



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION



**JAMMU AND KASHMIR
ECONOMIC ASSOCIATION**
EMPOWERING ECONOMIC PROGRESS



THE UNIVERSITY OF
SYDNEY



K.R Mangalam University, Gurugram

in collaboration with

University of Sydney,

Belarus State Economic University,

J&K Economic Association

&

S.S International

organizes

International Conference on Innovative Technologies for Sustainable Business

Transformation (ITSBT-2025)

on

12th April 2025

**Expert
Partnership**



About K. R. Mangalam University

KR Mangalam University (KRMU), located in the heart of Gurugram, is a dynamic institution dedicated to excellence in education, research, and innovation. Recognized as a multidisciplinary university, KRMU offers an inspiring environment where academicians, scholars, and industry professionals come together to create, innovate, and lead. The university emphasizes an interdisciplinary approach to education, fostering skill development, critical thinking, and global perspectives among its students. With state-of-the-art infrastructure, highly qualified faculty, and strong industry collaborations, KRMU stands at the forefront of academic and research excellence, preparing future leaders for a rapidly evolving world.

About School of Management & Commerce

The School of Management and Commerce (SOMC) has earned a respected position in delivering quality management and commerce education in Delhi NCR. The school is dedicated to nurturing future leaders in business, finance, and management through corporate partnered programs, which lead to designing of industry driven curricula and extend opportunities for experiential learning. With diverse programs and specializations designed to align with global standards, SOMC ensures all students are trained in the latest technologies. Emphasizing real-world learning, the school integrates internships, business simulations, and projects into its pedagogy, fostering innovation and problem-solving and critical thinking skills in students. SOMC collaborates with leading organizations like IBM, Grant Thornton, GCEC Global Foundation, Safexpress, Imarticus Learning, NSE Academy, and Samatrix.io to provide a dynamic and contemporary learning environment that bridges academia.

Aim and Scope of the Conference

The International Conference on Innovative Technologies for Sustainable Business Transformation (ITSBT-2025) is designed to provide a dynamic platform for academicians, researchers, industry professionals, and policymakers to engage in insightful discussions and explore cutting-edge technologies shaping modern businesses. The conference focuses on fostering interdisciplinary collaboration, enabling participants to exchange ideas, present innovative research, and develop strategies that integrate technology and sustainability for long-term business growth.

With an emphasis on digital transformation, artificial intelligence, financial innovations, and sustainable business models, the conference aims to address the evolving challenges and opportunities in various industries. It will cover diverse thematic areas, including marketing, finance, IT, entrepreneurship, supply chain management, human resource management, and corporate social responsibility, ensuring a holistic approach to business transformation.

A key objective of the conference is to promote high-quality research and scholarly contributions, offering participants opportunities to publish their work in reputed journals, including Scopus-indexed, ABDC-listed, and UGC Care journals. The event will also serve as a catalyst for academic-industry collaboration, helping bridge the gap between theoretical advancements and practical applications.

By bringing together thought leaders, industry experts, and researchers, ITSBT-2025 seeks to encourage data-driven decision-making, ethical business practices, and technology-driven solutions that can redefine the future of business. Participants will gain valuable insights, engage in meaningful networking, and contribute to discussions on how businesses can leverage innovation to create sustainable and resilient economic ecosystems.

Publication Opportunities

Selected papers will be published in prestigious journals of **Wiley and Springer**, including:

- **Journal of Business Economics**
- **International Journal of Finance & Economics**
- **Journal of Pension Economics & Finance**
- **South Asia Economic Journal**
- **Global Journal of Emerging Market Economies**

All papers will be published in the conference proceedings with an ISBN number. Outstanding papers will be invited for publication, following a rigorous peer-review process & APC will be levied.

