



Karunya INSTITUTE OF TECHNOLOGY AND SCIENCES

(Declared as Deemed to be University under Sec.3 of the UGC Act, 1956)

MoE, UGC & AICTE Approved

NAAC A++ Accredited



PRESENTS ONE WEEK ONLINE WORKSHOP

&

ONLINE FACULTY DEVELOPMENT PROGRAM

**INTEGRATING INTERDISCIPLINARY RESEARCH
FOR
INNOVATION AND SUSTAINABLE DEVELOPMENT**

UNILEVER



Purposeful brands

28 Sustainable Living Brands



Brands with purpose grow

OUR SUSTAINABLE
LIVING BRANDS
GROW **69%**
FASTER



Commerce & Technology :

Bridging the gap for Sustainable Development

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POTENTIAL WAYS TO BRIDGE THE GAP BETWEEN COMMERCE AND TECHNOLOGY

1. COLLABORATIVE RESEARCH

2. SUSTAINABLE BUSINESS MODEL

3. TECHNOLOGY –ENABLED SUSTAINABILITY TOOLS

4. CROSS-FUNCTIONAL EDUCATION

5. INDUSTRY PARTNERSHIP

6. DATA –DRIVEN DECISION MAKING

7. SUSTAINABLE SUPPLY CHAIN MANAGEMENT

8. GREEN ENTRENEURSHIP

9. KNOWELGE SHARING

COLLABORATIVE RESEARCH

IBM & UNIVERSITY OF ILLINIOS AT URBAN CAMPAIGN

1. JOINT RESEARCH INITIATIVE

2. INDUSTRY ACADEMIC PARTNERSHIP

3. KNOWELGE EXCHANGE PLATFORM

4. INNOVATION HUBS

5. EDUCATIONAL PROGRAM

6. PILOT PROJECT



SUSTAINABLE BUSINESS MODEL



PATAGONIA



1. SUSTAINABILITY INTEGRATION



2. CIRCULAR ECONOMY MODELS



3. GREEN TECHNOLOGY



4. SUSTAINABLE SUPPLY CHAIN



5. SUSTAINABLE BUSINESS MODELS

A photograph of a clothing store interior. In the foreground, several mannequins are seated at sewing machines on a wooden floor. In the background, various clothing items like jeans, dresses, and overalls are hanging from racks. A large white circle is superimposed in the center of the image, containing the text "Buy Less, Demand More." in bold black font. The Patagonia logo is visible at the bottom center.

