



IMMRC-2025

INTERNATIONAL CONFERENCE

**Emerging Trends and Technological Advancements
Towards Innovation and Sustainability
for Societal and Business Progress**

 **17th - 18th January '2025**

 **IMM Convention Centre**
B-11, Qutab Institutional Area,
New Delhi - 110016



ABOUT THE CONFERENCE

The International Conference 2025, themed "Emerging Trends and Technological Advancements towards Innovation and Sustainability for Societal and Business Progress" will focus on the intersection of technical, environmental stewardship and innovation. It will delve into topics such as sustainable technologies, eco-friendly business strategies, the evolution of smart cities, and the pivotal role of AI and IoT in advancing sustainability. Through the collaboration of industry experts, scholars, academicians and policymakers, the conference aims to facilitate meaningful conversations and devise practical approaches that harmonize digital progression with ecological stewardship. Participants will gain valuable insights into how digital tools can drive sustainable progress, paving the way for a more resilient future. Join us to explore and come up with ideas, brainstorm and work together to identify the best path forward for business that can lead to holistic growth.

ABOUT IMM

The year 1969 marked the inception of IMM, a pioneering educational society dedicated to promoting Marketing and Management Education throughout India. Founded by the visionary Dr. Jagjit Singh, IMM embarked on a journey to transform dreams into reality. Throughout its distinguished history, IMM has played pivotal role in shaping the careers of countless individuals, from practicing managers to corporate leaders. By providing comprehensive training and education, IMM has empowered management career aspirants, equipping them with the skills and knowledge needed to excel in their chosen fields. IMM has also been instrumental in nurturing marketing professionals who represent India effectively on the global stage, contributing to the country's recognition and success in international markets.



KEY BENEFITS

- **Publication Opportunities**
- **Learning Opportunities**
- **Recognition of Best Paper in each Track**
- **Networking opportunities with Academicians and Business Leaders from across the world.**

THEMES AND TOPICS

1. Innovative General Management Strategies & Entrepreneurship

- Corporate Social Responsibility & Corporate Governance
- E-Governance
- Business Ethics and Human Values
- Sustainable Innovation and Eco Entrepreneurship
- Spirituality in Organization/Spiritual Empowerment
- Commercial Procurement and Innovative Strategies
- Quality Management
- Technology and Cyber Innovation
- Leveraging Digitalization for Organizational Success

2. Human Resource Management & Leadership

- Leadership & Change Management
- Managing Workforce Diversity
- Behavioral Strategy for Competitive Advantage
- Employee Relationship Management
- HR Outsourcing & Employee Leasing
- Manpower Planning
- Leadership & Organizational Development
- HR Consulting
- Balanced Scorecards & HR Scorecard

3. Social Innovation in IT, Operations & SCM

- Scheduling Problems in Manufacturing and Service Organizations
- Supply Chain Management & Reverse Logistics
- SCM Solutions in Retail Industry
- Quantity Control & Six Sigma Management
- Eco Design & Green Management
- Behavioral Operation Management & Industry 4.0
- Smart City & Urban Planning
- Health-Care Management
- New Product & Service Management through Robotic
- Data Science & Machine Learning
- Robotics & Artificial Intelligence
- Big Data Analysis for Supply Chain

4. Innovative and Disruptive Computing Technologies

- Digital Government Innovations
- Digital Business Innovations
- Digital Entrepreneurship
- Case Studies on Innovation Hubs
- Sustainable Energy Innovations
- Big Data & Analytics
- Innovations in STEM Disciplines (Science, Technology, Engineering & Mathematics).
- Innovation Policies & Instruments

5. Innovative Financial Strategies

- Micro-Finance & Rural Development
- Green Investing
- Innovative Economic Strategies for Financial Inclusion
- Financial Performance & Accounting Practices
- Financial Innovation, Engineering & Analytics
- Global Taxation Practices
- Crypto Currency & Block Chain
- Digital Banking Practices, Paytm & E-Wallet
- Accounting Challenges
- Creative Accounting and Earnings Management
- Internet Banking & Emerging Markets

SUBMISSION GUIDELINES

1. General Submission Guidelines

- Original Work: Submissions must be original and not previously published, nor under consideration for publication elsewhere.
- Language: The official language of the conference is English. All papers should be written and presented in English.
- Paper Length: The paper should be between 6-8 pages, including references, tables, and figures. Papers exceeding this limit may not be accepted.
- Submission: Papers must be submitted electronically through the Conference Email (immrce@immindia.com)
- All papers must be submitted by the specified submission deadline.

