



**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	04th March 2025
Notification of Acceptance	20th March 2025
Paper submission last date	05th April 2025
Registration deadline	06th April 2025
Conference Date	12th April 2025
Payment Link:	<a href="https://paytm.me/PYTMPS/sfzpTIP">https://paytm.me/PYTMPS/sfzpTIP</a>



## 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	<a href="https://forms.office.com/r/YREdCJRLmQ">https://forms.office.com/r/YREdCJRLmQ</a>



## 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)



Dr. Jasmeet Kaur Lamba  
OP Jindal University

## Plenary Session



Dr. Isil Demirtas  
University of Giresun



Dr. Volha Rudkouskaya  
Belarus State Economic University



Dr. Durmus Cagri Yildirim  
Tekirdag Namık Kemal University



Viana Hassan  
CEO and founder -ETE academy -Malta

## Valedictory Session

### Guest of Honor



Mr. Hitesh Vyas  
Director- HR (KPMG)

### Chief Guest



Dr. Mukesh Gambhir  
Former Joint Commissioner Excise and Taxation

### Keynote Speakers



Prof. (Dr.) Anirban Chakraborty  
Jawaharlal Nehru University



Mr. Binaya Bhusan Panda  
Gensol Group

## Steering Committee



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K.R. Mangalam University



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Prof. (Dr.) Raghuvir Singh  
Vice Chancellor  
K.R. Mangalam University



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Prof (Dr) Indira Bhardawaj  
Dean (SOMC)  
K.R. Mangalam University



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Convenor  
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Dean Research  
KR Mangalam University



Dr Jitin Gambhir  
Associate Professor  
KR Mangalam University

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- Dr Pushpender Singh
- Dr Mohd. Nizamuddin
- Dr Anumeha Mathur
- 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

### Contact Details

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