

NATIONAL SEMINAR ON “Responsible Business Practices”

22nd - 23rd
MARCH 2024
(HYBRID MODE)



Organized by:

DEPARTMENT OF BUSINESS ADMINISTRATION
Sambalpur University, Jyoti Vihar-768 019
Sambalpur, Odisha
Website : <http://www.suniv.ac.in>

ABOUT THE SEMINAR

Responsible Business

Responsible business is a core concept that describes how the next generation (and many of the current generation) of 21st century businesses operate. Simply put, responsible business is the practice of creating customer value through the active concern for people, ethics, equity, and environmental impacts while running a profitable business. The Quintuple Bottom Line (QBL) of Responsible Business enables us to view business practices and challenges through the lens of **Profit, People, Planet, Ethics, and Equity**.

By focusing on **Profit**, a business ensures it is financially sustainable. Without generating a profit, a business cannot survive or thrive, so the primary role of a responsible business owner is to ensure that the business returns a profit and provides income to survive and grow. Unless it makes a profit, the business cannot fulfill the other four aspects of the QBL. By paying attention to **People**, a business focuses on its employees, suppliers, and customers. Employees are the key group that makes the business function and enable it to create value-

addition. Satisfied, happy, and productive employees are the lifeblood of a successful business. They deserve good wages, meaningful employment, and the means to sustain their families and live meaningful lives. Suppliers are key because they enable the business to obtain inputs that are goal-effective and cost-effective in order to generate value. Customers create the demand for its products and deserve safe, high quality, and high value products and services. **Planet** refers to the responsibility of the business to operate in ways that minimize the harm to the environment and the planet, through its actions. It treats the natural environment as a finite resource, which must be sustained and respected. Environmental degradation and destruction lead to a situation in which business itself is no longer sustainable. **Ethics** is a code by which a business abides, which includes legal, moral, and values-based considerations that guide business behavior. Ethics includes operating with integrity and in a transparent manner; that is, “doing it right” with nothing to hide. “Do right to do good” is the guiding principle of responsible business. With regard to community, **Equity** requires that a responsible business acts in a way that provides for the health of the community in which it operates, providing local employment for its citizens, providing programs that help the needy and the underrepresented, and, in general, building a sense of equitable community. These actions reflect the responsibility of contributing to the improvement of the quality of life in the communities in which it operates and for acting in a manner that ensures the equity of the process to everyone it touches.

Why is responsible business important?

Companies have begun recognizing that aligning projects with strategic business goals can improve their competitive advantage. It can improve the skills and engagement of their employees, enhance their understanding of local markets and help them to be full, productive members of the communities they serve. They increasingly leverage core assets to these ends.

We accept scholarly Abstract containing summary, key words within the limit of 300 words in MS-word format to the mail - rbp2024mbasu@gmail.com

In the domain of Human Resource | Marketing | Finance & Economics | Technology | Communication | Skill Development | AI & IT | Operations Management | But not limited to the above areas

latest by 15th March 2024. The papers will be reviewed and selected paper will be called for oral presentation in hybrid mode on the date of Seminar. Selected papers will also be published in a journal/edited book by reputed publisher.

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ABOUT THE UNIVERSITY

Sambalpur University, located in the Western Odisha, has come into being with effect from 1st January, 1967 by virtue of the Sambalpur University Act that was passed in the Orissa Legislature on the 10th December 1966. The University has been actively engaged in disseminating advanced knowledge in the field of Management, Science, Technology, Humanities and Medicines. The university is well-known for its research outputs. There are 22 Post Graduate Departments in the University that cater to the needs of higher Education and Research especially in the 10 districts of Western Odisha.

ABOUT THE DEPARTMENT

Established in 1989, the Department of Business Administration is one among the twenty two Post Graduate Departments, that has been imparting management education and conducting research on contemporary issues in management.

Presently the Department runs a Two Year full time MBA programme, a Three Year Executive MBA Programme, a Three Year MBA in Distance Mode of education, and a Ph.D. programme. Specialization subjects are being offered by the Department in various functional areas like Finance, Marketing, Human Resource Management, Systems, and Productions and Operations management. The Department also conducts research programmes leading to Ph.D. and D.Litt.

The Department is enriched with highly qualified and dedicated core faculties who have received their educations from different premier institutes of the country. At present, more than 40 scholars are pursuing their Ph.D. programme under the direct supervision of the faculty members of the Department.

ABOUT THE CITY:

The District of Sambalpur is one of the oldest cities located on the bank of River Mahanadi. It has various historical importance and is famous for its 'Sambalpuri handloom' and Lokanritya (folk dance).

SIGHT SEEING:

Hirakud Dam: The world famous Hirakud Dam, built across the Mahanadi river, and located about 5 km from the campus is a major tourist attraction. The dam is the world's largest earthen dam and is also one of the longest dams in the world, which is about (26 km) long.



Maa Ghanteshwari Temple: This temple is located about 25 km from the University Campus. As the name suggests, there are bells everywhere. A large number of pilgrims from across the state visit the temple every day. It is known as the 'lighthouse without light' and is built by the early sailors, for whom the bells served as warning against heavy winds.



Huma Temple: The Leaning Temple of Huma is the only leaning temple in the world. It is situated in village Huma on the bank of river Mahanadi about 23 km south of Sambalpur. It is not known if this structure is leaning by design or for some another reason. While the edifice leans, the pinnacle of the temple is perpendicular to the ground.



Samaleswari Temple: The Samaleswari Temple is located 10km from the university campus. This temple of Goddess Samaleswari is located on the bank of river Mahanadi. Sambalpur owes its name to Goddess Samaleswari. The temple is of Sandhara order.



REGISTRATION

The registration fee of the amount mentioned below can be paid via online modes to the bank-account number- **07100110043646**, name- **"RBP2024"**, UCO Bank, Katapali Branch (Code-0710), IFSC- UCBA0000710, and the required information of the fee-paid must reach on or before 17th March 2024. A screen-shot or any such other proof of payment should be retained by the participants to upload in our system that will be provided in our acceptance email. You are welcome to participate in the best-paper award by submitting the full-paper after acceptance of the abstract.

Faculty	:	Rs.1, 000/-
Research Scholars	:	Rs. 750/-
Other Students	:	Rs. 500/-
Industry Delegates	:	Rs.2, 500/-

Official Sponsorship: we are accepting official sponsorship in terms of advertisement in the Seminar Volume to be released on the date of the mega event as per detailed given below:

1. Cover Page- Back (Full Colour)	RS 50, 000
2. Cover Page- Back Inside (Full Colour)	Rs 35, 000
3. Inside (Full Colour)	RS 30, 000

For further detail, contact : **9853892636 (Laxmikant)**
9348220226 (Akankika) 8457807833 (Sarika)
DEPARTMENT OF BUSINESS ADMINISTRATION
Sambalpur University, Jyoti Vihar-768019, Odisha

RESPONSIBLE BUSINESS PRACTICES (RBP2024) REGISTRATION FORM



Dear Sir,

I am interested to register myself for the above said national seminar as : Participant / presenter / delegate / in any other (specify _____) with the following details

Name: _____

Affiliation and Address:

Topic:

Bank details of Registration Fees paid:

Transaction ID, Date:

Accommodation Required (on payment basis): Yes / No

Food preference : Veg. / Non-veg.

Mode of Presentation : Online / Offline

Thanking You

Signature of the participant

Note: Filled-in scanned copy of above format should be uploaded in our google-form after getting acceptance email from - rpb2024mbasu@gmail.com