



Parle Tilak Vidyalaya Association's
MULUND COLLEGE OF COMMERCE
(AUTONOMOUS)

Internal Quality Assurance Cell
and
Research Assessment & Promotion Committee
Organizes
One day International Conference
on

GREEN BUSINESS PRACTICES AND DIGITAL TRANSFORMATION: NAVIGATING THE FUTURE FOR TECH-DRIVEN SUSTAINABLE GROWTH

Date: September 20, 2025

Time: 8:00 AM – 5:00 PM

Venue: MCC Auditorium

About Parle Tilak Vidyalyaya Association

A value based premier Educational Trust in Mumbai, PTVA has over a century carved out a niche in academics by providing Quality and Value-based education. Today the Trust runs 5 Schools, 3 Colleges and 1 Management Institute (PTVAIM).

Chief Patrons

Prof. Ravindra D Kulkarni – Vice-Chancellor, University of Mumbai
Prin. Dr. Ajay Bhamre – Pro-Vice-Chancellor, University of Mumbai
Prin. Ravindra Bambardekar – Dean – Commerce & Management
Prof. Kavita Laghate – Associate Dean – Commerce

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Shri Satish Utekar- Former CEO TJSB

Shri Sunil Sathe - Former CEO TJSB

CA Dr Abhijeet Phadnis - Industry Expert

About Mulund College of Commerce (Autonomous)

Parle Tilak Vidyalaya Association's Mulund College of Commerce, is one of the most sought-after Commerce colleges in the University of Mumbai. Mulund College of Commerce is renowned for its academic excellence, exemplary discipline and professional orientation. Being an autonomous institution, it has embedded National Education policy in true sense for the holistic development learners.

Guest of Honour

Dr. Lanita Winata, Griffith University, Australia

Keynote Speaker

Prof. (Dr.) Nishu Ayedee, Confab 360 Degree, India

Panel Expert

Dr Asokan Vasudevan, INTI International University, Malaysia

Valedictory Session

Prof. (Dr.) Anuj Kumar, Rushford Business School, Switzerland

Mission Statement:

The international conference “Green Business Practices and Digital Transformation: Navigating the Future for Tech-Driven Sustainable Growth” aims to foster a global dialogue on the intersection of sustainability, business innovation, and digital technologies. Our mission is to bring together industry leaders, policymakers, researchers, entrepreneurs, and technologists to explore actionable strategies for achieving environmental sustainability through green finance, digital transformation, and responsible business practices. By facilitating knowledge exchange, collaboration, and cutting-edge insights, we strive to accelerate the transition toward a net-zero economy while ensuring inclusive and equitable growth.

Conference Goals:

- Promote Sustainable Business Models – Highlight best practices in green finance, ESG investing, circular economy, and sustainable supply chains to drive eco-conscious business strategies.
- Leverage Digital Innovation for Sustainability – Examine the role of AI, blockchain, IoT, and smart technologies in advancing environmental efficiency, decarbonization, and green manufacturing.
- Encourage Policy and Regulatory Advancements – Discuss frameworks and government policies that support green business growth, carbon trading, and responsible investment.
- Foster Green Entrepreneurship & Startups – Explore opportunities and challenges for green startups and digital platforms that contribute to sustainable development.
- Enhance Corporate Accountability & Transparency – Showcase digital tools for sustainability reporting, carbon accounting, and ESG compliance to improve corporate responsibility.
- Drive Climate Equity & Inclusive Growth – Address the role of digital inclusion, green HR practices, and equitable climate solutions in emerging markets.
- Strengthen Global Collaborations – Facilitate partnerships between businesses, governments, and academia to advance tech-driven green growth, with a focus on India’s leadership in sustainable development.
- Inspire Action Through Knowledge Sharing – Provide a platform for thought leadership, case studies, and research to empower stakeholders in implementing scalable sustainability solutions.

