

INTERNATIONAL CONFERENCE on

**"Confluence of AI
Sustainability and Innovation in Industry 5.0 Era"**

April 4-5, 2025 (Friday & Saturday)



Jointly Organised by:

**School of Management,
IMS Unison University, Dehradun
Uttarakhand, India**

**Gedu College of Business Studies
Royal University of Bhutan
Gedu, Chhukha, Bhutan**

Knowledge Partners



www.iuu.ac

IMS Unison University, Dehradun, India

IMS Unison University located in the valley of picturesque, beautiful mountains in Dehradun, the capital city of the State of Uttarakhand in India, offers an environment fostering learning and creativity. Established under the visionary leadership of the Unison group in the year 1996 as Institute of Management Studies, the growing excellence in management education led to the evolution of the Institute into a leading private university in the year 2013. IMS Unison University aims at raising the standards of education through holistic development of its students, contributing to the development of new knowledge and dissemination through excellence in research, teaching, and administration. With this vision, the university offers a range of multi-disciplinary courses at the undergraduate, postgraduate, and doctoral levels.

Currently in 2025, the IMS Unison University comprises of 6 Schools, 86 Faculties, 2000+ Students and it is strategically building the robust ecosystem as one of the leading Higher Education University in India with Excellence in all its operations - Vision, Interventions and impact.



About the Conference

This International Conference, jointly organized by IMS Unison University, India and Gedu College of Business Studies, Bhutan tries to capture the emergence of Industry 5.0 Era which marks a significant shift in the industrial landscape.



It emphasizes the collaboration between humans and advanced technologies such as Artificial Intelligence (AI) to drive innovation and transformation. This new paradigm shift not only focuses on enhancing efficiency and productivity but also prioritizes sustainability and innovation through customer-centric solution.

By leveraging AI, industries can optimize processes, reduce waste, and improve product quality, while also fostering human creativity and strategic decision-making. This integration allows for smarter manufacturing practices and the development of personalized products that meet consumer needs without compromising environmental integrity.

Sustainability is at the heart of Industry 5.0, driving the need for eco-friendly practices across various sectors. AI plays a

crucial role in this transition by enabling smarter resource management, optimizing energy consumption, and supporting the circular economy. Innovative solutions such as predictive maintenance, sustainable supply chains, and enhanced recycling processes illustrate how AI can facilitate a more resilient and environmentally conscious industrial ecosystem. As we advance, the synergy between AI, sustainability, Innovation and human ingenuity will be essential in shaping a sustainable future for industries worldwide.

About the School of Management (SoM)

The School of Management (SoM) known for its excellence among the top B-Schools in the country, renowned for its ecosystem consistent delivery of industries leaders for future through quality management education. Backed by ample infrastructure, expertise, and resources, it excels in imparting holistic management education.

At SoM, emphasis is placed on practical, hands-on experiential learning to equip learners (MBA/PGDM) with the necessary skills for the highly competitive and dynamic business world. The School continually strives to innovate and enrich management theory and practices while rigorously training students to succeed as global citizens. The curriculum across programs is rigorous and adaptive, ensuring constant evolution in practices.

Key features of the School include:

- Case-based pedagogy
- Continuously evolving curriculum
- Engaging in student activities both inside and outside the classroom
- Experiential learning from eminent academicians & Industry leaders/practitioners
- Extensive student presentations
- Skill enhancement programs for improved employability
- Focus on character building and leadership development with values as foundation
- Holistic development through value added certification/Special programs
- The School offers AI Enabled Tools and Techniques along with Development Programs, equipping students to excel in the competitive business landscape. The campus is Wi-Fi enabled.

SoM is accommodated in **Block I and Block V**, boasting multi-storeyed buildings. Block I includes an auditorium, activity room, spacious lecture rooms, and a modern computer lab for undergraduate students. Block V features an auditorium, classrooms, and a computer lab for postgraduate students. Faculty rooms encourage regular teacher-student interaction. Both blocks are equipped with facilities catering to the needs of physically challenged individuals.

We embrace a multi-disciplinary approach to educate the students where they are free to use labs of all schools, the university's incubation centre, animation lab, TV, Radio & Photography lab, amongst others.

The Central Plaza serves as a space for open-air activities and interdisciplinary interactions among students.