**Buy Less,
Demand
More.**

patagonia

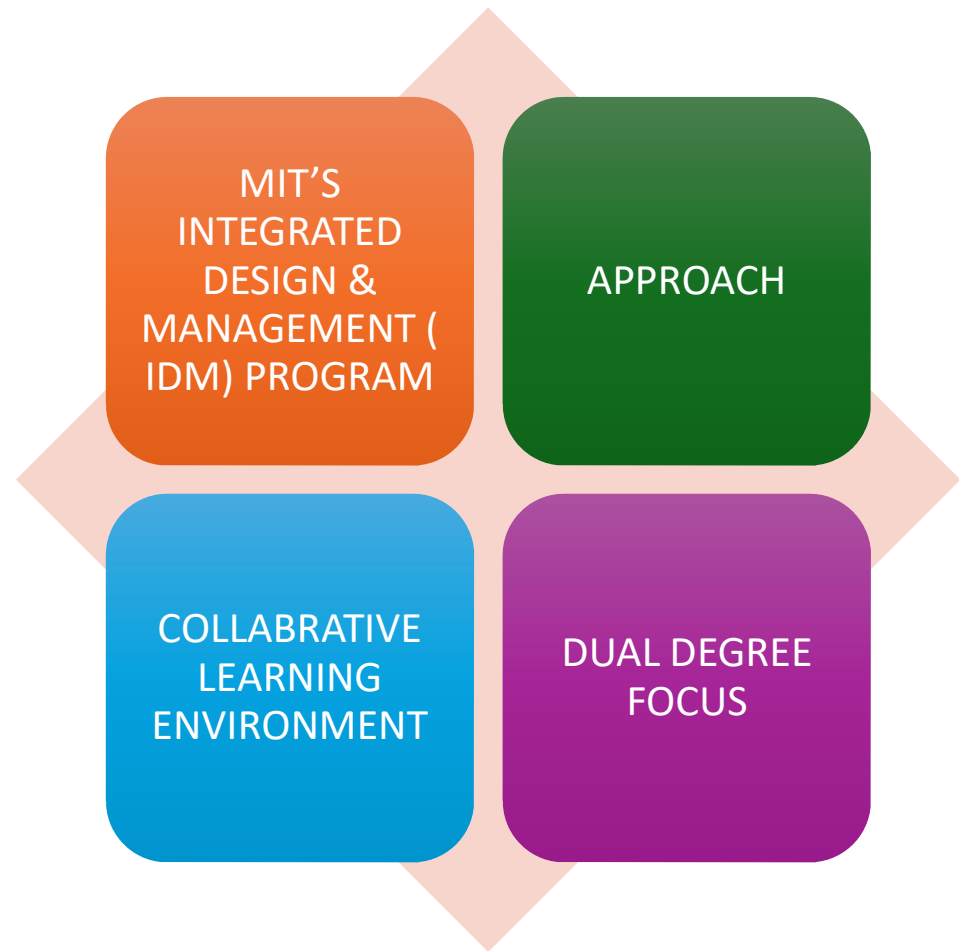


TECHNOLOGY- ENABLED TOOLS

SIEMENS & ITS DIGITAL SUSTAINABILITY TOOLS

- 1. ENERGY MANAGEMENT SYSTEM(EMS)
- 2. IOT FOR RESOURCE OPTIMIZATION
- 3. DATA ANALYTICS FOR SUSTAINABILITY INSIGHTS
- 4. DIGITAL SUPPLY CHAIN MANAGEMENT

CROSS FUNCTIONAL EDUCATION



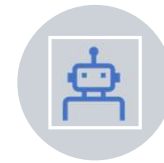
INDUSTRY PARTNERSHIP



IBM- COCA-COLA



1. JOINT RESEARCH &
DEVELOPMENT



2. INNOVATIONS
LABS &
ACCELERATORS



3. CROSS SECTOR
KNOWLEDGE
SHARING



4. TALENT
DEVELOPMENT &
CROSS TRAINING



GREEN ENTREPRENEURSHIP

Tesla's Green Entrepreneurship

1. Adopt Sustainable Technologies
2. Develop Green Business Models
3. Promote Green Innovation through R&D
4. Utilize Green Certifications and Standards



DATA –DRIVEN DECISION MAKING



Amazon's Data-Driven Decision-Making



1. Robust Data Infrastructure



2. Advanced Analytics Tools



3. Data-Driven Culture



4. Data Visualization Techniques



5. Measure and Optimize Performance with Data

Bridging the gap between commerce and technology for sustainable development is an exciting and crucial challenge. Here's a structured approach to Know how this integration can be achieved:

APPROACHES :



1. Leveraging Technology for Efficient Resource Management



2. Encouraging Green Innovations



3. Promoting Responsible Commerce



4. Supporting Sustainable Business Models



5. Fostering Collaboration and Innovation



6. Education and Awareness



7. Regulatory and Policy Support

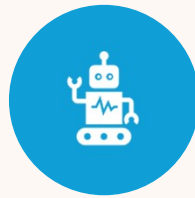
Leveraging Technology for Efficient Resource Management



