

International Conference on Sustainable Business Practices

**Innovating for Sustainability: Transforming
Business Practices for Global Impact**



ICSBP'25

In Collaboration With

Internal Quality Assurance Cell (IQAC)

ABOUT THE INTERNATIONAL CONFERENCE ON SUSTAINABLE PRACTICES - ICSBP'25

The International Conference on Sustainable Business Practices (ICSBP'25) was organized by the International Management Institute, Kolkata, from the 3rd of January 2025, to the 5th of January 2025, in collaboration with the Internal Quality Assurance Cell (IQAC).

The conference theme, *Innovating for Sustainability: Transforming Business Practices for Global Impact*, brought academicians, policymakers, and corporates under one roof to discern the challenges, redefine strategies, and exchange wisdom on the ever-evolving business landscape. The forum entrusted sustainable development while retaining and reinforcing the competitive edge for the present as well as the future within the business scenario, keeping the stakeholders' interest in optimum.



At the conference, more than 100 participants across nations communicated their original, previously unpublished work of high quality under the tracks of Sustainable Development Goals, Circular Economy, Climate Change and Environmental Management, Corporate Social Responsibility and Ethics, Education and Capacity Building for Sustainability, Sustainable Rural and Urban Development, Technology, Innovation and Sustainability, Business Economics, Business Analytics, Operations and Supply Chain Management, Information System, Financial Management, Marketing, Human Resource Management.



ICSBP'25 hosted the Industry Panel Discussion, Director's Panel Discussion, Keynote Lectures, and Workshops in addition to the Technical sessions.

Date: 3rd January 2025 (Day 1)

Pre-Inaugural Industry Panel Discussion:

Topic: Future-Proofing Business through Sustainable Innovation: Achieving Net-Zero Emissions

Panelists: Ms. Pallavi Luharuka, Mr. Anirban Sanyal, Mr. Navin Gupta, Mr. Surya Agarwal, Dr. Debtanu Barman

Moderator: Dr. Samyadip Chakraborty

Time: 10:00 AM- 11:00 AM

On January 3, 2025, IMI Kolkata, as part of a 3-day International Conference on Sustainable Business Practices, hosted a pre-inaugural panel discussion titled Sustainable Innovation: Achieving Net-Zero Emissions. The panel featured Ms. Pallavi Luharuka, Founder and CEO of Global Bengal Greentech Pvt. Ltd.; Mr. Anirban Sanyal, Head of Supply Chain and National Logistics at Century Ply; Mr. Navin Gupta, CEO of Arosia Water; Mr. Surya Agarwal, Director of BBB Infraa Logistics Park Pvt. Ltd.; and Dr. Debtanu Barman, Founder and CEO of Aqua Doctor Solutions, the discussion was moderated by Dr. Samyadip Chakraborty, Associate Professor, Management Information Systems and Analytics, IMI Kolkata.





Ms. Luharuka discussed managing costs while adopting sustainable practices using technology and highlighted the struggles faced by MSMEs due to a lack of access to such resources. Mr. Sanyal emphasized the importance of sustainability in supply chains and understanding its core concepts. He also explained strategies to reduce carbon emissions and carbon footprints. Mr. Gupta shared insights on making clean water accessible to all by leveraging technology and reflected on the challenges encountered during the early stages of his initiatives. Mr. Agarwal highlighted sustainable practices and the importance of taking early initiatives. He also stressed the significance of solar panels and wind turbines in enhancing energy efficiency.

Dr. Barman elaborated on his firm's efforts to make water available for fisheries and emphasized the lasting positive impact sustainable practices can have on people and the environment.

Inaugural Session

Time: 11:00 AM- 11:30 AM

This Inaugural Session of the International Conference on Sustainable Business Practices initiated the collective journey to reimagine and transform business practices for a sustainable future. The conference began with the ceremonial lighting of the lamp, symbolizing the pursuit of knowledge and enlightenment, in the presence of the esteemed personas - Professor Mohua Banerjee - The Patron of ICSBP'25 and The Director of IMI-Kolkata, Professor Tirthankar Nag - the Conference Chair ICSBP'25 and Dean Research - IMI Kolkata, Dr. Rohit Singh Conference Chair, ICSBP'25 and Char Fellow Programme in Management - IMI Kolkata, Mr. Sunil Bhandari, Executive Director - Corporate, RP-Sanjiv Goenka Group; BoG Member - IMI Kolkata, Professor Bhimaraya Metri, Director- IIM Nagpur, Professor Ravi Jain, Director of Sparsh Global Business School, Noida, followed by the opening note from the ICSBP'25 Conference Chair Dr. Rohit Singh.



