International Business, SOB, Skyline University College, UAE. Email: [gouherahmed@agbrp.world](mailto:gouherahmed@agbrp.world)

## Conference Co-Chairs (*Ex Officio*):

- Dr. Sivakumar Venkataramany, Burton D. Morgan Chair Professor of Business Enterprise, Dauch College of Business & Economics, Ashland University, USA. Email: [svenkata@ashland.edu](mailto:svenkata@ashland.edu)
- Dr. Silvio Cardinali, Vice President, AGBRP; Department of Management, Università Politecnica Delle Marche, Ancona, Italy. Email: [s.cardinali@staff.univpm.it](mailto: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](mailto:mario.ogasavara@espm.br)
- Dr. Rajeshwari Narendran, Director, NTPC School of Business, Noida, India. E-mail: [director@nsb.ac.in](mailto: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](mailto:arvinder.loomba@sjsu.edu)

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## Submission Deadlines:

<b>Call for Papers: Opens on 1<sup>st</sup> February 2024</b>	<b>Extended Abstract/Full Paper Deadline: 30<sup>th</sup> September, 2024</b>
<b>Registration Deadline: 15<sup>th</sup> October, 2024</b>	<b>Acceptance notification will be sent on rolling basis</b>

## 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	<b>Full 3-day Registration</b>	\$375.00	\$375.00	\$300.00	\$300.00	\$250.00
Regular registration from October 16, 2024	<b>Full 3-day Registration</b>	\$425.00	\$425.00	\$350.00	\$350.00	\$300.00
Accompanying Spouse/ Partner	<b>Full 3-day Registration</b>	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00
<b>Online Participation</b> Early Registration until October 15, 2024		\$125.00	\$125.00	\$100.00	\$100.00	\$100.00
<b>Online Participation</b> 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:

• <b>Tony Travaglione</b> Best Paper Award and Certificate	• <b>Martin Rahe</b> Best Paper Award and Certificate	• <b>Nitin Sanghavi</b> Best Paper Award and Certificate	• <b>AGBRP</b> Best Paper Certificates in selected domain
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## Submission Guidelines:

APA format

## EasyChair Submission Link:

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

## Visa/Hotels

For information regarding visa, accommodation, please visit the following link

<https://www.visitdubai.com/en/>

## Visitors Information:

For more information in Dubai, hotels and leisure, please visit the following link

<https://www.visitdubai.com/en/>

## Academic Partners

**University of Wollongong, Australia**  
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**Vellore Institute of Technology, India**  
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## Enquiries

For all enquiries relating to Conference/university collaborations, strategic partners, or sponsors; please contact: **Prof. Gouher Ahmed**, Principal Chair, Vice President, Program and Administration.  
Email: [gouherahmed@agbrp.world](mailto:gouherahmed@agbrp.world) and Email: [info@agbrp.world](mailto:info@agbrp.world)