2. Formatting Guidelines

- Document Format: Submit the paper in PDF format only.
- Font: Use Times New Roman, 12-point font for the main text.
- Spacing: The paper should be single-spaced throughout.
- Margins: Set margins to 1 inch (2.54 cm) on all sides.
- Section Headings: Use boldface for all section headings and number them sequentially (e.g., 1. Introduction, 2. Literature Review).
- Page Numbers: Include page numbers at the bottom center of each page.
- File Naming: Use the naming format
[LastName_FirstName_ConferenceYear].pdf (e.g., Smith_John_2024.pdf).

3. Structure of the Paper

- Title Page:
 - Title of the paper (in bold, 14-point font, centered)
 - Full names of all Authors with affiliations
 - Email addresses of all Authors
- Abstract: A concise summary of the paper (150-250 words) followed by 3-5 keywords.
- Introduction: Provide the background, research problem, objectives, and scope of the study.

- Literature Review: Summarize relevant existing research and highlight gaps that your paper addresses.
- Methodology: Clearly describe the methods and techniques used in your research.
- Results & Discussion: Present the findings and interpret them in the context of the research question.
- Conclusion: Summarize the research outcomes, limitations, and suggestions for future research.
- References: Use a consistent citation style (e.g., APA, IEEE) and list all references in alphabetical order at the end.
- Appendices (if any): Include additional material such as detailed data or methodological descriptions.

4. Review Process

- All submitted papers will go through a double-blind peer-review process by at least two reviewers.
- The review criteria will include originality, relevance to the conference theme, clarity, research methodology, quality of analysis, and contribution to the field.
- Notification of acceptance or rejection will be communicated by the decision date mentioned in the conference timeline.

5. Presentation Guidelines (Post-Acceptance) Accepted Papers:

- Authors of accepted papers will be required to prepare a PowerPoint presentation for their session. Presentation Duration: Each presentation slot will be 10 minutes, followed by a 3-minute Q&A session.
- Virtual Presentations: In case of a virtual or hybrid conference format, detailed instructions for remote presentations will be provided.

6. Additional Information Publication:

- All submissions will undergo a blind review by a panel of experts, and accepted papers will be considered for publication in UGC CARE and Scopus Indexed Journals.
- Other papers will be consider for publishing in an edited book with an ISBN No. by a Reputed Publisher.
- Publications/Processing charges will be applicable according to the respective Journal guidelines.

- **Best Paper Awards:** Selected papers may receive awards or recognition based on merit and originality.
- **Contact Information:** For any queries regarding submission guidelines or technical issues, contact [Conference Contact Email].



IMPORTANT DATES

Submission of Abstract	20th December, 2024
Acceptance of Accepted Paper	24th December, 2024
Registration of Accepted Paper	27th December, 2024
Submission of Full Paper	8th January , 2025

Mode of Conference: Hybrid Mode (Online/Offline)

PUBLICATION OPPORTUNITIES

All submissions will undergo a blind review by a panel of experts, and accepted papers will be considered for publication in UGC CARE and Scopus Indexed Journals. Other papers will be consider for publishing in an edited book with an ISBN No. by a Reputed Publisher. Publications/Processing charges will be applicable according to the respective Journal guidelines.

REGISTRATION DETAILS

Category	Indian Delegates	International Delegates
	Registration Charges	Registration Charges
Participation Only	INR 1000	USD 13
Corporate Nominee	INR 8000	USD 100
Academician/ Research Scholar	INR 3000	USD 36
PG/UG Students	INR 1000	USD 13

REGISTRATION



Participants are required to fill out the Registration Form

<https://forms.gle/Kpx3pwofxeVLfFRC8>

Scan to Register



Join us in exploring the sustainability and digital transformation.
We look forward to receiving your insightful contributions.



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KEYNOTE SPEAKER



Professor Ukertor Gabriel Moti



Ukertor Gabriel Moti is a Professor of Public Sector Management and Governance and an international leadership expert. He is a Maxwell Leadership Certified Team Member and Certified Management Consultant (CMC), serving as President of the Institute of Management Consultants (IMC) in Nigeria. He is accredited by CMC-Global to deliver ISO 20700/2017 training and is a CMC-Global Academic Fellow.

Moti is a member of prestigious organizations, including the International Conference on Management, Leadership and Governance (IMCLG) in the UK, the African Association for Public Administration and Management (AAPAM), and the International Institute of Administrative Sciences (IIAS) in Belgium. He is the Chief Editor of the African Journal of Public Administration and Management (AJPAM) and has conducted research on Chinese influence in Nigeria, funded by the International Republican Institute (IRI).

KEYNOTE SPEAKER



Prof. Laura Asi-Natiran
Assistant Professor
Brest Business School, France



Laura Asi Natiran is an Assistant Professor in Human Resources at Brest Business School. She earned her Ph.D. in Management Sciences from the University of Western Brittany and the French Naval Academy.

Her research interests include human resources management, organizational resilience, extreme context research and crisis management. She is a well known speaker in the domain of resilience and leadership.

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