The ceremony was headed further with a profound welcome note by Professor Mohua Banerjee, the Patron of ICSBP'25 and the Director of IMI-Kolkata, to solidify the theme of the conference.



The conference witnessed the august presence of eminent personalities, beginning with the inaugural address of Mr. Sunil Bhandari, Executive Director - Corporate, RP-Sanjiv Goenka Group; BoG Member - IMI Kolkata - whose notion of practicing sustainability traced back to his childhood memory to shape the future, followed by the enlightening speech of the chief guest Professor Bhimaraya Metri, Director- IIM Nagpur - providing in-depth insights and actionable perspectives to engrave and embossing the understanding of the crucial subject matter. The keynote address by Professor Ravi Jain, Director of Sparsh Global Business School, Noida, focused on how digitization and entrepreneurship together to configure and strengthen sustainability while outlining the significant role of India in the global forum for sustainable practices. The words of Mr. Rahul Sirnivasan - Sr. Energy Specialist, Sustainable Energy for All (SEforALL), Washington, USA, portrayed the importance of sustainable practices in the energy sector.



The inaugural session closed with a vote of thanks, given by Professor Tirthankar Nag, the Conference Chair and Dean Research, IMI Kolkata.



Technical Paper Presentation

Time: 2:00 PM - 4:15 PM

Session 1: General Management, Strategy & Policy

Session Chair: Prof. Dr. Sahil Singh Jasrotia & Prof. Dr. Arghya Ray

Session Coordinator: Nayeem Akhtar

Presentation Count: 7





Session 2: Finance & Economics

Session Chair: Prof. Dr. Sahana Roy Chaowdhary & Prof. Dr. Jayanta Kumar Seal

Session Coordinator: Tamal Mandal

Presentation Count: 7



Session 3: Operations Management & Supply Chain Management

Session Chair: Prof. Dr. Mahuya Adhikary & Prof. Dr. Sachin Modgil

Session Coordinator: Avishek Bhattacharjee

Presentation Count: 5



Session 4: Organizational Behaviour & Human Resource Management

Session Chair: Prof. Dr. Roma Puri & Prof. Dr. Sweta Sinha

Session Coordinator: Mahanish Panda

Presentation Count: 5



Session 5: Marketing

Session Chair: Prof. Dr. Gobinda Roy & Prof. Dr. Jishnu Bhattacharya

Session Coordinator: Neelarya Bhaduri

Presentation Count: 7



Workshops

(1) Case Teaching & Writing

Facilitator: Prof. Dr. Rituparna Basu (Emerald and Ivy competition award-winning case study writer; her work has been published in Stanford, Harvard, and Emerald publications.)

Insights: This workshop covers the entire professional as well as personal experience of Dr. Basu in the field of writing “Business Case Study” to understand the key demarcations followed in the reputed publications. The participants were engaged in solving fragmented business cases in the guidance of the facilitator. She also shared her views on how to interact with students during case study classes.

Session Coordinator: Md. Nayeem Akhtar & Munshi Maksud Hossain

Time: 4: 30 PM - 7:00 PM





Director's Dinner:





The day ended with an amicable and celebratory note of togetherness, witnessing the presence of eminent guests, conference Patron, conference Chairs, organizing committees, and participants.

Date: 4th January 2025 (Day 2)

Opening Speech by Professor Moinak Maiti

Topic: Innovating for Sustainability: Transforming Business Practices for Global Impact

Time: 09:30 AM- 10:00 AM



Keynote Speech by Mr. Saket Shah, Group Head, Investor Relations and ESG, RP-Sanjiv Goenka Group

Topic: Innovating for Sustainability: Transforming Business Practices for Global Impact

Time: 10:00 AM- 10:20 AM



Industry Panel discussion

Topic: Industry Panel Discussion: Redefining Corporate Values: From Profit to Planet