1. INTERNET OF THINGS (IOT) FOR REAL-TIME MONITORING



2. DATA ANALYTICS FOR RESOURCE OPTIMIZATION



3. ARTIFICIAL INTELLIGENCE (AI) FOR DECISION SUPPORT



4. BLOCKCHAIN FOR TRANSPARENCY AND EFFICIENCY



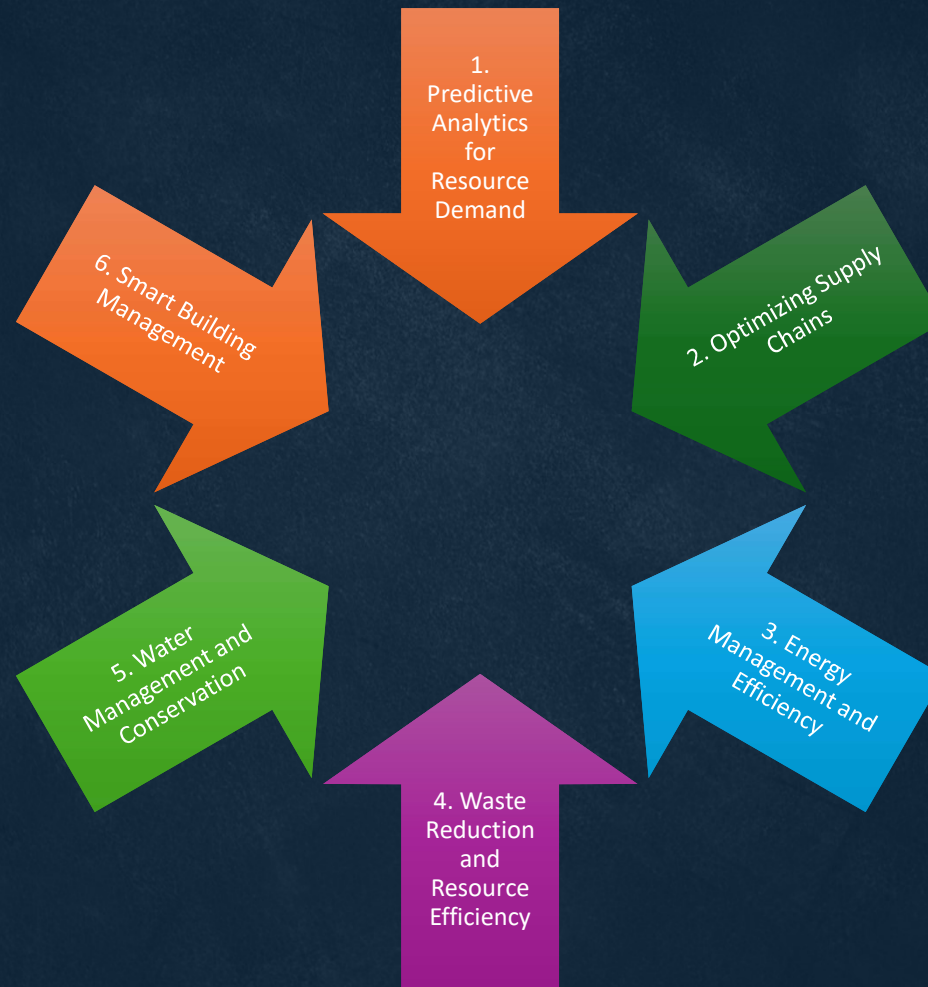
5. ADVANCED MANUFACTURING TECHNOLOGIES



Leveraging Technology for Efficient Resource Management



Data Analytics for Resource Optimization





DATA ANALYTICS FOR RESOURCE OPTIMIZATION

Artificial Intelligence (AI) for Decision Support



1. Predictive Analytics for Resource Demand



2. Optimizing Supply Chains



3. Energy Management and Efficiency



4. Waste Reduction and Resource Efficiency



5. Water Management and Conservation



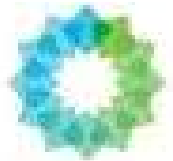
6. Smart Building Management



Blockchain for Transparency and Efficiency

Enhancing	Enhancing Supply Chain Transparency
Facilitating	Facilitating Carbon Credit Trading
Improving	Improving Resource Management
Promoting	Promoting Ethical Sourcing and Fair Trade
Automating	Automating Compliance through Smart Contracts

Blockchain for Transparency and Efficiency



Powerledger

Walmart



Advanced Manufacturing Technologies



1. Increased Efficiency and Productivity

2. Customization and Flexibility

3. Enhanced Data Integration and Analytics

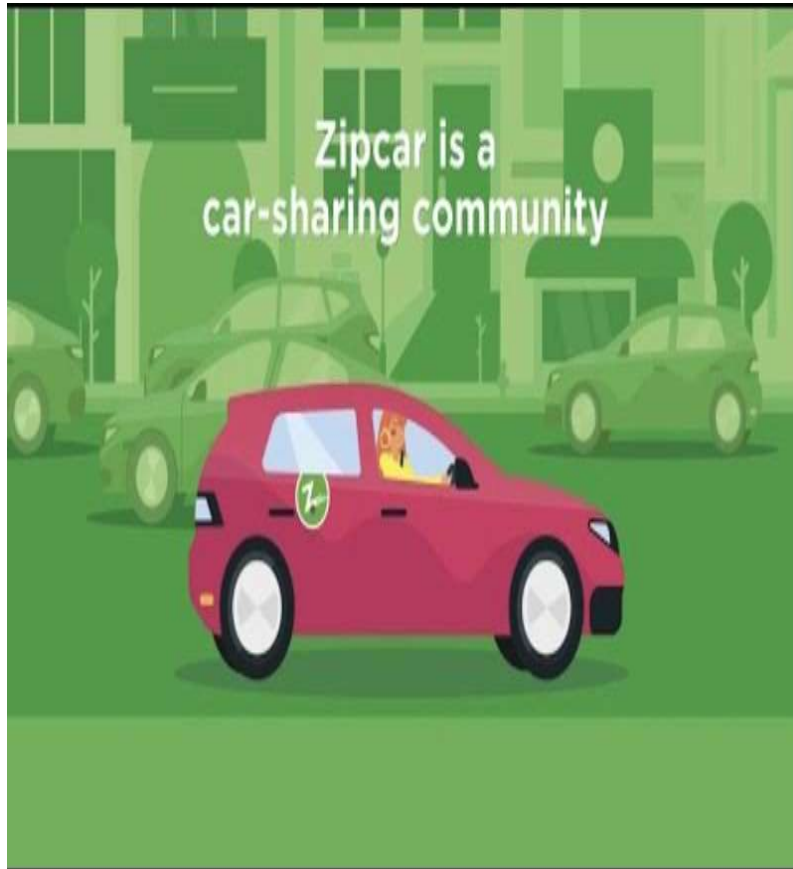
4. Innovation and Product Development

5. Sustainability and Resource Efficiency

A woman with long brown hair, wearing safety glasses and a blue uniform, is leaning over a table in a factory setting. She is inspecting a large, grey, 3D printed part that consists of four vertical cylindrical columns mounted on a base. The part has a complex, lattice-like structure. The background is a blurred industrial environment with metal structures and lights.