About GCBS : Royal University of Bhutan

Gedu College of Business Studies (GCBS) is an autonomous government institution under the Royal University of Bhutan (RUB). It was established in 2008 after the Department of Commerce was transferred from Sherubtse College, which was then affiliated with Delhi University, India. GCBS has since played a key role in national development. Its graduates have gone on to serve in government agencies, private enterprises, and corporate sectors. Situated in Gedu, Chhukha, the college spans 184.5 acres, with infrastructure originally developed by the Tala Hydroelectric Project Authority. It is located 48 km from Phuentsholing and 104 km from Thimphu, the two biggest towns of the Country. GCBS has welcomed international faculty members from around the world and benefits from a diverse team of national and international scholars with strong academic and industry expertise. The campus features modern facilities, including accommodation, guest rooms, IT labs, a library, cafeterias, conference halls, and business incubation and innovation centers. Over the years, GCBS has hosted numerous international events and is currently accredited 'B+' by the Bhutan Accreditation Council. Though the College offered traditional undergraduate and graduate programs, GCBS has now realigned its focus to provide industry-relevant, future-oriented courses. The college now offers Bachelor of Business Intelligence, Bachelor of Business Management, Bachelor of Accounting, Bachelor of Finance and Economics, Bachelor of Human Capital Management, and Bachelor of Marketing in Digital and Communication. Plans are also underway to introduce several graduate programs. With its commitment to academic excellence, industry partnerships, and global engagement, GCBS continues to be a premier institution shaping the future of business education in Bhutan. It is also preparing to welcome international students.



Themes for International Conference*

Track I: Entrepreneurship & Innovation (E & I)

1. AI and Green Entrepreneurship: Fostering Innovation for a Sustainable Future
2. Sustainable Business Models in the Era of AI and Innovation
3. Digital Transformation and Entrepreneurship in Industry 5.0
4. Social Entrepreneurship and AI for Social Impact
5. AI-Driven Venture Capital and Startup Ecosystems
6. Entrepreneurial Ecosystem Resilience through AI Integration
7. Challenges and Opportunities for AI-Powered Sustainable Startups
8. AI in Supporting Women and Minority Entrepreneurs

Track II: Marketing Mgt (MM)

1. AI-Powered Sustainable Marketing Strategies
2. Ethical AI in Marketing: Balancing Data Privacy and Consumer Trust
3. Green Branding and AI in Industry 5.0
4. Customer Experience Management with AI and Sustainability
5. AI in Personalization and Predictive Consumer Behavior
6. AI-Driven Content Creation and Digital Advertising Strategies
7. Sustainable Consumer Trends and AI-Enhanced Market Research
8. The Role of AI in Influencer and Social Media Marketing

Track III: Finance (FIN)

1. AI in Sustainable Financial Decision-Making and Risk Management
2. FinTech and AI-Driven Innovations for Sustainable Finance
3. ESG Investments and AI in Responsible Finance
4. AI-Driven Financial Analytics for Sustainability Reporting
5. AI in Credit Scoring, Lending, and Fraud Detection
6. AI in Portfolio Management and Algorithmic Trading
7. Blockchain, AI, and the Future of Financial Transparency
8. The Role of AI in Predicting Financial Crises and Market Trends
9. AI and Behavioural Finance

Track IV: Human Resource Management (HRM)

1. AI-Driven Talent Acquisition and Workforce Management
2. Sustainable Leadership and Employee Well-Being in the Age of AI
3. HR Analytics: Predictive Modeling for Workforce Sustainability
4. Skill Development and Lifelong Learning in the AI-Powered Workplace
5. AI in Employee Engagement and Organizational Culture
6. Hybrid Work Models: Leveraging AI for Remote and In-Person Workforce
7. AI-Enhanced Diversity, Equity, and Inclusion in the Workplace
8. Ethical AI in Human Resource Decision-Making

Track V: Business Analytics & AI (BA& AI)

1. AI and Predictive Analytics for Sustainability in Industry 5.0
2. Big Data and AI for Sustainable Decision-Making
3. AI-Enhanced Business Intelligence for Innovation
4. Sustainability Analytics: Measuring Environmental Impact with AI
5. AI-Driven Consumer Analytics and Market Segmentation
6. Predictive Analytics for Resource Optimization in Industry 5.0
7. The Role of AI in Sentiment Analysis and Customer Insights
8. AI in Advanced Data Visualization and Decision-Making Tools

Track VI: Operations Logistics & Supply Chain Mgt (OLSCM)

1. AI-Driven Sustainable Supply Chain Management
2. Smart Manufacturing and AI in Industry 5.0
3. Circular Economy and AI in Sustainable Operations
4. AI for Lean Operations: Innovating Towards Zero Waste
5. Predictive Maintenance and AI-Optimized Industrial Operations
6. AI and Robotics in Enhancing Operational Efficiency
7. Real-Time Data Analytics for Supply Chain Resilience
8. AI-Enhanced Inventory and Logistics Management

***Note:** The themes under above 6 tracks are indicative. Any research paper or case study relevant in emerging trends with respect to AI, Sustainability, Innovation, business transformation, strategy etc. are welcome.