Moderated by Prof. Ramachandran Natarajan



Technical Paper Presentation

Time: 11:30 AM - 1:30 PM

Session 1: General Management, Strategy & Policy

Session Chair: Prof. Rituparna Basu & Dr. Samyadip Chakraborty

Session Coordinator: Nayeem Aktar

Presentation Count: 7



Session 2: Mix Methods

Session Chair: Prof. Tirthankar Nag & Dr. Kishalay Adhikari

Session Coordinator: Tamal Mandal

Presentation Count: 6



Session 3: Organizational Behaviour & Human Resource Management

Session Chair: Dr. Roma Puri & Dr. Sweta Sinha

Session Coordinator: Mahanish Panda

Presentation Count: 6





Session 4: Operations & Supply Chain Management

Session Chair: Dr. Avinash Srivastava & Dr. Ruchi Sharma

Session Coordinator: Avishek Bhattacharjee

Presentation Count: 6



Session 5: IT & Digital Transformation

Session Chair: Dr. Arunava Bandyopadhyay & Dr. Sayantan Kundu

Session Coordinator: Neelarya Bhaduri

Presentation Count: 6



(2) Workshop on Qualitative Research

Facilitator: Dr. Sachin Modgil

Insights: Dr. Sachin Modgil's session on qualitative research techniques highlighted methods for understanding human behavior and perspectives through non-numerical data analysis. He emphasized tools like interviews, focus groups, and thematic analysis to derive insights for academic and professional research. The session included an engaging activity where Dr. Modgil provided small cases for participants to analyze. Based on these cases, attendees collaboratively designed qualitative questionnaires, fostering practical application of the discussed techniques.

Session Coordinator: Avishek Bhattacharjee & Neelarya Bhaduri

Time: 2:00 PM - 4:00 PM



(3) Workshop on MCDM Techniques

Facilitator: Dr. Avinash Srivastava

Insights: Dr. Avinash Srivastava's session on Multi-Criteria Decision-Making (MCDM) techniques focused on structured approaches for evaluating complex decisions involving multiple criteria. He discussed the popular tool, AHP, emphasizing its applications in research and decision analysis.

Session Coordinator: Avishek Bhattacharjee & Neelarya Bhaduri

Time: 4:30 PM - 6:30 PM



The day ended with the successful completion of the workshops, marking a significant enhancement of the learning and skillset for the participants.

Date: 5th January 2025 (Day 5)

Keynote Speech by Dr. Rajendra Shende

Topic: Bridging Climate Technology & Skill Gaps Through Upskilling & Reskilling the Youth.

Time: 09:30 AM- 10:30 AM



Director's Panel Discussion:

Topic: Sustainability as Strategy: Transforming B-Schools for the Future of Management Education

Panelist:

- Dr. Rajendra Shende (Founder Director of Green Terre Foundation)

- Dr. Prithwis Mukerjee (Director, Praxis Business School)
- Prof. Meenakshi Khemka (Principal, Unitedworld School of Business)
- Dr. Anindya Dutta (Dean, Calcutta Business School)

Moderator: Prof. Mohua Banerjee

Time: 10:30 AM- 11:30 AM



Doctoral Consortium

Time: 11:30 AM - 1:00 PM

Session 1: General Management, Strategy & Policy

Session Chair: Dr. Gobinda Roy & Dr. Sachin Modgil

Session Coordinator: Mahanish Panda

Presentation Count: 4



Session 2: Marketing

Session Chair: Dr. Nilanjana Sinha & Prof. Rituparna Basu

Session Coordinator: Md. Nayeem Aktar

Presentation Count: 5



Session 3: Finance & Economics

Session Chair: Dr. Arunava Bandyopadhyay & Prof. (Dr.) Sahana Roy Chowdhury

Session Coordinator: Tamal Mandal

Presentation Count: 5





Session 4: Multidisciplinary

Session Chair: Dr. Sahil Singh Jasrotia and Dr. Arghya Ray

Session Coordinator: Avishek Bhattacharjee

Presentation Count: 6



Session 5: Sustainability

Session Chair: Prof. Tirthankar Nag & Dr. Kishalay Adhikari

Session Coordinator: Neelarya Bhaduri

Presentation Count: 5



After three days of extensive knowledge-oriented sessions & discussions, it was time for the last event of the conference, i.e. Closing ceremony of ICSBP moderated by Dr. Sachin Modgil. In this session, the three best papers were also announced. Prof Mohua Banerjee, conference Patron and Director, IMI Kolkata & Prof T Natarajan, along with both the conference chairs, presented the awards to the authors of the best papers. During this session organizing team & volunteers were also felicitated for their smooth and cooperative work throughout the conference. The faculty members & conference chairs were felicitated by the conference Patron and the Director of IMI Kolkata & Prof. T Natarajan.

