



GURU NANAK COLLEGE (AUTONOMOUS)

Accredited at "A++" Grade by NAAC

Affiliated to University of Madras | Approved by AICTE

Guru Nanak Salai, Velachery, Chennai – 600042

INTERNATIONAL CONFERENCE ON

**“CROSS BORDER COMMERCE: IMPACT OF CLIMATE CHANGE
ON GLOBAL BUSINESS STRATEGIES– ICCBC 2025”**

**ORGANIZED BY
SCHOOL OF COMMERCE**

DATE: 13th & 14th FEBRUARY, 2025

VENUE: SHAHEED BABA DEEP SINGH AUDITORIUM



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Mr. G. R. Rejeesh

General Manager (Marketing) Kerala,
Medical Technology Consortium (KMTC)
Government of Kerala.

Dr. Raja Sankaran

Associate Professor,
CMS Business School

ABOUT THE COLLEGE



Guru Nanak College was established in 1971, in commemoration of the 500th Birth Anniversary of the Shri Guru Nanak Devji by Guru Nanak Educational Society. It is a leading Autonomous Institution providing quality education to the aspiring and the needy from the less privileged sections of society and facilitate their social upliftment in accordance with the motto “Pro Bono Publico” “Sarbat Da Bhala” which translates as “For the Benefit of All”.

The College is accredited at “A++” Grade by NAAC with CGPA of 3.68/4.00 and certified with ISO 9001:2015. It is listed 89th under the National Institutional Ranking Framework (NIRF) and also top-ranked by various agencies such as Education World, India Today and The Week - Hansa Research. The college functions in two Shifts and affiliated to the University of Madras and recognised by UGC under Sec. 12B and 2F status. The MBA and MCA programmes are recognized by AICTE. Under the Six Schools of Excellence, 28 UG programmes, 9 PG programmes, 9 Doctoral programmes and 87 Skill and Value-Added Courses are offered to cater to the needs of around 7,300 students with 426 teaching and non-teaching staff. The College houses a Langar Kitchen inside the Gurudwara which extends free meals to needy students on every working day.

Centres of Excellence in Research, Skill Development and Placement, Innovation, Incubation, Entrepreneurship & Startups, Consultancy & Outreach Initiatives and Media are established. There is a well-established in-house Integrated Management System (Centre for e-Governance). Full-time Counselor works inside the campus for the well-being of students & staff. The College has state-of-the-art sports facilities including an excellent cricket ground of International standards and Shaheed Bhagat Singh Sports Complex and Saragarhi Shooting Academy, one of the most advanced and world-class shooting ranges in India. The College has signed MOUs with Industries, HEIs various national and international organizations / institutes to broaden the knowledge of the young minds in the fields of Academics, Research and Culture.

ABOUT THE SCHOOL OF COMMERCE



The School of Commerce at Guru Nanak College is a vibrant academic wing known for its academic excellence and research achievements. It offers seven Undergraduate programmes and one Postgraduate & Research programme. The programme is supported by a dedicated team of 72 qualified faculty members, 50 of whom hold

Ph.Ds. including 9 research supervisors recognized by the University of Madras, who have collectively guided nearly 90 Ph.D. scholars. Faculty members are actively involved in research, with numerous papers published in prestigious journals such as SCOPUS, UGC CARE-listed publications, Elsevier-indexed journals and Guru Nanak Journal of Multidisciplinary Research (GNJMDR). With approximately 3,000 students, the school fosters a diverse and dynamic learning environment, providing ample opportunities for both academic and research growth. The curriculum is designed to equip students for professional courses like ICMA, ACS and CA, while also offering the skills necessary to become software developers and computer system analysts. The department associations host various events aimed at promoting holistic development and nurturing the qualities of aspiring commerce professionals.

ABOUT THE CONFERENCE

The International Conference on “Cross Border Commerce: Impact of Climate Change on Global Business Strategies”—Hybrid Mode is organized by the School of Commerce, Guru Nanak College on 13th & 14th February 2025. The conference aims to explore the impact of climate change on supply chain disruption, sustainable business practices, technological innovations, economic implications, and agricultural and rural development in cross-border commerce. The global business landscape is being reshaped by climate change, and cross-border commerce is no exception. As countries grapple with environmental challenges, businesses must innovate to remain competitive and sustainable. This conference seeks to explore the profound impact of climate change on global business strategies, examining how enterprises, industries, governments, and service sectors are adapting to these new realities. The conference is internationally relevant as it addresses how businesses can adapt to climate change, implement sustainable practices, and support global regulations. Nationally, it focuses on the impact of climate change on key economic sectors and the role of policy in promoting resilience. Socially, it emphasizes corporate responsibility, equitable growth, and sustainable development in communities affected by global trade.

