International Conference
On
DRIVING SUSTAINABLE GROWTH

RESPONSIBLE BUSINESS, STRATEGIC COMMUNICATION & COMMUNITY PARTNERSHIPS

18—19 February 2027

Jointly Organized By

Birla School of Management & Birla School of Communication

Birla Global University, India

www.bgu.ac.in

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Faculty of Sustainable Communication

Universiti Malaya—Wales, Malaysia

www.umwales.edu.my

In Collaboration with

Department of Industries

Government of Odisha, India

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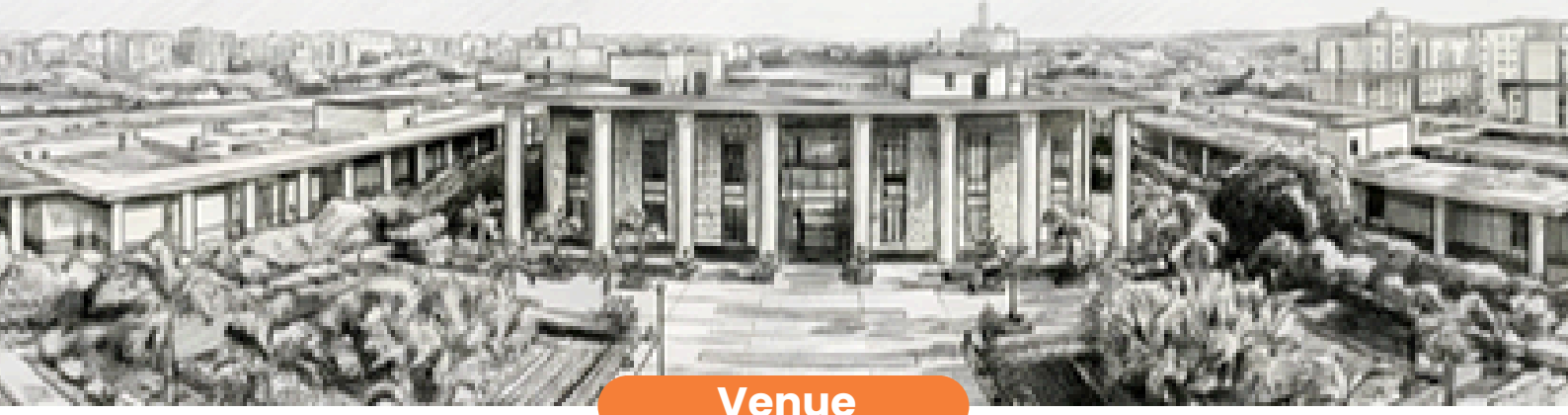
Bronx Community College (BCC)

The City University of New York (CUNY), USA

&

The Associated Chambers of Commerce and Industry of India

ASSOCHAM, India



Venue

Birla Global University, IDCO Plot No. 2, Institutional Area, Gothapatna
Bhubaneswar, Pin: 751029, Odisha, India
Conference Website : https://dsg.bgu.ac.in/

International Conference on Driving Sustainable Growth

Sustainability has emerged as a defining global imperative, reshaping how organisations approach growth, value creation, responsibility, and long—term resilience. Climate change, resource constraints, social inequalities, technological transformations, and evolving stakeholder expectations have broadened businesses' focus beyond financial performance to encompass environmental, social, ethical, and community concerns. Responsible business practices, ethical governance, stakeholder engagement, and transparent communication are therefore essential to sustainable growth.

Corporate Social Responsibility (CSR) has evolved from a primarily philanthropic activity into a strategic dimension of organisational responsibility. Organisations are increasingly expected to demonstrate measurable social and environmental impact, engage meaningfully with communities, and communicate their commitments with transparency and accountability. This calls for stronger collaboration among businesses, policymakers, researchers, civil society, and academic institutions.

Strategic communication plays a crucial role in translating sustainability commitments into credible organisational action. It fosters stakeholder trust, transparency, participation, and organisational legitimacy. However, concerns surrounding greenwashing, misinformation, corporate accountability, and impact measurement underline the importance of ethical and authentic sustainability communication.