Conference Theme

‘Green Business Practices and Digital Transformation: Navigating the Future for Tech-Driven Sustainable Growth’

The sub-themes are

I. Green Business & Finance

- 1. Green Finance and ESG Investing in India and Beyond**
- 2. Sustainable Supply Chain Management & Carbon Accounting**
- 3. Corporate Social Responsibility (CSR) & Green Innovation**
- 4. Green Entrepreneurship and Startups: Opportunities and Challenge**
- 5. Regulatory Frameworks and Government Policies on Green Business**
- 6. Carbon Credits, Trading, and Net-Zero Business Strategies**
- 7. Green Banking, Lending Practices, and Responsible Investment**

II. Digital Transformation for Sustainability

- 1. FinTech for Green Finance: Role of Blockchain, AI & IoT**
- 2. Digital Platforms and Sustainable Consumer Behaviour**
- 3. Smart Cities and Digital Infrastructure for Environmental Efficiency**
- 4. Role of AI and Data Analytics in Environmental Impact Assessment**
- 5. Digital Twin and IoT in Sustainable Manufacturing**
- 6. Green Cloud Computing and Energy-Efficient IT Practices**

III. Integrating Technology and Sustainability

- 1. Tech-Driven Circular Economy: Waste to Wealth Models**
- 2. Digital Inclusion and Its Role in Climate Equity**
- 3. Sustainable Digital Business Models in Emerging Markets**
- 4. Green Marketing and the Digital Consumer**
- 5. Sustainability Reporting using Digital Tools & Dashboards**
- 6. Decarbonizing Industries through Digital Innovation**

IV. Cross-Cutting and Emerging Issues

- 1. Climate Risk, Financial Stability & Technological Solutions**
- 2. Education, Policy, and Capacity Building in Green Tech**
- 3. Impact of Digitalization on Environmental, Social, and Governance (ESG) Goals**
- 4. Sustainability in the Post-COVID Digital Economy**
- 5. Global Collaborations and India's Role in Tech-Driven Green Growth**

And all related topics will be considered.

Paper Submission Guidelines

- Use A4 paper size (210mm x 297mm). Margins: 1 inch (2.54 cm) on all sides.
- Font: Use a clear, readable font (e.g., Times New Roman or Arial) in 12-point size.
- Line Spacing: 1.5 or double-spaced throughout the text.
- Paragraphs: Indent the first line of each paragraph by 0.5 inches (1.27 cm).
- Provide a concise abstract (150-250 words) summarizing the main points of your paper.
- Keywords: List 3-5 relevant keywords after the abstract.
- The word limit should be between 3000-8000 words including referencing and abstract, tables, figures etc. Number figures and tables consecutively (e.g., Table 1, Figure 1).
- Include captions below figures and above tables. Ensure all figures and tables are referenced in the text.
- Title of the paper: Centered, bold, and in title case.
- Author(s): Full names, affiliations, and email addresses.
- Participants outside Mumbai & Thane district may present in online mode.
- Presented papers will be considered for publication.
- Please send your Abstract & research paper to our mail-id.

mcc.conference25@gmail.com

Deadlines

- Registration & Abstract Submission: August 15, 2025
- Paper Acceptance Notification: August 22, 2025
- Full Paper Submission: September 1, 2025

Registration Fees

Category	Fee
Indian Authors/Academicians	₹ 2,000
Industry Professionals	₹ 3,000
Foreign Authors/Academicians	\$30
Foreign Professionals	\$35
UG/PG Students	₹ 300
Participation Only	₹ 1,200

Selected papers will be published in the peer reviewed journal with a good impact factor. Acceptance letter & publication charges will be informed through mail later.

Registration Link

<https://forms.gle/CB4A6Rd6fmpUSSdy9>

Name As Per Bank:

PTVAS MULUND COLLEGE OF COMMERCE DEGREE

Bank Name: HDFC BANK

Account No.: 50200038970611

IFSC Code: HDFC0000227

Account Type: Current

Bank Branch: Vile Parle East

Organizing Committee

Dr. Sonali Pednekar – Principal (Convenor)

Dr. Shivaji Pawar – Vice Principal (Co-Convenor)

Dr. Rajashri Deshpande – Organising Secretary

Mr. Nikhil Karkhanis – Joint Secretary

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