

**Manav Rachna University**  
**School of Management & Commerce**  
**Report on International Conference- BITS 2023: Changing**  
**Global Paradigm, April 28-29, 2023**

School of Management and Commerce, Manav Rachna University is excited to share the success of the BITS 2023 conference on "Business Innovation Transformation, and Sustainability: Changing Global Paradigm". The department's Maiden Conference received an overwhelming response of more than 80 research papers nationwide and internationally, showing a high interest in the conference theme.

It is impressive that after scrutiny, 62 offline and online presentations were accepted in different tracks of Marketing, Human Resource, Finance, Entrepreneurship, General Management, and Multidisciplinary were held simultaneously in different venues with the participation of Technical session chairs from different universities of NCR.

The conference was graced with the presence of Honourable Vice Chancellor, MRU Dr. IK Bhatt, Distinguished Chief Guest Dr.Sunil Rai Chancellor UPES Dehradun, Mr.Arpit Sharma COO SkillCouncil for Green Jobs, Mr.Harbhajan Singh, Chief of Strategy and HR XLRI, Delhi- NCR & Chairman – Taskforce of Ease of Doing Business, CII Haryana, Dr Punita Duhan Director Delhi Skill & Entrepreneurship UniversityNCT Delhi, Ms Elena Prog Director MSCSustainable Management from ESSCA Paris, Dr. B Shadrach Director – Commonwealth Research, Dean Academics, Dr Shruti Vashist, Dean Research Dr Pradeep Varshney,Registrar, Dr Kameshwar MRU.

This conference deliberated on the changing global paradigm of businesses increasingly recognizing the importance of sustainability, social responsibility, and their role in society. This shift is driven by changing consumer attitudes, the increasing importance of sustainability, and a growing awareness of the role of business in society. As this new paradigm continues to evolve, the thoughts of academics and industry experts at the conference would profoundly impact how businesses operate and their role in shaping our world. This conference provided a platform for stakeholders from different sectors and parts of the world to share their experiences, insights, best practices, and networking opportunities that will provide us with a comprehensive view of the latest trends and developments in the business world.

The research papers presented at the conference will be published in the form of proceedings with ISBN after the due consent of authors, keeping a plagiarism check. After the screening, the quality research papers will be provided the opportunity to publish in Scopus Indexed Journal.

We congratulate the Conveners of the Conference- Dr. Chand Prakash, Dr. Animesh Singh and Dr. Yogita Sharma along with the team SMC on the successful organization of the conference and appreciate your efforts to bring together researchers, scholars, and practitioners from different parts of the world to share their knowledge and insights on the theme of business innovation, transformation, and sustainability.

School of Management and Commerce has made the international conference an annual affair, and the next year's conference was announced at the Inaugural, which Dr. Tanushri Purohit and Dr. Rashi Banerjee shall convene.