The conference embeds these global debates within India's developmental landscape, particularly its priorities in industrialisation, corporate governance, renewable energy, sustainable finance, CSR, digital transformation, and inclusive growth. Odisha offers a significant regional context given its presence of mining, metals, energy, manufacturing, infrastructure, and public—sector enterprises, alongside diverse rural, tribal, and local communities. It provides an important setting for examining the intersections of industry, environment, community, development, and communication.

Against this backdrop, the International Conference brings together academicians, researchers, industry professionals, CSR practitioners, communication specialists, policymakers, students, and community stakeholders from India and abroad. It provides an interdisciplinary platform to explore sustainable business, responsible governance, strategic communication, CSR, environmental responsibility, social innovation, and inclusive development. By connecting global perspectives with Indian experiences and regional realities, the conference seeks to strengthen academic—industry—community engagement and advance collaborative pathways towards responsible and sustainable growth.

Invited Distinguished Speakers

The invited speakers will include eminent academicians, industry leaders, sustainability and CSR practitioners, communication experts, policymakers, and representatives from government and development institutions, fostering knowledge exchange on responsible business, sustainable growth, inclusive development, and business & community partnerships.

Conference Tracks

Track 1: Responsible Business & Sustainable Strategy

- Ethical Leadership and Governance; Sustainability in Business Models; Responsible Supply Chains; Social Entrepreneurship and Shared Value.

Track 2: Strategic Communication for Sustainability

- Communicating Sustainability with Evidence; Stakeholder Dialogue and Trust; Addressing Greenwashing; Digital and Intercultural Communication.

Track 3: Community Partnerships & Local Impact

- Business & Community Collaboration; Participatory Planning and Co-Creation; Partnerships with Civil Society and Local Government; Assessing Community Outcomes.

Track 4: Inclusion, Equity, & Decent Work

- Gender Equity and Inclusive Leadership; Livelihoods and Skills; Accessibility and Representation; Human Rights in Workplaces and Value Chains.

Track 5: Measuring & Communicating Impact

- Sustainability Reporting and Accountability; Meaningful Impact Indicators; Community Voices in Evaluation; Communicating Setbacks as Well as Progress.

Panel Discussion Themes

Panel 1:

- **Purpose Beyond Profit: Reimagining Responsible Business**

Panel 2:

- **Beyond Greenwashing: The Politics and Practice of Sustainability Communication**

Panel 3:

- **Business with Communities: Co—creating Inclusive Local Futures**

Panel 4:

- **Decent Work, Equity and Inclusion: Rethinking the Future of Organisations**

Submission Types and Guidelines

Submissions in the following categories are invited in the aforementioned tracks
For detailed submission guidelines, please visit: https://dsg.bgu.ac.in/

Category 1: Unpublished Manuscript

Original and unpublished contributions, including empirical and conceptual research, case studies, industry perspectives, policy analyses, community—based studies, and practice—oriented research addressing sustainable business, responsible governance, strategic communication, CSR, environmental responsibility, inclusive growth, and community partnerships.

Category 2: Poster Presentation

Poster presentations showcasing preliminary research findings, emerging ideas, conceptual frameworks, case insights, and practice—oriented approaches addressing sustainable business, responsible governance, strategic communication, CSR, environmental responsibility, inclusive growth, and community partnerships.

Submission Portal

All submissions should be uploaded via the Google Form/ QR Code:
https://forms.gle/T98BnNgywz1a9PbM9
To know more about the conference visit **https://dsg.bgu.ac.in/**

Submission Guidelines

Abstract Length: 200—300 words
Format: MS Word (.doc/.docx)
Font & Size: Times New Roman, Size 12
Line Spacing: 1.5
Referencing Style: APA, 7th Edition

The soft copy of the extended abstracts (1200—1500 words) and full papers, including authors' details: name, affiliation, email, and mobile number, should be sent to:
sustain.conference@bgu.ac.in

Publication Opportunities

- Selected extended abstracts (1200—1500 words) will be published as a book of abstracts with an ISBN.
- Selected full papers will be published in an edited volume, with an ISBN, by a reputable national/international publisher, subject to rigorous peer review.

