

CALL FOR PAPER

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REGISTRATION FEES

Category	Registration Charge In Rupees
Research Scholars and Students (UG/PG)	500
Delegates from Academia / Industry	700
Publication Charges	1000

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Publication Opportunity: Selected papers will be published in an Edited book with ISBN which will be released on the date of conference.

GUIDELINES FOR SUBMISSION OF PAPERS

- * Follow APA style for formatting, in-text citations, and references.
- * Use Times New Roman, 12-point font, single-spaced.
- * Submit the manuscript in ms word (.doc or .docx) format.
- * Include author details on the manuscript.
- * Full paper must not exceed 2,500 words or 10 pages, whichever is less.
- * Include an abstract of 200-250 words.
- * Add 4-6 keywords below the abstract.
- * Send your manuscript to: gndmbaconference@gmail.com

Marketing Track

- * Consumer Attitudes Toward Green Financial Products: Market Segmentation Analysis
- * Preventing Greenwashing: Authentic Marketing of Sustainable Financial Services
- * Digital Marketing Strategies for Green Investment Products
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Registration fees are to be paid through
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BANK NAME: STATE BANK OF INDIA

BRANCH: GNDEC CAMPUS, BIDAR

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IFSC: SBIN0040809

PHONE PAY: 9945904794



**Guru Nanak Dev Engineering College,
Bidar-Karnataka**

(Affiliated to Visvesvaraya Technological University, Belagavi,
Approved by AICTE, New Delhi, Accredited by NAAC with A+ Grade)



Department of Master of Business Administration

Organises

02 Days National Conference

On
**Sustainable Economy Through
Green Finance NCSETGF-2025
(Hybrid Mode)**

26th & 27th July 2025

About GNDEC, BIDAR

Guru Nanak Dev Engineering College, Bidar, a premier center of Technical Education, was established in August, 1980 by the Prabandhak Committee, Gurudwara Sri Nanak Jhira Saheb Foundation, Bidar. The College is affiliated to Visvesvaraya Technological University, Belagavi approved by All India Council for Technical Education (AICTE), New Delhi and was Accredited by National Board of Accreditation (NBA) Four UG Programs- BE in Civil, CSE, ECE, and EEE and NAAC with A+ grade. The college offers Nine under graduate courses and four post graduate courses in addition to Seven Ph.D. Research Centres. The college has received 2nd National Karnataka Education Summit Award; Excellent Education Institution in technical education, Dr. A.P.J Abdul Kalam Memorial Award and Certificate of Excellence & Kannada Rajyostava Prashasti & MoUs with Intel Corporation, Medini, NIT Warangal, UTAR and UTP Malaysia etc.

Institute Vision:

To be a premier technological institution that fosters humanity, ethics and Excellence in education and research towards inspiring and developing Future torch bearers.

Institute Mission:

- M1. To impart quality educational experience and technical skills to students that Enables them to become leaders in their chosen professions.
- M2. To nurture scientific temperament and promote research and development Activities.
- M3. To inculcate students with an ethical and human values, so as to have big Picture of societal development in their future career.
- M4. To provide service to industries and communities through educational, technical, And professional activities.

website : <http://gndec.ac.in/>

About the Department

The Department of Master of Business Administration at GNDEC, Bidar, was Established in the year 2006 with an initial intake of 60 students. It offers dual Specializations in Human Resources, Marketing, Finance, and Business Analytics, Striving to deliver holistic management education. The Department is committed to fostering managerial excellence and leadership. Through dynamic teaching methodologies, including lectures, case studies, Role-plays, workshops, expert talks, and seminars. Students gain real-world Exposure through industrial visits, guest lectures, and strong industry-academia interactions. Focusing on overall development, the department ensures that students enhance. Their communication, analytical, and leadership skills, preparing them for successful corporate careers. A well-structured placement support system, supplemented with aptitude training and soft skills development activities, further equips students for the challenge of the modern business world.

Department Vision:

To be a preferred destination for graduates in the field of management known for creating highly competent professionals, entrepreneurs and socially responsible citizens.

Department Mission

- M1. To impart advanced management concepts and skills using an application-based pedagogy.
- M2. Evolve and establish an ecosystem of academic excellence, research, and innovation beneficial to students, faculty, and stakeholders.
- M3. Students to become socially responsible individuals by inculcating a sense of human values and concern for the environment.

About the Conference

The National Conference on Sustainable Economy Through Green Finance (NCSETGF-2025) Aims to foster interdisciplinary dialogue and innovation by bringing together experts Researchers, and practitioners from Finance, Human Resources, Marketing, and Business analytics. Hosted by the Department of MBA, Guru Nanak Dev Engineering College, Bidar, this hybrid conference serves as a platform to explore how organizations can align profitability with environmental and social responsibility. As businesses and economies worldwide shift toward sustainability, green finance has emerged as a catalyst for responsible investment, corporate transformation, and data-driven decision-making. This conference seeks to explore integrated strategies that promote a resilient, inclusive, and low-carbon economy, while empowering professionals to adopt sustainable practices across functional domains.

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- * To enable cross-sector collaboration on innovative practices in Finance, HR, Marketing, and Analytics.
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Key Note Address By

Prof. Panduranga V

Dean, School of Business Studies Central University of Karnataka

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Dr Bhadrappa Haralayya,

Professor and HOD, Department of MBA, Lingaraj Appa Engineering College Bidar.

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HOD, Department of Commerce, Karnataka Arts, Science and Commerce College, Bidar

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