

About the Campus

Gupteshwor Mahadev Multiple Campus (GMMC) was established with noble purpose to provide quality education at an affordable cost by Gupteshwor Mahadev Cave Management Committee, taking advisory from various stakeholders to promote academic excellence in the community, affiliated with Tribhuvan University and operating on self-owned property. The college aspires for Quality Assurance and Accreditation certification. The college offers Masters of Business Studies, Bachelors in Hotel Management, Bachelors in Information Management, Bachelors in Business Studies, and Bachelors in Education programs with varying durations. Its main goal is to provide quality education to underprivileged students from rural districts at affordable costs. GMMC has received positive responses from students and guardians due to its focus on national development through education. The campus is dedicated to providing modern education regardless of background, with a focus on professional and academic human resources in the nation with empowering marginalized students.

Abstract Submission

The abstract should be typed in English, and should not include any mathematical notations. Each submission must contain the following:

- Paper title
- Abstract of not more than 250 words
- Author (s) name (s), organization, full mailing address, email address, with an indication of author (s) presenting the paper
- Topic of paper and additional topics if not included in the list.
- Authors can email their abstracts to gmmc.rmc@gmail.com or <https://gmmc.edu.np/international-conference-on-sustainable-management>
- Accepted abstracts of registered author (s) will be published as proceedings.
- Selected manuscript will be published in the special issue of the GMMC Journal of Interdisciplinary Studies

Panel Discussion Guest Speakers



Dr. Baburam Bhattarai PhD
Former Prime Minister of Nepal



Dipendra Bahadur Chhetri
Former Vice Chairman of National Planning Commission, Nepal, Former Governor of Nepal Rastra Bank



Prof. Dilli Raj Sharma, PhD
Dean, Faculty of Management Tribhuvan University



Amit Shrestha
Chief-SME/ Micro Finance/ Sustainable Banking Nabil Bank



Anandaraj Mulmi
Former Chairman Federation of Nepalese Chamber of Commerce and Industry



Sesson moderator Surya Bahadur G.C. PhD
Associate Professor, Pokhara University

Key Note Speakers



Prof. Mahananda Chalise PhD
Faculty of Management Tribhuvan University



Sarana Photchanachan PhD
Dean, Faculty of Management, Director, Research and Innovation Center, QS Leader, Shinawatra University



A. K. Mahbulul Hye PhD
Chairperson of Logistics and Supply Chain, Faculty of Management, Shinawatra University



Prof. Indra P. Tiwari, PhD
Faculty of Development Studies, Pokhara University

Conference Patrons

Prof. Dev Raj Adhikari, PhD, Chairman University Grants Commission, Nepal
Prof. Keshar Jung Baral, PhD, Vice Chancellor Tribhuvan University
Prof. Dilli Raj Sharma PhD, Dean, Faculty of Management, TU
Assoc. Prof. Sarana Photchanachan, PhD, Dean, Faculty of Management, Director, Research and Innovation Center, QS Leader, Shinawatra University
Shree Ram Subedi Chairman, Gupteshwor Mahadev Multiple Campus, Pokhara
Mr. Dharma Raj Baral, Campus Chief Gupteshwor Mahadev Multiple Campus, Pokhara
Mr. Maha Prasad Hadkhale, Campus Chief, Aadikabi Bhanubhakta Campus

Conference Chair

Mr. Mohan Bhandari, Assistant Campus Chief/ Co-Ordinator, Research Management Cell, Gupteshwor Mahadev Multiple Campus, Pokhara

Conference Advisory Board

Mr. Laxuman Banstola
Chairman, Gupteshwor Mahadev Cave Management Committee
Mr. Khagaraj Sharma Acharya
Founder Chairman, CMC, GMMC
Prof. Bhupati Dhakal "Kamal", PhD
Former Chairman, CMC, GMMC
Prof. Tankaraj Adhikari, PhD
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Mr. Bishnu Prasad Paudel
Advisor CMC, GMMC
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Advisor CMC, GMMC
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Mr. Yubak Lamichhane
Treasurer, CMC, GMMC
Mr. Buddhi Man Shrestha
Chairman, CMC, ABC
Mr. Ghanashyam Tiwari
Former Campus Chief GMMC
Assoc. Prof. Arjun Bahadur Bhandari
TU Representative GMMC

Prof. Lekhnath Bhattarai, PhD
Prof. Min Pun, PhD
Prof. Vikash Kumar K.C., PhD
Prof. Hari Pathak, PhD
Mr. Surya Bahadur G.C, PhD
Mr. Devlal Sharma, PhD
Mr. Umesh Singh Yadav, PhD
Mr. Resamlal Poudel

Organizing Committee

Convenor: Manoranj Sharma

Members:

Ramji Prasad Poudel	Durganath Pudel	Prakash Chandra Giri
Raj Kumar Subedi	Jitendra Thapa	Maheshwor Dhakal
Bijay Sigdel, PhD	Suresh Kumar Baral	Rishi Ram Baral
Sagar Poudel	Surendra Karki	Shivam Shahi Thakuri
Lekhnath Baral	Jamuna Aryal	Sanjaya Paudel

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International Conference on Sustainable Business and Management- 2024

(SBM2024)

5-6th July, 2024
POKHARA

CONFERENCE THEME

"Thriving Future: Cultivating Sustainability in Business and Management"

