

**IES's Management College
and Research Centre, Mumbai**

Presents

**15th International Research Conference
(IRC 2025)**

Theme

**Business Dynamics: Integrating
Digitization and Sustainability in
Management Practices**



Feb 21, 2025 (Hybrid Mode)



WordPress Mumbai Community
Knowledge Partner

About IES MCRC

Indian Education Society is one of India's oldest Public Charitable Trusts, established in 1917 and committed to education and successfully running 64 Institutions. IES's Management College and Research Centre (IES MCRC) is recognized as a premier business school, committed to academic excellence and value based education. In the attempt to shape and develop business leaders, IES MCRC offers several full time courses which include Post Graduate Diploma in Management (PGDM) and Post Graduate Diploma in Management (Pharmaceutical Management) approved by AICTE and Ph.D. (Management) from University of Mumbai. IES MCRC's PGDM program is accredited by National Board of Accreditation (NBA) and has been accorded MBA equivalence by Association of Indian Universities (AIU).

Armed with proficient, experienced faculty members and state-of-the-art academic infrastructure, IES MCRC provides an excellent environment for research and development activities. We offer the latest in management education through a unique pedagogy to enable the students to become successful and socially responsible professionals.

IES MCRC's commitment to "Value Addition through Education" is manifested through a whole spectrum of programs and industry-oriented activities. IES MCRC puts a lot of emphasis on research activities. IES MCRC's Biannual referred journal 'Anvesha' is listed in ProQuest & EBSCO database. IES MCRC strives to achieve an optimal blend of academics, research, and holistic development for all its stakeholders.

About IRC 2025

Dynamic organizations thrive on adaptability and innovation, constantly evolving to meet challenges and seize opportunities in an ever-changing landscape. They are continually assessed based on their task environment, technological impact on social structures, differentiation, and the interconnectedness of individuals within the organization. They embrace change as a catalyst for growth and leverage cutting-edge technologies to stay ahead of the curve. By fostering a culture of continuous improvement and strategic thinking, these organizations not only survive but excel in a competitive environment. Rapid technological advancements introduce new methods for accessing processes both within and beyond organizational boundaries. Consequently, organizations need sustainable management processes to achieve and maintain a competitive advantage. IRC 2025 aims to explore how organizations create unique opportunities to strategically address challenges, ensuring equitable and sustainable growth through the development and deployment of smart technologies.

Who Should Attend?



Academics and Researchers: Professors, researchers, and students focused on business management, sustainability, and technology.



Entrepreneurs and Startups: Innovators and startup founders interested in leveraging digital and sustainable practices to scale their businesses.



Industry Professionals: Managers and professionals from various sectors seeking to implement best practices in digitalization and sustainability.



Technology Providers: Companies and professionals offering digital solutions and technologies that support sustainability and efficiency.



Consultants and Advisors: Business consultants and advisors who provide strategic guidance on organizational change and technology adoption.



Non-Profit Organizations: Representatives from NGOs and other non-profits focused on sustainable development and corporate responsibility.

Conference Tracks

Accounting and Finance
Economics and Public Policy
Business Policy and Strategic Management
Communication in Business and Research
Data Science and Analytics
Digital Marketing
Entrepreneurship
Geopolitical Risks and Organization
Human Resource Management
Information Systems in Management
Marketing Management
Operations Management
Organizational Behavior
Talent Management in Learning Organizations

Formatting of Paper/Extended Abstract

The full paper/case study/extended abstract must have a short abstract of 200 words with three to five keywords.



One document in Portable Document Format (.pdf).



Figures, graphs, tables, references, and appendices should follow standard reference style.



Use Times New Roman 12-point font, double-spaced, 1-inch (2.5cm) margin all around, and 8.5"x 11"-page setting.



Papers/extended abstracts that do not follow the above instructions will NOT be reviewed.

Submission Guidelines



All papers/case studies submitted for presentation at the IRC 2025 must contain original research that has not been previously presented or scheduled for presentation, published, or accepted for publication and if under review, must not appear in print before the conference.



Full paper / case study should be at most 7000 words (including tables, figures, notes, and references). The selected papers/case studies will be invited for presentation at the conference and will be considered for the Best Paper Award.



The extended abstract of the paper should be of max 2500 words (including tables, figures, and references). The extended abstract must cover the following aspects– extended abstract of the empirical paper: study hypotheses (if applicable), brief literature review, the methodology adopted, results, and implications for theory and practice.



Extended abstract of conceptual or review paper must include a description of the relevant literature and some preliminary ideas for the theoretical contribution.



Each participant can make at most three submissions.



Only one person as an author or a co-author is allowed to present the paper at the conference.



Authors must submit a full paper to be eligible for best paper



Certificates for co-authors will be awarded on payment of Rs 500/- per co-author, if not registered.



All conference submissions should be mailed to conference2025@ies.edu

Publication Opportunities

Extended Abstracts of all papers presented in the conference will be summarized in the conference proceedings. Full papers presented in the conference will be published in a special issue of journal or any chosen journal from the following list after the blind review process.

The discussion for collaboration is on and the list will be updated soon.

- World Journal of Management and Economics (ABDC Listed)
- European Economic Letters (EEL) (ABDC Listed)
- Asian and Pacific Economic Review (APER) (ABDC Listed)
- Asian Development Review (Scopus Indexed)
- Anvesha – A Journal of IES's Management College and Research Centre (Indexed in Proquest and Ebsco)
- Special Issue of Journal of Quality Management (ABDC Listed)
- Conference Proceeding with ISBN Number

Note: The registration fees do not include the publication fees, if applicable for the select publication. The correspondence related to the publication will be taken separately with author/s after the conference.

Important Timelines

Abstract Submissions Open	Sept 30, 2024
Abstract Submission Deadline	Jan 15, 2025
Full Paper Submission	Jan 31, 2025
Registration Opens	Nov 01, 2024
Registration Deadline	Jan 31, 2025

Registration Details

Registration fee includes GST, Conference kit along with the refreshment and lunch on the day of the conference. It excludes the boarding and lodging charges. The registration fee will be non-refundable.

Categories	Registration Fees
Students	INR 1200
Research Scholars	INR 2500
Librarians	INR 2500
Faculty	INR 3500
Practitioners	INR 4500
Foreign Participants	USD 120

Registration Link for Author and Participants
(upload payment confirmation / acknowledgement)

<https://forms.gle/rB335qFi8nXFkm3BA>

The account details for the conference registrations are as under

Beneficiary Name	IES Management College and Research Centre
Bank Name	Bank of Maharashtra
Account No	60050560498
Account Type	Savings Account
Branch	Dr Ambedkar Road
IFSC Code	MAHB0000045
SWIFT Code	MAHBINBBRRD

Literary Contribution Awards

Best Research Award	INR 15000
1st Runner-up	INR 10000
2nd Runner-up	INR 5000

Student Research Awards

Best Research Award	INR 10000
1st Runner-up	INR 7500
2nd Runner-up	INR 5000

Patron of the Conference Dr. Sapna Modi

Conference Convener

Dr. Mrunal Joshi
9833715848

Conference Co-convener

Dr. Ritu Sinha, 9820963586
Dr. Maithili Dhuri, 9833646145

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Dr. Maithili Dhuri
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Prof. Priyanka Oza
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How to reach at IES MCRC, Mumbai, India

IES MCRC is located in the heart of Mumbai. It is at Bandra Reclamation and well connected by different modes of transport.

Address:

IES's Management College and Research Centre,
'VMDL' Vidya Sankul,
791, S K Marg, Bandra Reclamation,
Bandra (W), Mumbai - 400050

Map:



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