Important Dates

Abstract Submission Deadline	20th March 2025
Notification of Acceptance	21st March 2025
Paper submission last date	05th April 2025
Registration deadline	06th April 2025
Conference Date	12th April 2025
Payment Link:	https://paytm.me/PYTMPS/sfzpTIP



Target Participants

- Academicians and researchers
- Industry professionals and leaders
- Students and scholars
- Policymakers and practitioners

Registration Details

Research Scholars	2000/- INR
Faculty Members	3000/- INR
Corporate	5000/- INR
Foreign Authors	250/- USD
Register here	https://forms.office.com/r/YREdCJRLmQ



Submission Guidelines

- All accepted abstracts require at least one author to get registered for the conference.
- Certificates will be awarded exclusively to registered participants or presenters.
- Each Technical session will have a best paper presentation award followed by three Best Paper award for the conference.
- Papers that successfully pass the rigorous peer-review process will be considered for publication in Scopus-indexed journals or conference proceedings.

Best Paper Award

- 1st prize: 10000/-
- 2nd prize: 7000/-
- 3rd prize: 5000/-

Mode of Conference - Hybrid



Inaugral Session

Guest of Honor



Mr. Amit Sinha
Former COO Paytm

Chief Guest



Prof. Arvind Sahay
Director, MDI

Keynote Speakers



Dr. Firdous Malik
(University of People, USA)



Mr. Binaya Bhusan Panda
Gensol Group

Plenary Session



Dr. Isil Demirtas
University of Giresun



Dr. Volha Rudkouskaya
Belarus State Economic University



Dr. Hugh Tuckfield
Indo-Pacific Studies Center



Dr. Durmus Cagri Yildirim
Tekirdag Namik Kemal University



Viana Hassan
CEO and founder -ETE academy -Malta

Valedictory Session

Guest of Honor



Mr. Hitesh Vyas
Director- HR (Physics Wallah)

Chief Guest



Prof. (Dr) Ashutosh Nigam
JC Bose University of Science & Technology

Keynote Speakers



Prof. (Dr.) Anirban Chakraborty
Jawaharlal Nehru University



Dr Jasmeet Kaur Lamba
OP Jindal Global University

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- Dr Anumeha Mathur
- Dr. Hamza Naim
- Dr Mohd. Rafeeq Shah

Organising Committee:

- Dr Deepika Chaudhary
- Dr Takrar Ahmad Yattoo
- Dr Neeta Batla
- Dr Jonika Lamba
- Mr Shubham Sachan

Conference Tracks

1. Marketing

- Digital Marketing and AI-driven Strategies
- Consumer Behavior in the Digital Age
- Sustainable Branding and Green Marketing
- Ethical Issues and Social Responsibilities for Emerging Businesses.
- Data Analytics for Marketing Decisions

3. Human Resource Management

- HR Analytics and Technology-Driven HR Practices
- Employee Wellbeing and The Future of Work
- Mental Health Initiatives
- Diversity, Equity, and Inclusion Strategies
- Upskilling and Reskilling in the Digital Era

5. Entrepreneurship

- Startups and Business Innovation in the Digital Economy
- Social Entrepreneurship and Impact Ventures
- Entrepreneurial Ecosystems: Building Support Networks
- Scaling Strategies for Growing Businesses
- Funding and Venture Capital in Emerging Markets

7. Supply Chain Management & Operations

- Resilient Supply Chains in a Globalized World
- Blockchain and IoT in Supply Chain Transparency
- Sustainable Supply Chain Practices
- Leveraging AI and Machine Learning in Demand Forecasting
- Risk Management and Agile Supply Chains

2. Finance

- FinTech and Digital Transformation in Financial Services
- ESG (Environmental, Social, Governance)
- Behavioral Finance and Investor Decision-Making
- Crypto Assets and Blockchain in Finance
- Risk Management in Financial Markets

4. Information Technology

- Big Data and Business Analytics for Decision-Making
- Cybersecurity and Data Privacy in Business
- AI and Machine Learning in Business Transformation
- Cloud Computing for Operational Efficiency
- Innovations in IT Infrastructure and Digital Workplace

6. Sustainability and CSR

- Sustainable Business Practices Across Industries
- Green Finance and Climate-Friendly Investments
- Circular Economy and Resource Optimization
- Technology for Environmental Sustainability
- Corporate Social Responsibility and Stakeholder Engagement

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