1st best paper- Mr Somraj Sarkar, XLRI Jamshedpur (Title- A literature review of hospitality & tourism family firms (HTFFs): An 'SOS' framework for business sustainability)

2nd best paper- Dr. Jishnu Bhattacharya, Swansea University, United Kingdom (Title- Experimental Evidence on the Unintended Effects of Sustainability Initiatives)

3rd best paper- Dr. Sanjib Biswas, Amity University (Title- Application of Multi-Criteria Model with Imprecise Information in Comparison of Sustainable Rural Livelihood Opportunities in Coastal Areas)

Volunteer & Organizing Committee Felicitations-



Best Papers



Felicitation of Faculty Members



Felicitation of Conference Chairs



Finally, Prof. Tirthankar Nag delivered the concluding remarks of ICSBP 2025. In which he summarized all the sessions of the conference & wished everyone all the best for their future endeavours & invited them for the 19th ISDSI Global Conference, which will be held on 26-29 December, 2025 at IMI Kolkata.



City Tour for the Participants

The conference committee of ICSBP 2025 arranged a city tour after the concluding ceremony. During the tour, places like Victoria Memorial and Princep Ghat were visited, marked a laughter, shared moments of the participants and the organizing committee.



Registration Desk:



List of Papers and Corresponding Author(S)

Sl No	Day	Track	Title	Authors
1	3rd January 2025	General Management, Strategy & Policy	Is Compatibility Always Better? Electric Vehicle Manufacturers' Strategies with Fast Chargers	Ranit Saha
2			Impact of growth on pollution in the presence of corruption	Sarmistha Banerjee
3			How green electricity is driving regional energy transition: evidence from state level analysis in India	Poulomi Bhattacharya
4			Tales of Conflict and Cooperation: A Qualitative Investigation of the Labor Relation Dynamics within Informal Waste and Recycling Industry of Guwahati, India	Dr. Breeta Banerjee
5			Transition from Fuel-powered Vehicle to Electric Vehicle - Emission and Financial Perspective for the Iron Ore Mining sector	Poushali Chowdhury & Dr. Surajit Chakraborty & Anusree Ghosh
6			Perceptions regarding Sustainable Digitalization Practice of Urban Self-Employed Street Food Vendors: A case study highlighting the Eastern Kolkata Region of West Bengal	Dr. Rahul Chowdhury
7			THE IMPACT OF COVID-19 ON HIGHER EDUCATION STUDENT'S ATTITUDES AND SUSTAINABILITY THROUGH DIGITAL LEARNING	ANUPAM SHARMA
8		Finance & Economics	Evaluating the Impact of Conditional and Unconditional Cash Transfer Policies on Income Inequality through an Overlapping Generations (OLG) Model with Endogenous Fertility	Bazrapani Maity
9			Litigation uncertainty among distressed firms: Evidence from bankruptcy policy reforms in India	Himadri Shekhar Chakrabarty
10			Do sustainable practices influence value created through acquisition? Evidence from Industries in India	Sabyasachi Mondal
11			Investor Beliefs & The Quadrilateral Security Dialogue	Tamal Mandal
12			Analysis Of Shock Transmission and Volatility Spillover: An Empirical Study Between Cryptocurrency and Bank Nifty During and Post COVID-19 Period	Dipanwita Majumder, Sonali Sardar
13			Sustainability and Policy: Trade Off between Development and Environment	Rajarshi Ghosh
14			Gender Diversity On Corporate Boards And Its Impact On Profitability: A Study Of Indian Mid-Cap Companies	Pritha Das
15		OM & SCM	Institutional Pressures and Circular Economy Practices by Institutions	Vishal Sudan
16			AI-enabled Logistics Resilience in Agrochemical Industry	Swati Suhas Chavan
17			Digital Transformation in Sustainable Supply Chain Management: Enhancing Agility, Transparency, and Outcomes	Tathagata Chakraborty
18			Leveraging Data-Driven Strategies for Sustainable Supply Chain Pricing in B2B Markets	Ishita Bera
19			Empowering Supply Chains a Comprehensive Review on the Essential Role of Diversity, Equity, and Inclusion in Sustainability Strategies	Avishek Bhattacharjee
20		OB & HRM	The Role of Green HRM in Enhancing CSR initiatives: A study on employee engagement and sustainability outcomes in higher education	Riya Sharma
21			Mediating Role of Employee Attitude towards AI Integration and Digital Wellbeing in Hybrid Work Environments	Sushmita Sahoo
22			Learning from leadership challenges in VUCA time: A Case Study of a Tertiary Multi-Speciality Hospital in Telangana	Dr. Shoeb Ahmed Ilyas, Dr. Archana Mishra
23			Impact of Organization's Green Practices on the Job Applicants	Dr. Sweta Sinha
24			From Desk to Date! A Retrospective Analysis of Workplace Romance through a Multidisciplinary Lens	Mahanish Panda
25			Human Resource Management as a driver of Biodiversity conservation and ecosystem services initiatives in hospitality and tourism sector	Harneet Kaur, Anupam Sharma

