

IBS
ICFAI BUSINESS SCHOOL
GURGAON
International Conference
on

**Management Imperatives for Organizational Success:
Transformation through Technology and Innovation**



About IBS Gurgaon

Established in 1995, IBS Gurgaon is a premier management institute located in one of India's fastest-growing business hubs. The institute focuses on academic excellence, innovation and ethical leadership, preparing students for success in a dynamic global environment. It offers a two-year full-time Post Graduate Program in Management with specializations in Finance, Marketing, HR, Analytics, Operations and IT. The curriculum, designed with industry inputs, emphasizes experiential learning, case-based teaching and practical application. The campus is modern and Wi-Fi-enabled, with a library housing over 30,000 books and access to top research databases. The faculty includes experienced academicians and industry experts who bring real-world insights into the classroom. With 26 student-led clubs and cells, IBS Gurgaon promotes leadership, collaboration and all-round development. A strong alumni network of 70,000+ professionals across sectors enhances career opportunities. IBS Gurgaon empowers students to think critically, act ethically and lead with purpose.

**Friday,
14th November, 2025**

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Prof. Shweta Sharma
Faculty Member

Dr. Namita Mangla
Faculty Member

Call for papers

ICFAI Business School Gurgaon has been in the forefront of Management education since its inception in 1995. We are a constituent of the ICFAI Foundation, which was established in 1985 with our CFA (Chartered Financial Analyst) Program. Our two-year full-time Management program (PGPM) offers an experiential focused learning environment to our students and prepares them to master skills and concepts in the area of Finance, Marketing, IT and HR. We also have subjects like Business Analytics, Advanced Business Analytics, Big Data Analytics, Fintech, Financial and Marketing Business Analytics. IBS Gurgaon, is planning to host an International Conference on the theme 'Management Imperatives for Organizational Success: Transformation through Technology and Innovation' on 14 November 2025, Friday, at the IBS-G campus. This conference aims to bring together experts, researchers, and industry professionals to discuss the latest advancements, challenges, and opportunities that bring success to the organization through innovation and technological developments.

Conference Overview

In today’s dynamic business landscape, technology and innovation are no longer auxiliary tools, rather are central drivers of organizational success. The theme “**Management Imperatives for Organizational Success: Transformation through Technology and Innovation**” underscores the urgent need for forward-looking management strategies to harness digital disruption's full potential. This conference explores how organizations can translate technological advancements into meaningful transformation across core functions—Human Resources, Finance, Marketing, Information Technology, Operations, and Analytics. It will delve into the managerial imperatives necessary to lead such change: strategic vision, cross-functional coordination, agile investment decisions, data-driven leadership, and continuous workforce capability building. By bringing together scholars, industry leaders, and practitioners, the event aims to foster dialogue on how to overcome the complexities of transformation and ensure that innovation becomes a catalyst for sustainable, inclusive, and competitive growth.

Management Imperatives for Organizational Success: Transformation through Technology and Innovation

This Conference invites unpublished research papers in any one of the following Sub-themes:

Marketing

- Generative AI in Marketing
- Cause-related Marketing
- Digital Marketing
- International & Cross-cultural Marketing
- Marketing Ethics, Data Privacy & Trust in the Digital Age
- Marketing 2025 and Beyond: Navigating Disruption & Innovation

Business Analytics & IT

- Cloud Computing & Infrastructure
- Data Science & Analytics
- AI-driven analytics and decision - making
- AI-powered cybersecurity & privacy
- Emerging Technologies: Advanced data storytelling technique
- Generative AI: Techniques Business Intelligence
- IOT and Big Data: Foundations of the Intelligent Enterprise

Human Resources

- Reimagining Work: Human Centric Strategies for Digitally Driven Organizations
- Recruitment and retention strategies for the Gig and Remote Workforce
- Psychological Contracts and Employee Turnover
- Ethical Dilemmas in Decision Making
- Developing new age Leadership Competencies
- Strategies for Driving Organizational Change

Operations

- Smart Operations and Industry 4.0
- Supply Chain Transformation through Sustainable technologies
- Operations Analytics and Data-Driven Decision Making
- Technology-Driven Quality Management
- Transforming Service Operations for the Digital Era
- Excellence in operations through Sustainable and Green Solutions

Finance & Economics

- Green Finance and Innovation
- Financial Engineering
- Automation in Accounting Practices
- Changing Dynamics of Debt Markets
- Innovations in Fundraising
- Fintech and Financial Inclusion
- Transformation in Financial Reporting
- Cybersecurity in Financial Frauds
- Changing International Economic Order

