



# PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH DEWAS

## 4<sup>th</sup> INTERNATIONAL CONFERENCE

*on*  
**CIRCULAR ECONOMY:  
PRACTICES, CHALLENGES & OPPORTUNITIES  
FOR BUSINESS SUSTAINABILITY**

**FEBRUARY 3<sup>rd</sup> – 4<sup>th</sup>, 2024**



Members of



Size: 8(w) X 11(h) Inch

## ABOUT THE INSTITUTE

Prestige Education Foundation in its endeavor to develop highly skilled human resource established the first management institute in Dewas in 2001. Prestige Institute of Management & Research/ PIM, Dewas is conceived as a value-based institute of management, information technology and research. The Institute was launched with the solemn objective of spreading the knowledge based education and develop skilled manpower's beyond the metros. PIMR/ PIM, Dewas cater the educational and training needs of large number of students irrespective of cast, creed and nationality.

## ABOUT THE CONFERENCE

Prestige Institute of Management & Research/ PIM, Dewas takes immense pleasure to welcome you all on the occasion of the 4<sup>th</sup> International Conference on "Circular Economy: Practices, challenges, & opportunities for Business Sustainability." The circular economy is a system where materials never be wasted that regenerates the nature. In a circular economy products and material are kept in circulation through processes like maintenance, reuse, refurbishment, remanufacture, recycling and composting.

The circular economy is a regenerative approach to resource management and economic development that aims to minimize waste and make the most of available resources. Unlike the traditional linear economy, which follows a "take, make, dispose" model, the circular economy focuses on designing products and systems with sustainability in mind. The goal of circular economy is to enhance the resource efficiency and environmental performance at different levels.

The ten "R's" serve as the foundation of the circular economy. Each "R" stands for a tactic used by sustainable companies. Recover, recycle, repurpose, remanufacture, refurbish, repair, re-use, reduce, rethink, and refuse are the ten R's.

The conference will highlight latest advancement and innovation in the field of circular economy and its impacts on business sustainability.

The uniqueness of the Institute lies in its provision of on-the-job training, University pattern of examination, minor & major projects, industrial visits, interactive sessions, training, building cultural values and holistic development of personality

The institute is approved from AICTE (All India Council for Technical Education) UGC (University grand Commission) and the M.P Higher Education Bhopal for its UG & PG Programs). PIMR Dewas is affiliated to Vikram University Ujjain for M.B.A, B.B.A, B.C.A & B.COM.

The conference will explore how businesses can embrace circular economy concept to enhance their competitiveness, improve processes, optimize profit and meet the changing demands of their stakeholders.

The International Conference, which brings together bright minds from academia and business. It will provide a great platform to all participant at international forum to share their expertise and research findings on circular economy. It explores the transformative potential of circular economy practices.



## WHO SHOULD ATTEND THE CONFERENCE?

Academicians and Policymakers.

Industrial Executives and Innovative Leaders.

Researcher Scholars and  
Doctoral/Post-Doctoral Candidates.

Students (Indian/Foreign) of  
Technical and Professional Courses.

Senior Managers, Practitioner, Foreign Delegates

## CALL FOR PAPERS

Prestige Institute of Management & Research/ PIM, Dewas 4<sup>th</sup> International Conference (Hybrid Conference) on the theme “Circular Economy: Practices, challenges, & opportunities for Business Sustainability” invites researcher scholars, educators, practitioners, and students to share their research and practice-based original and unpublished papers. The submissions should bring forth research findings obtained through theoretical, conceptual, empirical studies, qualitative modelling, and case studies in all areas of business. The prospective participants can refer to the following sub-

themes for their submissions. We also welcome papers on other subjects related to the conference objectives.

**Note: Selected Paper would be published in PIMD PACE Journal and a few selected in ABDC/ Scopus Indexed Journals on the basis of merit.** The concerned processing fee will be admissible as per their guidelines. All the papers will be checked for plagiarism through Turnitin Software. Papers with a 10% or less similarity index will only be selected for publication.

