



DELHI INSTITUTE OF ADVANCED STUDIES
(Reaccredited with A Grade by NAAC)

Approved by AICTE and Affiliated with GGS Indraprastha University for B.Com(H), BBA, MBA, MBA(FM) Programmes

25 years
OF EXCELLENCE

DIAS IQAC
IS ORGANISING AN

INTERNATIONAL CONFERENCE

ON

**“CORPORATE ACTIVISM: A CATALYST
FOR SUSTAINABLE DEVELOPMENT”**



10 JANUARY 2025

FRIDAY



DIAS CONFERENCE HALL



ABOUT THE CONFERENCE

In the era of global interdependence, businesses are increasingly recognised as vital players in addressing complex social, environmental, and economic challenges. Traditionally, the primary responsibility of Corporations was to maximise shareholder value. However, the rising urgency of global issues such as climate change, inequality, and resource depletion has shifted expectations. Today, businesses are not only expected to contribute economically but also to actively engage in promoting sustainable development. Corporate activism, where companies advocate for and act on social, environmental, and ethical issues, has emerged as a powerful force in driving this transformation.

Corporate activism refers to a company's active engagement in societal issues, leveraging its influence to advocate for policies, behaviors, and practices that align with its values. Unlike traditional Corporate Social Responsibility (CSR) programs, which are often centered on philanthropy and compliance, corporate activism involves a direct, sometimes confrontational, stance on pressing issues. It requires companies to take responsibility for their impact on society and the environment, often going beyond legal requirements and adopting a leadership role in advocating for change.

The Sustainable Development Goals (SDGs), set by the United Nations represent a global call for action for ending poverty, protecting the planet, and ensuring prosperity for all by 2030. Corporate activism serves as a key mechanism through which companies can contribute to these objectives, particularly in areas such as climate action, gender equality, decent work, and economic growth. Through activism, companies are not only making internal shifts toward sustainability but also influencing public policy, changing consumer behavior, and fostering innovations that address global challenges. When aligned with the SDGs, corporate activism has the potential to create systemic change that extends far beyond the boundaries of individual businesses.

Corporations are increasingly speaking out on issues of social justice, inclusive policies, racial and gender equality, and ethical labour practices. Activism is also driving the shift toward a circular economy, where companies design products and processes that minimize waste, reuse materials, and regenerate natural systems. This shift not only benefits the environment but also promotes long-term economic resilience.

As we move towards a future where sustainability is central to business strategy, corporate activism will continue to play a pivotal role in this regard. For activism to be truly effective, companies must ensure their efforts are authentic, transparent, and aligned with broader sustainability goals.

This International Conference provides a platform for discussing the challenges and opportunities associated with corporate activism by bringing together leaders from business and academia. We are sure that the conference will definitely provide guidance towards fostering economic growth, protecting the planet and promoting social equity besides setting the stage for actionable outcomes and long-lasting positive impact.

CONFERENCE OBJECTIVES

- Educate stakeholders on the significance of corporate activism and its role in addressing global challenges.
- Understand and encourage companies to align their corporate activism efforts with the Sustainable Development Goals (SDGs) to maximize global impact.
- Provide a platform for academics to present their research on the role of corporate activism and sustainable development.
- Highlight the role of corporate activism in building a positive brand image and fostering trust among consumers, employees, and investors.

CONFERENCE SUB-THEMES

Corporate Activism through Accounting and Finance

- ESG (Environmental, Social, and Governance) Metrics in Reporting
- Sustainable Finance
- Carbon Accounting
- Risk Management and Corporate Activism
- Green Bonds
- Taxonomy & Standardization in ESG Reporting

Corporate Activism through Human Resource Management

- Employee Engagement
- Diversity, Equity, and Inclusion (DEI)
- Sustainable Leadership Development
- Talent Management for a Green Workforce
- Employee Wellbeing and Environmental Goals
- Decent Work Practices

Corporate Activism through Marketing Strategies

- Sustainability Marketing
- Consumer Activism and Corporate Response
- Green Branding
- Cause-Related Marketing
- Sustainable Product Innovation
- Inclusive Marketing

Corporate Activism through Information Technology

- Data-Driven Approaches to Sustainability
- Green IT
- Cybersecurity, Ethics, and Sustainability
- IT-Enabled Transparency and Accountability
- Digital Inclusion & Accessibility
- Smart Cities and Corporate Activism

Corporate Activism through General Management

- Strategic Management for Sustainable Growth
- Global Perspectives on Corporate Activism
- Sustainable Supply Chain Management
- Green Innovation Practices
- Ethical Leadership
- Holistic Sustainability

GUIDELINES FOR PAPER SUBMISSION

Each submitted paper should contain an abstract not exceeding 300 words and should be sent in MS Word format to the Conference Email ID: ic2025@dias.ac.in.