Conference Highlights

- Keynote Speeches & Panel Discussions
- Paper & Poster Presentations
- Best Paper & Best Poster Awards
- 'Waste to Wonder' Sustainable Craft Competition

Awards & Recognitions

Award & Recognition	Submission Category	Description
Best Paper Award	Unpublished Manuscripts	• The award recognizes exceptional research quality, originality, and relevance to the conference theme and the subthemes. • One outstanding paper from each track will be selected for this award in each track. • Awardees will receive a Certificate of Appreciation and a cash prize of ₹15,000.

Best Poster Awards	Poster Presentation	• Two outstanding posters will be selected based on creativity, research relevance, visual presentation, and clarity of communication.
		• The winners will receive Certificates of Appreciation along with the following prizes:
		  ○ Best Poster: ₹10,000
		  ○ Runner—Up Poster: ₹5,000

Best Sustainability Award	Craft Competition	• The winner will receive a Certificate of Appreciation and a cash prize of ₹10,000.

Important Dates

- **Abstract Submission: 20 December 2026**
- **Acceptance Notification: 2 January 2027**
- **Last Date of Registration: 31 January 2027**
- **Conference Dates: 18—19 February 2027**

Conference Registration Fee (For Individual)

Category	India	Abroad	Coverage
Students (UG/PG)	₹ 1000	$ 100	• Access to all sessions, including the pre—conference workshop, Presentation slot (paper or poster, as applicable) • Conference kit, certificates, lunch, dinner, and refreshments
Research Scholars & Post-Dotoral Rsearchers	₹ 2,000	$ 100	
Faculty/ Academicians	₹ 4,000	$ 200	
NGOs	₹ 3,000	$ 200	
Industry Representatives	₹ 6,000	$ 300	
Poster Presentation (Limited Slots available)	₹ 1000	$ 100	• Poster slot, access to all sessions, conference kit, certificates, lunch, dinner, and refreshments

- Upon acceptance of the abstract, participants are required to complete their registration by paying the fee as specified above and on the conference website.
- Note: All the online presenters will be entitled to a 50% waiver on their registration fee in their respective categories.
- Note: Accommodation at hotels near the BGU campus can be arranged upon request at an additional cost.

Pre-Conference Workshop (17 February 2027)

A pre—conference workshop on "Research Methodology" will be organised for Ph.D. Scholars and academicians, focusing on research design, methodological approaches, and scholarly research practices.

Conference Schedule

Day & Date	Pre-Noon	Post Noon	Evening
Day 1 (18th February 2027) (Thursday)	• Inaugural Ceremony • Keynote Addresses • Panel Discussions—I & II	Technical Sessions—I & II	Cultural Evening & Conference Dinner
Day 2 (19th February 2027) (Friday)	• Panel Discussion—III • Technical Sessions—III, IV & V	Panel Discussion—IV & Valedictory Session	High Tea

Conference Committee

Chief Patrons

- **Prof. Kulbhushan Balooni —** Vice—Chancellor, Birla Global University, Bhubaneswar, Odisha, India
- **Prof. Dr. Roselina Ahmad Saufi, FCMI —** Vice-Chancellor & CEO, Universiti Malaya—Wales, Malaysia
- **Shri Sampad Chandra Swain —** Minister of State (Ind. Charge), Industries Department, Government of Odisha, India

Patrons

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- **Prof. Dr Mokhtarrudin Ahmad —** Deputy Vice—Chancellor, Universiti Malaya—Wales, Malaysia
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- **Prof. Parameswar Nayak —** Dean, Birla School of Management
- **Dr. Shiv Shankar Das —** Dean, Birla School of Communication

Organizing Committee

Conference Chair

- **Prof. Anubha Ray,** Dean, Alumni & Student Affairs

Conference Conveners

- **Dr. Gyanranjan Mishra,** Assistant Professor, Journalism & Mass Communication
- **Dr. Maheshwar Kumar,** Assistant Professor, Business Communication
- **Dr. Saswati Tripathy,** Assistant Professor, OB & HR
- **Mr. Suresh Kumar Golle,** Assistant Professor, Journalism & Mass Communication

Conference Members

- **Dr. Stutee Mohanty,** Assistant Professor, Finance & Accounts
- **Dr. Tasneem Ahmad,** Assistant Professor, Strategy & General Management
- **Dr. Mehul Agarwal,** Assistant Professor, Journalism & Mass Communication
- **Dr. Monazir Abbas,** Assistant Professor, French Language

About the Organisers & Collaborators

Birla Global University



Birla Global University (BGU), established in 2015 under the Birla Global University Odisha Act, is governed by a Board of Governors chaired by Smt. Jayashree Mohta, with the Honourable Governor of Odisha serving as its Chancellor. Guided by its vision to create and disseminate knowledge globally through excellence, innovation, and inclusiveness, BGU provides high—quality, future—ready education supported by strong faculty, modern infrastructure, and industry linkages.

