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**Souvenir**

**11th International Conference on  
Business Management, Economics  
and Entrepreneurship(BMEE-2024)**

May 04-05, 2024

**2024**

International Research &  
Development Center for  
Publication (IRDCP)

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11<sup>th</sup> International Conference  
on  
Business Management,  
Economics and  
Entrepreneurship  
(BMEE-2024)

May 04-05, 2024

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International Research and Development Center for Publication (IRDCP) is a non-profit organization for promoting research and development around the world. IRDCP is the bridge between the quality publisher and researchers. It provides the platform to researchers and academicians for publication in the Scopus Indexed Journals, SCI Journals, Web of Science Journals, UGC Approved Journals, NAAS Rated Journals, Google Scholar Indexed Journals and other good quality DOI journals.

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### **The vision of IRDCP :**

IRDCP endeavors to promote global excellence in the field of research & development through diligent applications of advanced technology for the holistic development of society. Also, IRDCP is committed to motivate and persuade the researchers to take up the projects for the continuous development of human society and make this world a better place to live in. The IRDCP has a steadfast commitment be the fulcrum of the ocean of knowledge around which efforts of researchers move about.

*About Conference*  
*11th International Conference on*  
*Business Management, Economics and Entrepreneurship*  
*(BMEE-2024)*

During the worldwide lockdown due to COVID 19 pandemic, a lot of important activities have come to a halt. However, when we look at the brighter side, all of us have more time for adding to our knowledge and insights.

With this aim, to keep contributing to learning and motivation International research and development Center for publication is going to organize a two-day International Conference with the title **11<sup>th</sup> International Conference on Business Management, Economics and Entrepreneurship (BMEE-2024), May 04-05, 2024.**

We hope, this online mode of the conference in COVID-19 pandemic will be an appreciable step in promoting the research activities and new information between researchers, developers, students, academicians and practitioners working in and around the world by keeping the social distance in view to stop the spread of COVID-19 disease. This conference aims is to present the current researches being carried out in the field of social science and education development around the globe.

Prospective authors from academia as well as industry are invited to submit their abstracts that illustrate original/unpublished works and industrial applications describing advances and significant innovations in the field.

## **International Advisory Committee**

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## Message

I am extremely pleased to share that International Research and Development Center for Publication (IRDCP) is organizing a two days International Conference on **11<sup>th</sup> International Conference on Business Management, Economics and Entrepreneurship (BMEE-2024), May 04-05, 2024.**

I am sure the state of art lectures from the invited experts and the research findings of researchers, academicians, utility engineers will enrich the knowledge of all the participants. It will provide an excellent opportunity for students to learn new ideas.

I offer my best wishes to the whole team of the organizing committee, the participants, and volunteers for the grand success of the conference.

Dr. Kahkasha Na  
Convenor BMEE-2024

## Message

I am happy to know that International Research and Development Center for Publication (IRDCP) is organizing a two days **11<sup>th</sup> International Conference on Business Management, Economics and Entrepreneurship (BMEE-2024), May 04-05, 2024.**

I am sure that, this conference would provide an ideal platform for the academicians, scholars and experts to present and exchange their research findings and Ideas.

I wish the conference a great success.

Dr. Sanjeev Mathur

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# Abstract of BMEE-2024

## **The Influence of Global Trade Liberalization on Forestry Products and Sustainable Forest Management: Insights from the GTAP Model**

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**Abstract**— Using data from the Global Trade Analysis Project (GTAP) model, this research investigates the possible effects of global trade liberalisation on forestry products and sustainable forest management. The GTAP model is used to simulate various trade liberalisation scenarios and assess their effects on the forestry sector, taking into account economic, environmental, and social elements. The article addresses the impact of trade liberalisation on forestry product production, consumption, and trade patterns, as well as the implications for sustainable forest management methods. It also looks at policy proposals for mitigating negative effects and improving the sustainability of forest resources in the context of rising trade openness.

**Keywords**— Global Trade Liberalization, Forestry Products, Sustainable Forest Management, GTAP Model, Trade Policy, Environmental Sustainability, Economic Development, Policy Implications

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## Innovative Strategies for Sustainable Business Growth: Navigating the Digital Era

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**Abstract**— In today's fast-paced digital era, businesses face unprecedented challenges and opportunities. The integration of digital technologies has not only revolutionized operations but has also become imperative for sustainable growth. This paper explores innovative strategies for businesses to navigate the digital era while fostering sustainable growth. Drawing upon literature from strategic management, innovation, and sustainability, this paper discusses key approaches such as technology adoption, organizational change, and market disruption. Additionally, it emphasizes the importance of aligning digital initiatives with sustainability goals to achieve a competitive advantage in the marketplace.

**Keywords**— Sustainable business growth, Digital transformation, Innovation, Technology adoption, Sustainability, Competitive advantage, Strategic management, Organizational change, Market disruption

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## Human Resource Management in the Contemporary Air Transport Industry

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**Abstract**— This paper explores the role of Human Resource Management (HRM) in addressing the contemporary challenges faced by the air transport industry. With the dynamic nature of the industry, HRM plays a critical role in talent acquisition, training and development, employee engagement, diversity and inclusion, and ensuring regulatory compliance. This paper discusses how HRM practices adapt to the evolving needs of the air transport sector amidst technological advancements and changing market demands.

**Keywords**— Human Resource Management, Air Transport Industry, Contemporary Challenges, Talent Acquisition, Training and Development, Employee Engagement, Diversity and Inclusion, Technological Advancements, Regulatory Compliance. Sustainable business growth, Digital transformation, Innovation, Technology adoption, Sustainability, Competitive advantage, Strategic management, Organizational change, Market disruption

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## **Ethical Business Practices: Rethinking Corporate Responsibility**

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**Abstract:** In today's global landscape, the role of corporations extends beyond mere profit-making endeavors; they bear a significant responsibility towards society and the environment. This paper explores the concept of ethical business practices and rethinks corporate responsibility in light of evolving societal expectations. It discusses the importance of integrating ethical considerations into business operations, examines various frameworks for corporate responsibility, and emphasizes the need for ethical leadership, accountability, and transparency. Furthermore, it highlights the positive impacts of ethical business practices on stakeholders and advocates for a shift towards sustainable and socially responsible business models.

**Keywords:** Ethical business practices, corporate responsibility, sustainability, stakeholder theory, social impact, ethical leadership, corporate governance, accountability, transparency.

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