



*Department of Accountancy &  
Business Statistics*

University of Rajasthan, Jaipur

In Association With

*Tirupati College of Technical  
Education*

*organizing*

**International Conference**

*on*

**INNOVATIVE**

*Research and Practices in Commerce,  
Management and IT for Sustainable  
Development (ICIRP 2024)*

**4 - 5 March, 2024**

Venue:

*Auditorium - R.A. Podar Institute of Management*

University of Rajasthan, J.L.N Marg, Jaipur - 302004



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**About the Conference:** The International Conference on "Innovative Research and Practices in Commerce, Management and IT for Sustainable Development" stands as a beacon of collaboration and knowledge exchange in the realms of Commerce, Management, and Information Technology. With sustainability at its core, this conference serves as a platform for scholars, researchers, practitioners, and industry experts to converge and explore groundbreaking ideas, methodologies, and practices aimed at fostering sustainable development globally. Through an array of keynote speeches, panel discussions, and paper presentations, participants delve into diverse facets of commerce, management, and IT, seeking innovative solutions to contemporary challenges. Topics range from sustainable business models and ethical leadership to digital transformation and green technologies, reflecting the multidisciplinary nature of sustainable development. Moreover, the conference provides a fertile ground for networking and forging meaningful collaborations, fostering a community committed to driving positive change. As delegates share insights, best practices, and success stories, they collectively contribute to the advancement of knowledge and the pursuit of a more sustainable future for generations to come.

**About the University of Rajasthan:** The University of Rajasthan was established on 8th January 1947 and was then called the University of Rajputana. The foundation stone of the University Campus was laid by Shri C. Rajagopalachari on Sunday, February 20, 1949. He concluded his address on the occasion with these words, "Nothing can be achieved unless we learn to be good and correct and self-disciplined and cultivate self-restraint and that, which is called dharma in our beautiful language." The University owes much to the foresight, ability, and sincerity of the first three Vice-Chancellors of the University viz. Dr. G.S. Mahajani, Dr. G.C. Chatterji, and Dr. Mohan Sinha Mehta played a crucial role in the development of the University, its campus, the recruitment of faculty, and in laying down sound traditions. The vision of the University is that "the whole world is sustainable only by the virtue of Satya, Ahimsa, Tyag, Praguna, Karuna, and Maitri. The university promotes quality education, interdisciplinary research, academic and industry collaborations, and the construction of new models of sustainable development, equity, and gender justice. The current Vice Chancellor of the University is Prof. Alpana Kateja, a pioneer in Econometrics, Macroeconomics, and Health Economics.

**About the Department of ABST:** The Department of Accountancy and Business Statistics is a part of the Commerce Faculty of the University of Rajasthan. It aims to provide practical excellence to its students in terms of accounting and computational skills in Business and Management. The department strives to merge emerging technologies with accounting principles to make the students employable and industry-ready. The department facilitates the latest software and accounting tools to the students to make them familiar with the industrial trends. The Department of ABST is headed by **Prof. Ashok Agrawal.**

**About Tirupati College of Technical Education :** Tirupati College of Technical Education (A Unit of Tirupati Group of Institutions) was established in the year 2001 under the RSR Act 1958. Since last **22 years it has been helping talented students in achieving their dreams.** Tirupati College of Technical Education is pioneered by the honest efforts of young, energetic and well-qualified team of professionals. TCTE offers diverse courses in under graduate and post graduate programs. The college runs different type of courses in the field of IT, Management, Law & various traditional courses. It is swiftly developing a distinctive identity and undergoing rapid growth. It aims to help students discover the career path that matches their interests and motivates them to become their best version. At TCTE, one will find an environment filled with plethora of opportunities and great experiences that make students grow academically and socially. It aims at providing best level of education and learning by providing an environment of academic freedom and creativity where positive minds meet and learn. The Tirupati College equips students with the knowledge, skills, and mindset needed to excel in various roles within organizations or to pursue entrepreneurial ventures. Through rigorous academic coursework, hands-on experiences, and exposure to diverse perspectives, they prepare individuals to tackle the challenges and opportunities of the global business environment.

**About Jaipur :** The famous city of Jaipur, is the capital of Rajasthan State and is known as the 'Pink City' with beautiful palaces, havelis and forts. Jaipur was built in the year 1727 and is 280 km. from Delhi. The city is well connected by air, rail and road. Jaipur is predominantly known for its musicians, artisans, fair & festivals. It has attractive monuments where one can breathe the fragrance of history. Main attractions of Jaipur are the City Palace, the Jantar Mantar, Hawa Mahal, Jaigarh, Nahargarh & Amber Fort with its beautiful architecture, comfortable and luxurious hotels.