Submission Procedure and Guidelines for Authors

Abstract

- Abstract can be of about 220-250 words.
- Must include the paper title, authors, affiliations, email address, and keywords (Excluding Abstract).

Format for Full-Length Research Papers

All manuscripts must be strictly drafted as per the following format:

- **Title:** Bold, centred, 14 point
- **Font Type & size:** Times New Roman, 12, justified
- **Line spacing:** 1.5
- **Main Text:** Minimum 3,000 and maximum 6,000 words (including tables, figures and references) single-spaced
- **Page Numbering:** All pages should be numbered in the footer (bottom centre of each page)
- **Citations and References:** APA (sixth edition)
- **Author (s):** Name, position, organization - bold, centred, 12 points (2 lines for each author)
- **Contact Details:** Complete address, phone, email, website (if any) - centred 12 point
- **Bio Data:** Author (s) should provide their brief biography, not exceeding 100 words.
- **Key Words:** Up to five keywords to be provided for indexing, cataloguing and classification purposes.



The similarity index should be ideally < 10% and not more than 15%.
(A plagiarism certificate/report should be attached to the paper, with Turnitin).

Note: There should be no author identification after the title page. The page following the title page should show only: Title, abstract within the paper, then the main text.

- Abstracts and full papers (in .docx or .doc format) can be submitted electronically to somconference2025@iuu.ac.



Registration Fee (per participant)

Category	Fees
Students	INR 500
Research Scholars	INR 1000
Academicians & Faculty	INR 1500
Corporate Executives/Industry Professional	INR 3000
International Delegates	US \$100

We would provide seamless arrangements for attending the Ganga aarti in Haridwar/Rishikesh or exploring Mussoorie, all at a nominal fee

Group registration discount would be on a case-to-case basis

Delegates willing to attend the conference are advised to register themselves with the given link along with the requisite fee at the earliest.

Registration link:

<https://forms.office.com/r/xe0T2a57Jf>



Scan me!

Important Dates



Submission Opens	10 th February 2025
Reviewer Sign-up Opens	25 th February 2025
Submission Deadline	15 th March 2025
Decision Notifications	25 th March 2025

Mode of Payment

The registration fee is payable through online payment in favour of "IMS Unison University Dehradun".

PAYMENT DETAILS:

Beneficiary Name : IMS Unison University
Account No : 02251450000456
Bank : HDFC Bank Ltd.
IFSC Code : HDFC0000425
Branch : Rajpur Road, Dehradun



Best Paper Awards

Six Best papers will be selected for the best paper award across all 6 tracks. A panel of jury, comprising distinguished academicians and industry practitioners will Evaluating the papers and presentations to decide the 'Winner for Best Paper Reward'

Publication Opportunity

Conference Proceedings with ISBN (with Abstracts of all accepted papers & contributors from Registered Delegates) - As an integral part of the Conference and selected papers may be published in Pragmaan - SoM (Peer Reviewed Journals)

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PLACES TO VISIT

Dehradun, one of India's oldest cities boasts on AQI of 64 and shines like a radiant jewel nestled in the foothills of the Himalayas Mountain ranges. The city is perched at an elevation of 435 metres and is currently enjoying its stature as the capital of Uttarakhand. Dehradun is the gateway to the famous hill station of Mussoorie and the pilgrimage spots of Haridwar and Rishikesh.

Located of the foothills of the Himalayas, the Doon Valley is situated between two of India's mightiest rivers the Ganges on the east and the Yamuna on the West. Dehradun is famous for its picturesque landscapes and pleasant climate and the city provides a gateway to the surrounding region of the Garhwal Himalaya. The city has the famous Forest Research Institute, RIMC, IMA, ONGC and Survey of India to name a few. It is almost one hour drive to Dehradun from Haridwar, Rishikesh, Mussoorie, Saharanpur and Paonta Sahib.

Dehradun, the capital city of Uttarakhand State, is a leading educational destination and ideal place for learning in the lap of nature. The city is known for its lush green cover and comprises various species of flora and fauna.

IMS Unison University is pleased to offer/suggest hotel options around the conference venue (University campus) to make your conference experience hassle-free. You may choose and book your accommodation at the time of registering or later on. Some of the prominent accommodations include Fairfield by Marriott, Hotel MJ Grand Inn, Hyatt Regency, Hyatt Centric and White Rock Hotel.

Chandi Devi Mandir

Buddha Temple

Sahastradhara

Mussoorie