## CONFERENCE TRACKS

### Track 1: Marketing

- Customer satisfaction for sustainable development
- Role of advertising in circular economy
- Green marketing and circular economy
- Retail management and business sustainability
- MSP
- Flywheel
- Neuro-marketing
- Social media marketing
- Managed service provider in circular economy
- Disruptive marketing strategies & tactics.
- Customer engagement & satisfaction
- Digital marketing in the circular economy.

- Ethical challenges in B2B marketing.
- Impact upon marketing and branding
- Corporate fashion



### Track 2: Finance

- Circular investment strategies: rethinking capital allocation
- Financial incentives for circular innovation and adoption



- Green financing: aligning circular projects with sustainable funding
- Circular supply chain finance: transforming value chains
- Regulatory frameworks: shaping financial landscape for circular economy
- Circular economy and corporate finance: integrating sustainability into Financial decision-making
- Circular economy reporting: transparency in financial disclosures
- Fin-tech solutions for circular economy: leveraging technology for
- Financial innovation
- Circular economy and accounting practices: redefining financial reporting
- Circular economy and microfinance: inclusive financial strategies



## Track 3: Human Resources and Organizational Behavior

- Employee engagement and sustainability
- Green HR practices
- Workplace diversity and inclusion in sustainable organizations
- Organization design in circular economy
- Applicability of circular economy principles to human resource management
- Circular economy in talent management
- Leadership in sustainable organizations
- Employee well-being and sustainability
- The human dimension of circular economy
- Measuring human capital sustainability
- Training and development for sustainable skills



## Track 4: General Management



- Circular economy as a driver to sustainable businesses.
- The role of business in moving from linear to circular economies.
- Industrial ecology and the greening of business.
- Creating value & garbage management
- Food waste management
- Industry 4.0 and the circular economy.
- Corporate sustainability strategy
- Circular business models
- Circular economy policy and regulations.

## Track 5: Supply Chain Management and Logistics

- Green supply chain management
- Transportation and warehousing
- 3 and 4 PL and sustainable development
- New paradigm for logistics
- Green logistics and circular economy.
- Circular economy & reverse logistics



## Track 6: IT and Systems



- Green technology and green innovation.
- Internet of things & its applications
- Applying new ICT tools in education
- Data analytics and business management
- Digital transformation and sustainability
- E- waste management and it recycling
- Block chain for sustainable transactions
- Cyber security
- Artificial intelligence, data science and machine learning
- Sustainable software development

## Track 7: Operations, Production & Engineering

- Role of re-engineering in circular economy
- Six sigma in business sustainability
- Circular product design and engineering
- Scrap disposal
- Remanufacturing and refurbishment
- Sustainable manufacturing practices
- Resource efficiency in production
- Green energy and sustainable production
- Role of 7 R's in procurement
- Industry 4.0 technology.



## MAJOR ATTRACTIONS OF THE CONFERENCE

Symposium on NEP

Best Research paper award for all Tracks

Best Ph.D. Thesis award

Publication Opportunities

Visit to Mahakal Lok (Voluntary)\*

**Note:** For Mahakal Lok Ujjain,  
Visit (Transportation) charges would be ₹800

## STUDENTS ATTRACTION

**Student National Summer  
Internship Contest**  
3<sup>rd</sup> February 2024

**Student National  
Business Plan Contest**  
3<sup>rd</sup> February 2024

**Student Research  
Paper Contest**  
4<sup>th</sup> February 2024

## BEST Ph.D. THESIS AWARD

To be conferred in the valedictory session of 4<sup>th</sup> PIMR/ PIM, Dewas International Conference (February 4<sup>th</sup>, 2024)

### ***Guidelines for Best thesis award Contest***

1. The contest is open to full-time faculty members of Management/ Social- Science Institutes in India and Abroad.
2. The abstract/summary of the thesis must be accompanied by proof of the award of the degree/ University Notification.
3. One soft copy of the abstract/ executive summary of the Ph.D. thesis duly typed in double space must be submitted in Times New Roman, Font Size 12, in MS Word by the contestants.
4. The Abstract/Summary should contain the topic of the thesis, rationale, objectives, method (study, design, sample, and tools), salient findings, and implications of the study.
5. To be eligible for the contest, the Ph.D degree of participant has been awarded between January 2019 to January 2024,
6. A panel of subject experts will shortlist the abstracts/ summaries of the five best candidates. These shortlisted candidates will be invited to present it before the jury members as per schedule.
7. Internal faculty can not participate in contest.