The contributors are requested to send their abstracts & full papers in 12- point font size, Times New Roman Font in MS Word with 1.5 line spacing. The first page of the manuscript should include the title of the paper, name of the author(s), organization affiliation, complete mailing address, phone number and e-mail address.

Tables, illustrations, charts, figure etc. should be serially numbered and duly acknowledged. Sources of the data need to be mentioned below each table.

Only those references that are utilized should be included in the Reference List and the same should be alphabetically arranged in APA format.

An Expert Committee will screen the abstract on the parameters of research content, originality, and concept clarity. Without Pre registration, papers will not be considered for publication.

After the abstract is accepted, the authors must submit a hard copy of the full-length papers (max. 5,000 words) along with a soft copy.

ABOUT DIAS

Delhi Institute of Advanced Studies, an ISO 9001:2015 certified Institution, affiliated to Guru Gobind Singh Indraprastha University, established by Shri Laxman Dass Sachdeva Memorial Educational Society in the year 1999. The Institute offers MBA, MBA (FM), BBA & B. Com(H) programmes and is providing dynamic learning and growth-oriented environment that is changing in response to the changing needs of society. The Institute has been re-accredited with NAAC 'A' Grade in 2022. The Institute seeks



professional excellence through ethics, passion, and perseverance. The guiding philosophy behind all academic activities of the Institute is to inculcate professionalism and enhance an organization's effectiveness. The credibility of education at the Institute is increasingly being realized and recognized by foreign universities as well as the corporate world. We, at Delhi Institute of Advanced Studies, are committed to make this institution a hallmark in professional education by imparting holistic education. The Institute organizes Industrial Visits, Workshops, Value added Courses, Guest Lectures on a continuous basis. Students are encouraged to undertake Live / Research Projects, Online Courses and Certifications, give presentations, develop case studies to improve the practical exposure and add value to their knowledge. The Institution also organizes National and International Seminars and Conferences, Workshops, Symposiums and Faculty Development Programmes on an annual basis.

OUR VISION

“We strive to provide a dynamic learning environment for imparting holistic education, that inculcates professional excellence, induces competitive spirit, instils leadership quality to carve a niche in the changing global scenario.”

OUR MISSION

DIAS believes in “learning to excel and excelling to grow”. The aim of the Institute is to develop a unique culture that seeks to scale heights of glory through ethics, passion and perseverance.

WHO SHOULD ATTEND?

Academicians, Entrepreneurs, Managers, Research Scholars and Students

PUBLICATION

- The Papers will be published in the Conference e-proceedings with ISBN Number.
- Selected papers will be published in the associated SCOPUS INDEXED Journal/UGC Care Listed Group I Journal. Fees charged (if any) by the respective Journal are to be borne by the Author/Authors.

BEST PAPER AWARD

One paper from each technical session will be shortlisted for the Best Paper Award

IMPORTANT DATES

Abstract Submission

20th November 2024

Abstract Acceptance

25th November 2024

Full Paper Submission

10th December 2024

Registration for Conference

15th December 2024

REGISTRATION LINK

<https://forms.gle/5zw5ooeySk41M1pu7>

Payment QR CODE



REGISTRATION FEES (INR)

DELEGATE CATEGORY	PRESENTATION	ABSENTIA
BUSINESS EXECUTIVES	2500	2000
ACADEMICIAN & RESEARCH SCHOLARS	2000	1500
ALUMNI	1500	1250
STUDENTS	750	500

The Conference Fee covers Conference Kit inclusive of Conference e-Proceedings, High Tea and Lunch.

Co-authorship is permissible with separate registration

NEFT DETAILS FOR PAYMENT

Beneficiary: Delhi Institute of Advanced Studies

Bank Name & Branch: IDBI, Kohat Enclave, Pitampura A/C No: 037104000208932

IFSC Code: IBKL0000037

CONFERENCE SCHEDULE

SESSIONS

REGISTRATION

INAUGURAL SESSION

TEA BREAK

TECHNICAL SESSION I

LUNCH AND NETWORKING

TECHNICAL SESSION II

VALEDICTORY SESSION

TIMINGS

09:30 AM - 10:00 AM

10:00 AM - 11:30 AM

11:30 AM - 12:00 NOON

12:00 NOON - 02:00 PM

02:00 PM - 02:45 PM

02:45 PM - 04:30 PM

04:30 PM - 05:00 PM

CONFERENCE DIRECTORATE

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DIAS

CONFERENCE COMMITTEE MEMBERS

Dr. Pooja Gupta
9811271051

Ms. Divya Jain
9818527234

Ms. Getaksha Marwaha
8800181822

Ms. Radhika Garg
9654256139

Ms. Komal Jindal
7082370166