The University emphasises ethical leadership, global competence, interdisciplinary learning, social responsibility, research, experiential learning, and innovation—driven education. BGU comprises seven schools covering Management, Communication, Commerce, Economics, Law, Applied Sciences, and Engineering & Technology.

Universiti Malaya—Wales (UM—Wales), Malaysia



Universiti Malaya-Wales (UM—Wales), located in Kuala Lumpur, Malaysia, is an international higher education institution established through a strategic partnership between Universiti Malaya and the University of Wales, United Kingdom. Building on the academic heritage of its founding institutions, UM—Wales is committed to delivering quality education, promoting research and innovation, and fostering global academic engagement.

The university offers undergraduate and postgraduate programmes across diverse disciplines, including business, professional communication, artificial intelligence, information technology, and the social sciences.

Department of Industries, Government of Odisha

"ODISHA" BEST DESTINATION FOR INVESTMENT — "WE ASSURE, WE DELIVER"

The Industries Department is responsible for promotion of all—round industrial development of the State, generating employment, attracting investment, and driving economic development. Manufacturing continues to play a critical role in Odisha's growth through value addition to abundant natural, mineral, agricultural, and marine resources.

Bronx Community College (BCC), CUNY, USA

Established in 1957, Bronx Community College (BCC) is a distinguished public institution within The City University of New York (CUNY), located in the Bronx, New York, USA. Offering more than 40 academic programmes, BCC serves a culturally diverse student community representing nearly 100 countries. Its historic 45—acre campus was designated a National Historic Landmark in 2012.



ASSOCHAM (The Associated Chambers of Commerce and Industry of India)

The Associated Chambers of Commerce and Industry of India (ASSOCHAM), established in 1920, is one of India's oldest and leading apex industry chambers. Representing over 4.5 lakh members across diverse sectors, ASSOCHAM serves as a vital bridge between industry and government, promoting trade, investment, innovation, entrepreneurship, and policy advocacy.

Places to Visit Near Bhubaneswar

Place	Highlights and Approx Distance from Bhubaneswar	
Puri	**The Spiritual Capital of Odisha: Home to the iconic Shri Jagannath Temple, Puri is a major pilgrimage destination renowned for its Rath Yatra, ancient temple architecture and scenic coastline along the Bay of Bengal.**	**60 KM**
Konark	**A UNESCO World Heritage Site: The magnificent 13th—century Sun Temple, designed as a colossal stone chariot, showcases Odisha's exceptional architectural and sculptural heritage. The nearby Chandrabhaga Beach adds to its appeal.**	**65 KM**
Dhauli	**The Land of Peace: Associated with the historic Kalinga War and Emperor Ashoka's transformation towards Buddhism, Dhauli is celebrated for its ancient rock edicts and magnificent white Shanti Stupa.**	**10 KM**
Chilika	**Asia's Largest Brackish Water Lagoon: A spectacular Ramsar wetland renowned for migratory birds, rich biodiversity, scenic islands and endangered Irrawaddy dolphins.**	**90 KM**
Raghurajpur	**A Living Heritage Crafts Village: Famous for traditional Pattachitra paintings, palm—leaf engravings, Gotipua dance and indigenous handicrafts.**	**50 KM**
Nandankanan Zoological Park	**A Wildlife Paradise: Renowned for its white tigers, diverse wildlife, botanical garden and safari experiences.**	**20 KM**



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Contact Information

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Disclaimer: The organizers reserve the right to modify the schedule, speakers, sessions, and guidelines if necessary. All information in this brochure is accurate at the time of publication; any updates will be communicated through the official conference website.