Organized by



Gupteshwor Mahadev Multiple Campus (GMMC)
Pokhara

In Association with



Shinawatra University (SIU)
Thailand

Supported by



Aadikabi Bhanubhakta Campus (ABC), Tanahun, Nepal

University Grants Commission (UGC) Nepal



About the Conference

Sustainable development has received considerable focus and importance in recent years. Business sustainability is a key area which impacts sustainable development. The challenges posed by climate change, resource depletion, social inequality and governance issues necessitate a paradigm shift in how businesses and organizations approach their operations. It necessitates academic community, policymakers and industry collaboration to promote sustainable business practices. In this backdrop, this conference envisages providing a pivotal platform to discuss on the issue, fostering a collaborative space for scholars, practitioners, policymakers, and industry leaders to collectively navigate the complexities of sustainable management. The urgency for sustainable business practices arises from the multifaceted issues that our world faces today. The environmental, social and governance issues the corporate world is facing emphasizes the critical need for a transformative approach on how we conduct business and manage organizations. As we stand at the intersection of environmental stewardship, economic viability, and social equity, the conference aims to provide understanding and awareness of sustainable business practices across diverse industries. It seeks to explore innovative solutions, share knowledge, discuss emerging issues and catalyze transformative action by convening thought leaders, researchers, and practitioners from diverse fields.

Conference Objectives/Focus

The international conference focuses on the promotion of sustainable business practices, dissemination of research in the area, and discussion of emerging issues on business sustainability. It aims to promote collaboration and shared initiatives among researchers, academia, industry and policymakers to create awareness, facilitate adoption and increase commitment of businesses toward sustainable development. Additionally, it provides a platform for researchers to share their study results and network with scholarly community in the domain.

Conference Sub-Themes

Sub Themes

Papers in the theme in the following sectors but not limited to are solicited: Applications in Education, Health, Financial institution, corporate sector, public and private sectors.

1. Sustainable Finance and Banking

- Green and Impact Investing
- Socially Responsible Investing (SRI)
- Sustainable Financial Products and Services
- Climate Risk Management in Finance
- Financial Inclusion Strategies
- Sustainable and Ethical Banking Practices

2. Sustainable HR

- Diversity, Equity, and Inclusion in the Workplace
- Employee Well-being and Mental Health Programs
- Sustainable Talent Acquisition and Retention
- Leadership Development for Sustainability

- Inclusive HR Policies and Practices

3. Sustainable Tourism and Hospitality Management

- Eco-friendly and Green Tourism Practices
- Community-Based Tourism Initiatives
- Responsible Wildlife Tourism
- Sustainable Hotel and Accommodation Management
- Technology Integration in Sustainable Tourism
- Cultural Heritage Preservation in Tourism

4. Sustainable Marketing

- Ethical Branding Strategies
- Consumer Education for Sustainable Choices
- Green Product Development & Marketing
- Social Media for Sustainable Brand Promotion
- Metrics for Measuring Sustainable Marketing Impact
- Collaborative Marketing for Sustainability

5. Business Sustainability

- Sustainable Business Operations and Supply Chain
- Sustainable Innovation and Technology Integration
- Eco-friendly product design and packaging
- Employee wellbeing and work-life balance
- Sustainable business models and circular economy strategies
- Assessing business sustainability performance

6. Corporate Social Responsibility and Corporate Governance

- Integrating CSR into Corporate Strategy
- Social Entrepreneurship and Sustainable Ventures
- Stakeholder Engagement and Collaboration
- CSR Reporting and Transparency
- Regulatory Compliance and Corporate Governance
- Board Diversity and Effectiveness
- Ethics and Integrity in Corporate Governance
- Shareholder Activism for Sustainability
- Role of Technology in Governance
- Risk Management and Corporate Governance

7. Sustainable Development

- Poverty alleviation and economic development initiatives
- Gender equality and women empowerment
- Community-based participatory approach to sustainable development
- Rural development and agricultural sustainability
- Disaster risk reduction and climate resilience measures
- Governance and policy framework for sustainable development

Key Dates:

Registration: Early Bird Registration 10th June 2024

General Registration: 25th June 2024

Abstract Submission: 25th June 2024

Abstract Acceptance: 28th June 2024

Full Paper Submission: 1st July 2024

Conference: 5th and 6th July 2024

Registration Details

Participants	Nepal (NPR)		SAARC Country (NPR)		Foreign (USD)	
	Early Bird	General	Early Bird	General	Early Bird	General
Student	1500	2000	2000	2500	50	60
Faculty	2000	2500	2500	3000	60	70
Institutional	3000	3500	3500	4000	70	80

**Accommodation can be arranged on request by the participants on payment of an additional NPR. 2000.*

Payment details

Account No.

28400106898203000001

Account Name:

Gupteshwor Mahadev Multiple Campus

Nepal Bank Limited

SWIFT Code: NEBLNPKA

Venue



Rajmahal
Pokhara- 17, Kaski

About Pokhara

Pokhara, is a place of soul-stirring natural beauty, nestled in the peaceful embrace of the Himalayas. Phewa Lake, the jewel in its crown, reflects the snow-capped Annapurna Range, producing a serene, picture-perfect image. The scenery is enriched with a piece of soothing music from the cascading waterfall, Devi's Fall, and the lush forests and terraced hillsides highlight the artistic qualities of nature. Pokhara is popular with adventure enthusiasts because of its trekking routes like the Annapurna Circuit and paragliding over the Pokhara Valley. This Himalayan sanctuary's untainted charm and peaceful atmosphere not only awaken the senses but also nourish the soul. Words seem less to describe the natural beauty of the city and it's natural blessing that has made the city the must-visit city.