## Technical Sessions & Sub-themes

Day-1 : 04 March, 2024

### Technical Session-1 : Trends and Challenges in Business Accounting Frameworks :

- Environmental Accounting and Reporting
- Sustainability Performance Measurement
- Carbon Accounting and Emissions Trading
- Social Accounting and Impact Assessment
- Risk Management and Reporting
- Corporate Governance and Sustainable Investing
- Forensic Accounting and Fraud Detection.
- Corporate Financial Sustainability Reporting
- Reforms in Direct and Indirect Taxation
- Blockchain Technology for Financial Transparency
- Automation and Artificial Intelligence in Accounting Processes
- Cyber Security Threats and Safeguards in Financial Data
- Resilience and Adaptability in Accounting Operations
- New Dimensions / Emerging Trends in Related Themes

## **Technical Session-2: Sustainable Practices in Economic Administration and Financial Management :**

- Green Finance and Investment Strategies
- Sustainable Portfolio Management
- Cashless Economy for Financial Inclusion
- Impact Investing and Social Entrepreneurship
- Sustainable Public Finance and Fiscal Policy
- Ethical Leadership and Corporate Governance Practices
- Sustainable Debt Financing and Green Bonds
- Development and challenges of the GIG economy
- Decentralized Finance (DeFi) for Sustainable Investment
- New Dimensions / Emerging Trends in Related Themes

**Day-2 : 05 March, 2024**

## **Technical Session-3 : Trends and Challenges in Business and Management for Sustainable Development :**

- Sustainable Business Models and Value Creation
- Sustainable Supply Chain Management
- Innovation and Technology for Sustainable Development
- Green Operations and Resource Efficiency
- Corporate Social Responsibility (CSR)
- Green Marketing and Consumer Behaviour
- Organizational Resilience and Climate Adaptation
- Ethical Leadership and Corporate Governance
- Green Human Resource Management
- MSME and Start-up Environment
- Hospitality Management Practices
- Tools and strategies for businesses to implement sustainable practices
- Challenges and Benefits of Community Engagement for Businesses
- Challenges for Businesses in Implementing Sustainable Supply Chains
- New Dimensions / Emerging Trends in Related Themes

## **Technical Session-4: Innovations and IT Practices for Sustainable Development :**

- Big Data Analytics for Sustainable Business Practices
- Blockchain Technology for Supply Chain Transparency
- Data Visualization for Sustainability Communication
- Fintech Technology and innovations
- Cryptocurrency Mechanism and Technology
- Cloud Computing for Cost-effective Operations
- Internet of Things (IoT) for Smart Management
- Green IT Practices
- E-commerce Platforms for Fair Trade
- Digital Transformation for Sustainable Business Models
- Cybersecurity for Data Protection and Privacy
- Artificial Intelligence (AI) for Decision Support
- Mobile Technologies for Accessible Commerce
- Introduction to Apps and Websites Promoting Sustainable Lifestyles
- Challenges in Promoting Digital Education for Sustainability
- New Dimensions / Emerging Trends in Related Themes

**Call for research paper/Article :** We invite the original and unpublished work on the themes indicated and related sub-themes from faculties, researchers, research scholars, students, and delegates. The full length paper accepted can be presented in the conference. All submissions will be reviewed by the Technical Committee based on technical quality, relevance to conference topics of interest, originality, significance and clarity. The selected papers may be published in Peer-Reviewed Journals/Edited Books with ISSN/ISBN. The full length paper in English (Not to exceed 5000 words) should be in A4 size paper and on Font size 12, MS-Word Times New Roman with line spacing 1.5. There must be at least five key words, technical session number, name, designation, address, email and mobile number of the author (s).

The abstract / full length paper should be e-mailed on the mail id: [icirp2024@gmail.com](mailto:icirp2024@gmail.com) with payment receipt latest by 29 February, 2024.

### ***Important Dates***

**Submission of Abstract / Paper : Date: 29<sup>th</sup> February, 2024**

**Last Date of Registration : Date: 02<sup>nd</sup> March, 2024**

### **Best Paper Awards**

On the basis of the quality and presentation of the research papers, "Best Paper Award" will be given for each Technical Session. The decision taken by the jury will be final.

### ***Registration / Delegate Fee :***

- Research Scholars / Students : Rs.1,200
- Faculty Members / Academicians : Rs.1,500
- Foreign Delegation : Rs.3,000

In case of two or more authors, it is mandatory for all the authors to separately register for the conference.

The registration fee includes a conference kit, high-tea, lunch, souvenir and selected paper publication in Peer-Reviewed ISSN Journals / Edited ISBN Books.



### ***Registration Link:***

<https://forms.gle/9NqXTkvsVvUevTmCA>

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**Prof. Ashok Agrawal**

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Head, Department of ABST  
University of Rajasthan, Jaipur



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