THEMES & SUB THEMES

1. Climate Change and Supply Chain Disruptions

- Strategies for building climate-resilient supply chains.
- Case studies of businesses adapting to supply chain challenges.
- The economics of global supply chains and logistics
- Border closures and trade restrictions
- Changing workforce dynamics

2. Sustainable Business Practices

- Tailoring brand messaging to different cultural contexts
- Promoting sustainability in global marketing strategies
- Corporate social responsibility in cross-border marketing
- Communicating sustainability efforts to international consumers
- Sustainability and Export-Import Policies
- Capacity building for women in Trade
- Global Networks and Women Entrepreneur
- Integration of sustainability into global business strategies.
- Innovations in eco-friendly technologies and practices.

3. Technological Innovations and Solutions

- Innovative Business Models for the Circular Economy
- Digital Transformation and Change Management
- Change Management in Agile Organizations
- Impact of Artificial Intelligence on Global Trade
- The impact of blockchain and cryptocurrencies on global trade

4. Economic Implications of Climate Change

- Navigating financial regulations across different jurisdictions
- Compliance with anti-money laundering (AML) and know your customer (KYC) laws
- The role of financial institutions in supporting cross-border commerce
- Risk management in international finance
- Tax implications of cross-border commerce
- Role of technology in mitigating climate change impacts on commerce.
- Innovations in green technologies and their market applications.
- Future technological trends and their potential impacts on global trade.

5. Climate change - Agriculture and Rural Development

- Climate-smart Agriculture
- Digital Agricultural landing
- Supply chain of Agricultural products
- Technology and Innovation in Agricultural Trade
- Global Value Chains and Rural Development
- Rural-to-Urban Migration and Agricultural Labor
- A Career Shift to Agriculture

PROCEDURE FOR PAPER SUBMISSION & PUBLICATION

- The original and unpublished articles should be in MS Word format not exceeding 10 – 12 pages (size: A4, Line spacing 1.5, Font style Times New Roman, Font size 12, and Margin 1 inch).
- The full papers along with the abstract to be sent through the email to iccbc_soc2025@gurunanakcollege.edu.in on or before the mentioned date.
- Figures, Tables and Charts etc., must be original one. First page must contain the Theme, Title, Abstract, and Name of the Author(s), Designation, Official Address and Email id, Institution/ University. Place reference and text citation as per APA style.
- The selected papers will be permitted for presentation in the conference.
- The selected papers with less than 10% plagiarism will be published in SCOPUS, UGC Care listed and Abstracts with ISSN edited volume.
- All the manuscripts are subject to peer review and to be scrutinized by the expert committee.

NOTE:

1. Publication charges will be intimated to the authors of selected papers.
2. Each author and co-authors should register separately.

IMPORTANT DATES

Abstract Submission **15.12.2024**

Acceptance Intimation **22.12.2024**

Full Paper Submission **10.01.2025**

REGISTRATION FEE

- ♦ Students Research : Rs.500/-
- ♦ Scholars : Rs.750/-
- ♦ Academicians : Rs.1000/-
- ♦ Corporate Delegates : Rs.2000/-
- ♦ Spot registration : Rs.500/-
- ♦ Foreign Participants : 30 USD

PAYMENT QR CODE



REGISTRATION GOOGLE FORM LINK

<https://forms.gle/bDEW2W9pXjVxHBjX9>

(OR)

SCAN QR CODE:



REGISTRATION FEE can be paid through **NEFT** Transfer or GPay to the following Account Details.

Beneficiary : **GNES Centre for Consultancy and Outreach**
Account Name
Account Type : **Savings Account**

Account No : **100047544447**

Bank Name : **EQUITAS SMALL FINANCE BANK LTD**
Velachery Branch, Chennai.

IFSC Code : **ESFB0001004**

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