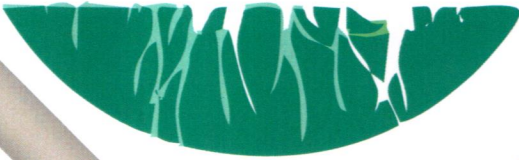




# International Conference



**CHRIST**  
(DEEMED TO BE UNIVERSITY)  
BANGALORE · INDIA

# TRANSFORMATIONAL STRATEGIES *for* BUSINESS SUSTAINABILITY


04 - 05  
(Friday and Saturday)  
October 2019

CHRIST (Deemed to be University)  
Hosur Road, Bengaluru

*Organised by*

INSTITUTE OF MANAGEMENT

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 **WESTERN  
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United Kingdom

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Germany



# SPEAKERS



**Dr Satish Deshpande**

*Dean*  
Haworth College of Business  
Western Michigan University  
United States of America



**Dr Steve Newell**

*Associate Dean of Operations and  
Graduate Programs and Professor of Marketing*  
Haworth College of Business  
Western Michigan University  
United States of America



**Dr Jim DeMello**

*Chair of Department of Finance and  
Commercial Law and Professor of Finance*  
Haworth College of Business  
Western Michigan University  
United States of America



**Dr Susanne Maass-Sagolla**

*Intercultural Communication & Counselling*  
Münster Centre for Interdisciplinarity (MCI)  
FH MÜNSTER - University of Applied Sciences  
Germany



**Mr Tristan Bloessl**

*Strategic Business Manager and leader  
of the Strategy & Analytics*  
BILLA AG  
Austria



**Mr Prateek Madhav**

*Chief Executive Officer*  
Assistive Technology Accelerator (ATA)  
*Advisor & Former CEO*  
Samarthanam Trust for the Disabled  
India



**Mr Abhishek Ranjan**

*Associate Director and Global Head - Corporate  
Sustainability & Responsibility (CSR)*  
Brillio  
India



**Dr Sally Randles**

*Chairperson*  
Department of Strategy, Enterprise  
and Sustainability  
Faculty of Business and Law  
Manchester Metropolitan University  
United Kingdom



**Dr Timothy Palmer**

*Director - Center for Sustainable  
Business Practices*  
Haworth College of Business  
Western Michigan University  
United States of America



**Dr Rondy de Silva**

*Senior Faculty*  
Sheffield Business School  
Sheffield Hallam University  
United Kingdom



**Dr Uwe Sponholz**

*Faculty of Business Engineering*  
FHWS - University of Applied Sciences  
Würzburg-Schweinfurt  
Germany



**Dr Ashish Thomas**

*Assistant Professor*  
Concordia University of Edmonton  
Canada



**Dr Frank Striewe**

*Head of the Consolidated Program Technical  
Management*  
Institute of Technical Management  
FH MÜNSTER - University of Applied Sciences  
Germany



**Dr Rita G Klapper**

*Reader*  
Department of Strategy, Enterprise and  
Sustainability  
Manchester Metropolitan University  
United Kingdom



**Shri Salman Khurshid**

*Former Minister of External Affairs*  
Government of India






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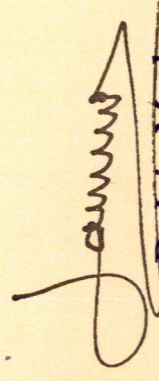
# **Certification of Presentation**

This is to certify that Dr Ramesh Kumar has presented the paper titled PROSPECT AND POSSIBILITIES OF 2-G: GREEN AND GUERRILLA MARKETING ON MILLENNIALS AND GEN Z- THE NEW SUSTAINABLE MARKETING MANTRA FOR BUSINESS EXCELLENCE

in the International Conference on “Transformational Strategies for Business Sustainability” organised by Office of International Relations and Institute of Management, CHRIST (Deemed to be University), Bangalore held on 04-05 October 2019.

  
Dr Sreedhara R  
Conference Convener

  
Dr Suniti Phadke  
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