26		Marketing	Unraveling the Dynamics of Religiosity in Shaping Consumer Behavioral Patterns of Altruism, Frugality, and Life Satisfaction: An Empirical Analysis	Rasheed K
27			The Influence of Bollywood on Pilgrimage Tourism in India	Dr. Kandarp Singh
28			Consumer culture theory: A bibliometric study	Neelarya Bhaduri
29			Exploring the Branding and Promotional Strategies for Customer Experience (CX) In Real Estate	Dr. Roopali Kudare & Dr. Dileep Madhukar Pawar
30			Influence of CSR on Brand loyalty: brand credibility, brand reputation & Brand equity	Soham Bardhan
31			Analysing Customer Preferences and Purchasing Behaviour for Formal Men's Wear at Pantaloons: A Data- Driven Approach	Dr. Sudipta Halder
32	4th January 2025	General Management, Strategy & Policy	PESTLE Analysis of the factors affecting Implementation and Success of Agrivoltaics in India	Manoj Kumar
33			Exploring the Thrifting Landscape in India: Aligning Mindful Consumption with SDG 12 for a Sustainable Future	Dr. Anupa Barik
34			Circular Economy Practices In Domestic E-Waste Management: A Study On Consumers' Perception In Kolkata	Debolina Bhowmick
35			Bridging Contradictions and Exclusions: Evaluating the SDG Framework, Informal Economies, and Corporate Accountability in Emerging Markets	Nilanjana Sinha
36			Technology Driven Knowledge Management Enabling Sustainability in Educational Institutes	Shampa Das
37			In the Gig We Trust: A Bibliometric Investigation into the Evolution of Gig Workers' Roles and Contributions	Dr.Monirul Islam
38		Mix Method Session	Sentiment Prediction for Market Volatility	Niraj Patel
39			Achieving sustainability goals through resource management: can AI-driven optimization techniques and predictive maintenance help?	Zahid Hussain, Muhammad Ussama Majeed
40			Exchange Rate Regimes, Financial Constraints, and Export Pricing: Evidence from Chinese Firms	Mujahid Merchant
41			Optimizing Retail Strategy with Minimum Spanning Trees in Market Basket Analysis	Pankaj Rane
42			Adoption Of Industry 5.0 And Its Impact on Circular Economy of Manufacturing Sector	Dr. Lakshmi Shetty, Dr. Shefali Srivastava
43			Convergence Education: An Interdisciplinary Pathway to Digitally Ready Future Workforce: The EMUiNVENT	Shiri Gandhi, Suhani Dalela
44			"I quit because...": Reimagining employee attrition using advanced machine learning techniques	Dr Samyadip Chakraborty, Samant Saurabh, Rohan Mukherjee, Vinit Ghosh, Manaswita Bharadwaja
45			Aligning Europe's Carbon Border Adjustment Mechanism with India's Carbon Credit Trading Scheme: Implications for Indian Industry	Sunrit Panda
46		OB & HRM	Nurturing Workplace Well-being: A Holistic Approach to Sustainable Organizational Practices	Priyanka Ghosh
47			Why and when perceived air pollution fuels cyberloafing?	Dr. Arindam Bhattacharjee
48			Thrive in Trying Times : The role of Inclusive Leadership in fostering - Thriving at work among hotel industry employees	Diksha Dhar, Prof. Arup Barman
49			Digital Leadership Shaping Green IT	Sudiksha Chakraborty
50		OM & SCM	Supply Chain Resilience in the Textile Industry	Dr. Sachin Modgil, Dr. Rohit Singh
51			Strategic Restructuring for an Ethical Food Supply Chain: A Framework for Sustainability, Transparency, and Social Responsibility	Him Jyoti Sharma, Anupam Sharma
52			Digital Sourcing in the Pharmaceutical Industry: A Strategic Approach to Enhance Operational Excellence	Prabakaran Yogeswaran