Submission Guidelines

- Abstract of 200-300 words along with four keywords and a cover page may be sent to **conference.ibsg@ibsindia.org**
- The Cover page should contain the Title of Paper, Author(s) Names & Affiliations, Contact Details (Address, Email id, Phone Numbers).
- Papers previously published or currently under review by other publications should not be submitted.
- There cannot be more than 3 authors per paper.
- The final paper shall be submitted in electronic format (MS Word / PDF format) to conference.ibsg@ibsindia.org
- Paper should be 3000-5000 words (maximum of 15 pages), including an abstract keywords, references, exhibits and annexures
- Body text should be of 12 pt. in Times New Roman style, justified and in single-line spacing.
- Tables and Figures must be properly captioned and numbered. The caption should appear at the foot of the figure. For Tables, the caption should appear immediately above the table. Place all the figures and tables in the Centre of the page.
- Acknowledgements and References should include the following information: author, institution, full title, publisher, city and year (for books, manuals, etc.), or full journal name, volume, year, and page range (for papers) in APA format.

Review, Acceptance & Award

- Paper submitted shall first be vetted by a Panel of Experts and selected papers would be invited for presentation in each category.
- Each presenter(s) shall be given 15 minutes to present the paper which will be followed by 5 minutes for questions and answers.
- There would be two prizes under each category. The winner under each category would receive a cash award of Rs. 5000/- and the Runner up Rs.3000/-along with certificates.
- All paper presenters will receive a Certificate of Participation.
- For papers presented jointly by more than one presenter, certificates would be issued to all of them.
- If paper is presented by Academician and student jointly, the paper would be considered in the category to which the first named person as mentioned in the Paper belongs.

Publication Partners

Publication without any Charges

All Accepted Full-Length Papers will be recommended for Publication in the conference proceedings and journals in collaboration. All the manuscripts are subjected to journal's usual scrutiny and blind referral process, and the accepted papers will only be published as per the journal's format/style. Only the selected papers by the review team of the conference will be considered for submission to the journals in collaboration.

✓ **South Asian Journal of Business and Management Cases (SAJBMC)** - Scopus listed. <https://journals.sagepub.com/home/bmc>

✓ **IUP Journals** are peer-reviewed journal, indexed in the UGC-CARE list and also included in EBSCO and ProQuest. <https://iupindia.in/>

IUP Journal of Accounting Research & Audit Practices ABDC, C

The IUP Journal of Organizational Behaviour

The IUP Journal of Marketing Management

The IUP Journal of Management Case Studies

The IUP Journal of Applied Economics ABDC, C

IUP Journal of Corporate Governance ABDC, C

Publications with Article Processing charges (APC /Publication Charges) *Note The APC charges will be born by authors/ co-authors and are to paid to the journal only after acceptance of paper from the journal editor.

✓ **European Economic Letters** – ABDC-C; APC: ₹7,500. <https://www.eelet.org.uk/index.php/journal>

✓ **Journal of Marketing & Social Research (JMSR)** – ABDC-C. APC: ₹6,500. <https://jmsr-online.com>

Conference Fee

Category	FEE + GST	Total
Corporate/Industry Professionals, Entrepreneurs, Consultants	Rs. 2500/- +18% GST	Rs 2950
Academicians (Faculty in any College/ Institute)	Rs. 1500/- +18% GST	Rs 1770
Research Scholars, Management Students	Rs. 1000/- +18% GST	Rs 1180
Foreign Participants	\$ 100 +18% GST	\$ 118

Registration Fee for Conference

- The amount may be paid either through Demand Draft or Online Banking
- Each Co-author attending the Conference shall also pay the Registration charges.
- Delegate fee: Each person wanting to attend the conference shall pay Rs. 1000 per person. The delegates will get a certificate for participation.
- Registration fee is non-Refundable. However, change in nomination is acceptable.
- Participants will have to make their travel arrangements. If required, IBS, Gurgaon will help them in identifying stay arrangements in Gurgaon.
- Free Registration for Faculty and students of ICFAI Business School
Name and address of the Bank :- Kotak Mahindra Bank, Sector -14 ,Gurgaon
Account Title:- ICFAI Business School - Gurgaon
Account No. :- 8012831087, IFSC Code :- KKBK0000287
- Registration form will be shared after acceptance of the paper only.

Registration Fee favoring 'ICFAI Business School Gurgaon' payable at Gurgaon together with the completed Registration Form, may be sent to: -

Conference Coordinator,
ICFAI Business School,
JMD Empire, Block B
Golf Course Extension Road, Sector 62,
Gurugram, Haryana, 122102
Tel. no. 0124 6748600 –Ext.110

The last date for receipt of the Registration Form together with fees is 10th Oct, 2025.

All the communication should be sent to conference.ibsg@ibsindia.org

Last Date for receipt of Abstract	24 Aug 2025
Acceptance of the Abstract	10 Sept 2025
Last Date for receipt of Full Paper	24 Sept 2025
Acceptance of the full paper	3rd Oct 2025
Last Date for Registration	10th Oct 2025



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