## BEST RESEARCH PAPER AWARD FOR ALL CONFERENCE TRACKS

To be conferred in the valedictory session of the 4<sup>th</sup> PIMR/ PIM, Dewas International Conference (February 4<sup>th</sup>, 2024) best Paper Awardee will get Appreciation Certificate.

### Abstract & Paper Submission Guidelines

1. Original papers are invited from Academicians, Professionals, Researchers and Students engaged in the transformation of B- School students.
2. Kindly send the abstract and full paper in soft copy to the E-mail: [conference@pimd.edu.in](mailto:conference@pimd.edu.in) and a copy (cc) should be sent to [conferencesec@pimd.edu.in](mailto:conferencesec@pimd.edu.in)
3. Abstract of a minimum of 150 to 200 words must be typed clearly in Times New Roman font of size 12; mentioning the Title of the Paper, Name, Affiliation and Contact Details of the Author(s) with at least three keywords.
4. Full Paper must be submitted in English, with MS Word docx. format, typed clearly in Times New Roman font of size 12; mentioning the Title of the Paper (typed in font of size 14 in upper the lower case letters, bold and flush the left margin) on A4 size paper in 1.5 line-spaced with adequate margins on both sides.
5. The paper must be accompanied by the author's name (s), affiliation (s), full postal address, email ID, and telephone number along with the title of the paper on the front page. No other page should contain the above said details as the papers will be sent for blind review. Selected full research papers will be published in indexed journals.
6. For the presentation of the paper/s at the conference, the contributors are requested to register themselves at an early date. Registration and presentation of the paper by at least one author at the conference are mandatory to ensure the inclusion of the paper in the Journal (if qualify as per guidelines)

## IMPORTANT DATES

Early Bird Registration	14 <sup>th</sup> January 2024
Last Date for Receiving Abstract	16 <sup>th</sup> January 2024
Intimation of Acceptance of Abstract	18 <sup>th</sup> January 2024
Last Day for Submission of Full Paper	25 <sup>th</sup> January 2024
Intimation of Full Paper Submission	27 <sup>th</sup> January 2024
Last Day for Registration	29 <sup>th</sup> January 2024
Submission of Paper in PPT Format	1 <sup>st</sup> February 2024
Conference Dates	3 <sup>rd</sup> & 4 <sup>th</sup> February 2024

## CONFERENCE REGISTRATION FEES

Category	Resident	Non-Resident
Business Executives & Senior Managers	₹5,300 (Only for a stay per candidate for 2 days)	₹3,200
Academicians (Faculty/Consultant)	₹5,300 (Only for a stay per candidate for 2 days)	₹800
Research Scholar	₹5,300 (Only for a stay per candidate for 2 days)	₹600
Indian Students	₹4,500 (for 2 days)	₹400
Foreign Delegates	\$170	\$120
Foreign Students	\$120	\$95



- Registration fee for online participants ₹550.
- In case of group registration from a single institute (more than 2), then a flat discount of 10% will be offered. In the case of early bird registration until, 14<sup>th</sup> January 2024, a 10% discount will be provided.
- For residential candidates, the fee covers only one person registered. It includes breakfast, lunch, tea (at the conference venue) and a stay at the hotel along with a conference kit. In Hotel Breakfast/dinner/ Refreshments will include extra cost as per Hotel Policy.

## Details of Registration and Mode of Payment

1. REGISTRATION FORM Link- <https://forms.gle/cmZbCeFg9KaraZPeA>
2. The registration fee is non-refundable. However, a change in nomination(s) is acceptable.
3. In the case of more than one author, the presentation certificates would be given to only those who register for the Conference and present the paper in the Conference.
4. You can register by paying the registration fee through NEFT / RTGS / Online Payment (UPI Bank Transfer). For online payment please find the following information.