53			Identification and Prioritization of Project Management Practices for Enhancing Supply Chain Resilience: An Analytic Hierarchy Process Approach	Rana Goswami
54			Development of a Conceptual Model on I4.0 technologies' influence on SCR	Yash Pal Sharma
55			Application of Multi-Criteria Model with Imprecise Information in Comparison of Sustainable Rural Livelihood Opportunities in Coastal Areas	Dr. Sanjib Biswas, Aparajita Sanyal, Sriparna Guha, Raiswa Saha
56		IT & Digital Transformation	Technology, Innovation and Sustainability: Digital Health Integration in Tier II cities of India	Somenath Chatterjee
57			Examining the Effect of Learning Management System: Performance and Effort Expectancy on Student's Satisfaction	Parantap Chatterjee
58			An exploratory study on how LLMs can improve the efficiency and scalability of the skill development plans in the districts of Himachal Pradesh	Kulbhushan Sharma
59			Balancing Tech Innovation and Sustainability in Industry	Ishita Bera
60			Empowering Rural Women With Digital Skills: Driving Sustainable E-Commerce And Innovation	Baisakhi Dasgupta
61			Bibliometric Analysis of Store-and-Forward Telemedicine Integration: Insights for Developing Sustainable Business Models for Indian Health Care System	Susanna Deepthi Pabbineedi
62	5th January 2025	General Management, Strategy & Policy	Rural Incubation Program to foster Women Entrepreneurship and its impact on Economy and Livelihood	Avijit Das
63			Identifying and Prioritizing Challenges Faced by Women Entrepreneurs: Empowering Sustainable Growth and Gender Equity	Sania Sami
64			Reflection of GenZ in workplace and its dealing by the HR professionals	Sayantani Mukherjee, Pallabi Bairagi, Saheli Samanta, Khushi Bhakat
65			Readiness of Indian teachers to integrate education for sustainable development (ESD) into their teaching	Dr. Roma Puri & Dr. Arpita Ghosh
66			Management of Stubble Burning: Finding the Missing Markets	Naimitya Sharma
67		Marketing	The Impact of Sustainable Marketing Practices on Consumer Behavior and Brand Loyalty	Rima Bose
68			The role of artificial intelligence in branding oncology nutraceutical products	Sadanand Chavadi
69			Exploring the Impact of Service Encounters on Tourist Satisfaction: A systematic review	Nayeem Aktar
70			Awareness and Acceptability of Omnichannel Marketing in Indian Pharmaceutical Companies	Prateek Pandey
71			Augmented Reality(AR) Integrated Marketing: Transforming Destination Attractiveness	Dr.Sudipta Majumder and Miss.Tanisha Mukherjee
72			Building Destination Attachment through experience: mediating role of destination brand identification	Satyam Tiwari
73		Finance & Economics	Out of the frying pan into the fire? Capital Flight, Natural Resources, Political Factors, Governance and Terrorism: Evidence from BRICS nations	Shivangi Pathak
74			A model of banking sentiment dynamics with capital formation and local stability analysis	Maniruzzaha Rahaman
75			Are innovative firms more susceptible to ESG Controversies?	Indrani Sinha
76			An impact study of share buyback with reference to ESG	Payel Chatterjee
77		Multidisciplinary	Strategic Responses to Digital Disruption: Building Resilient and Innovative Organizations	Rohit Kumar Mukherjee & Sahil Singh Jasrotia
78			A literature review of hospitality & tourism family firms (HTFFs): An 'SOS' framework for business sustainability	Somraj Sarkar
79			From Traditional to Tech-Driven: Blockchain's Role in Shaping Marketing 4.0 of Indian FMCG firms	Shameek Mukhopadhyay

80			Circular Fashion Economy-A comprehensive review & research agenda	Munshi Maksud Hussain
81			Role of Generative AI in tourism for transforming tourist experience in green destination: review and research agenda	Dr.Indrani Paul
82			Linking Brand Image, brand alignment towards sustainable brand behavior: Focusing on Brand resilience in the context of Indian Educational Institutions	Gouranga Patra
83		Sustainability	Fostering Sustainable Entrepreneurship: Interplay of Government Policies, Technology and Cultural Dynamics	Sulagna Basak
84			Experimental Evidence on the Unintended Effects of Sustainability Initiatives	Dr. Jishnu Bhattacharyya
85			Reinforcing Efficacy of Indian Community Leaders in driving Sustainability in BANI World	Dr. Moumita Chatterjee
86			Impact of Rural Tourism on Environment: A Step towards Green Tourism through Sustainable Waste Management	Plali Haldar
87			Examining the Dynamics of Green Purchase Behaviour through a Theoretical Exploration of Key Influencers	Raja Basu