Siemens and Additive Manufacturing

Fostering Collaboration and Innovation



Promoting
Responsible
Commerce



Encouraging Green Innovations



Supporting
Sustainable
Business Models



Education and Awareness



Regulatory and Policy Support

1. By creating financial incentives, setting environmental standards, supporting technological innovation, promoting transparency, encouraging sustainable business models, and facilitating international cooperation, governments and policymakers can drive progress towards sustainability goals.

2. Case studies such as the EU's REACH Regulation, the U.S. Energy Star Program, Horizon Europe, and the Paris Agreement demonstrate how effective regulatory frameworks and policies can support the integration of sustainable practices and technologies in the commercial sector

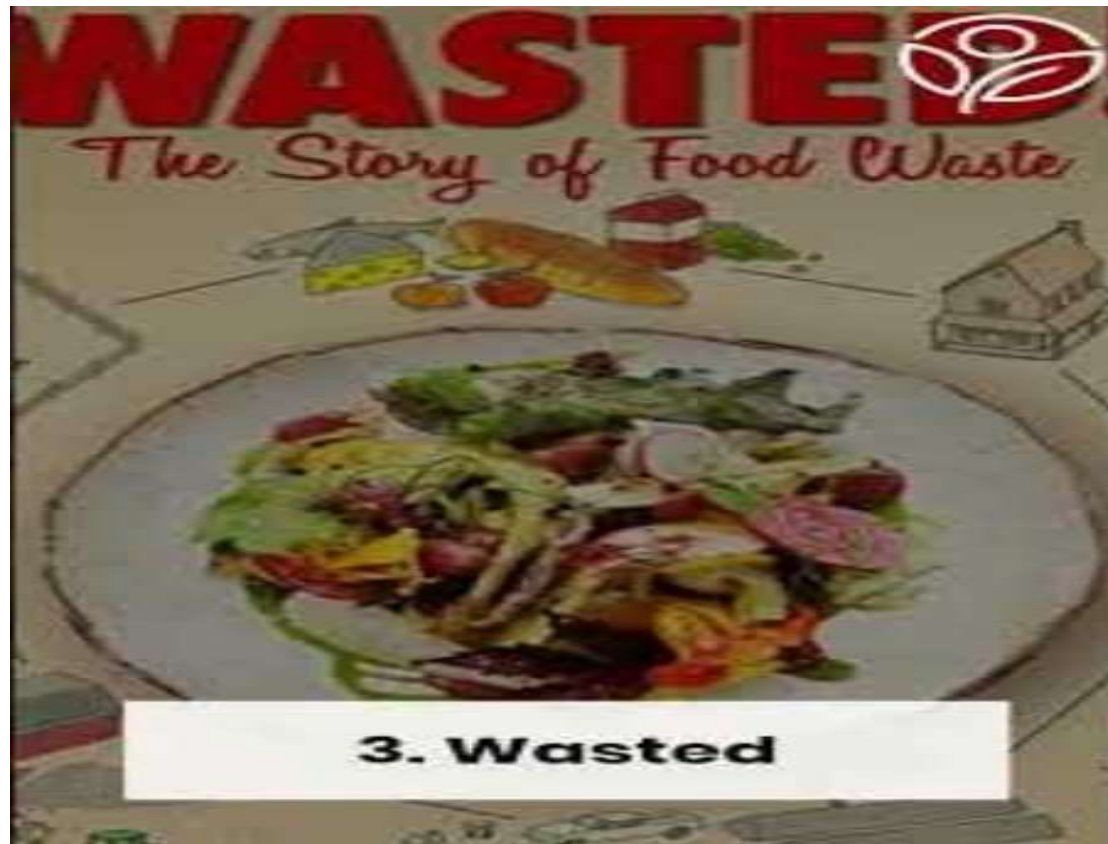


CONCLUSION

Sustainable development is essential for bridging the gap between commerce and technology by aligning economic growth with environmental and social responsibility.

It drives technological innovation, enhances business efficiency, supports long-term economic growth, fosters collaboration, addresses social and environmental impacts, and encourages regulatory and policy support.

Through these mechanisms, sustainable development ensures that technological advancements and business practices contribute to a more resilient, equitable, and sustainable future.



3. Wasted

THANK YOU