Account Name:	<b>Prestige Institute of Management, Dewas</b>
Bank:	<b>Punjab National Bank</b>
Branch:	<b>Bajarangpura Branch</b>
Account No.:	<b>1505002100001511</b>
IFSC Code:	<b>PUNB0150500</b>
Branch Code:	<b>150500</b>
MICR Code:	<b>455024001</b>

## QR Code:



786999666m@pnb

## ABOUT DEWAS

Dewas is a popular town in Madhya Pradesh located on the in Malwa Plateau. Dewas translates to “DEVO KA VAS”, that meaning is “House Residence of God”. The name comes from Devi Vaishini hills positioned in the

center of the town. This hill locally known as Tekri is considered to be Tulja Bhawani, Chamunda Mata and Kalika Mata build here.



## MAJOR ATTRACTION IN AND AROUND DEWAS:

Dewas Tekri

Keladevi Temple

Bilawali Mahakal Temple

Mahakaelshwar Mandir, Ujjain

Mahakal-lok

Maheshwar

Mandu

Omkareshwar



## CONNECTIVITY TO DEWAS

### BY RAIL

Dewas Junction is the main railway Station of Dewas city. It is well connected to nearby Stations such as Indore (INDB) and Ujjain via an electrified rail line.



### BY ROAD

Dewas is well connected to major cities across the state and country, via both National and State level highways. NH-47 and NH-52 connect Dewas to Indore and other cities. MP SH-18 connects Dewas to Bhopal, Ujjain and Ahmedabad.

### BY AIR

Dewas does not have an airport or an airstrip of its own. The nearest airport is Devi Ahilya Bai Holkar Airport in Indore, which is about 40 km (45 minutes.) away by road.





## EVENT SCHEDULE

Date	Activity	Time	Venue
	Registration	8:30 - 10:00	Reception
	Innaugral	10:00 - 12:30	CH
	Lunch	12:30 - 1:30	Atrium
3 <sup>rd</sup> Feb 2024	Student National Summer Internship Contest	1:30- 3:30	Room No. 6
	Student Business Plan Contest	1:30- 3:30	Conselling Room
	Technical Session 1	1:30-3:30	CH
	Parallel Technical Session 1	1:30-3:30	Board Room
	Technical Session 2	3:30- 5:30	CH
	Parallel Technical Session 2	3:30 - 5:30	Board Room
4 <sup>th</sup> Feb 2024	Best PhD Thesis	10:00- 12:00	Room No. 6
	Student National Research Plan Contest	10:00 - 12:00	Conselling Room
	Technical Session 3	10:00 - 12:00	CH
	Parallel Technical Session 3	10:00 - 12:00	Board Room
	Lunch	12:30 - 1:30	Atrium
	Symposium on NEP	1:30: -3:00	CH
	Valedictory	3:30 - 5:30	CH

## OUR PATRON

**Dr. Nemnath Jain**  
(Padma Shri Awardee)  
Founder, Prestige Group

**Dr. Davish Jain**  
Chairman, PEF

**Shri Dipin Jain**  
Vice-Chairman, PEF

**Shri Himanshu Jain**  
Director, PEF

**Er. Ketan Jain**  
Director, PEF

## FOR MORE DETAILS CONTACT

### CONFERENCE CHAIRPERSON

**Prof. (Dr) Ajit Upadhyaya**

Director & Conference Chair

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### CONFERENCE SECRETARY

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### CONFERENCE CO- SECRETARY

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**Dr. Yogendra Singh Rajavat**

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Associate Professor

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### EVENT COORDINATORS

Best PhD  
Thesis Award

**Dr. Yogendra Singh Rajavat**

HOD IT and Systems

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Email: yogendra@pimd.edu.in

Student National Summer  
Internship Project Contest

**Ms. Bhagyashri Sendhav**

Assistant Professor

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National Business Plan  
Contest for Student

**Ms. Mayuri Jetwal**

Assistant Professor

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Email: mayuri@pimd.edu.in

Student Research  
Paper Contest

**Dr. Ashutosh Vyas**

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## PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH DEWAS

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