

# SIES School of Business Studies

Sri Chandrasekarendra Saraswati Vidyapuram, Plot I-  
E, Sector V, Nerul, Navi Mumbai – 400706. INDIA

[www.siecssbs.edu.in](http://www.siecssbs.edu.in)

## Presents the International Management Research Conference 2025

Theme

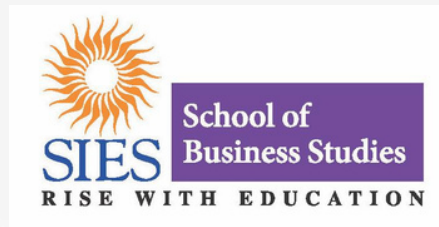
**A Whole New World:  
Business Landscape in the Emerging Era  
(IMRCSIES-25)**



February 13<sup>th</sup> - 15<sup>th</sup>, 2025



[www.imrcsies.com](http://www.imrcsies.com)



# **SIES School of Business Studies**

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## **The South Indian Education Society (SIES):**

Established in 1932. A value-based educational trust that manages several educational institutes in the city of Mumbai and Navi Mumbai. A trust that has gained acclaim for its strong foundation of cultural values and ethos. The Society has established several Schools, Graduate School of Technology, Institute of Environment Management, School of Packaging, School of Pharmaceutical Sciences and School of Business Studies.

## **SIES School of Business Studies (SIESSBS):**

SIESSBS is a PGDM Institute offering Management programs such as Post Graduate Diploma in Management (PGDM), PGDM (Pharmaceutical Management) and PGDM (Biotechnology). SIESSBS was earlier a part of SIES College of Management Studies SIESCOMS established in 1995, and now functions as a standalone PGDM Institute approved by AICTE since 2020. The PGDM program of SIESCOMS is the first program in the city of Mumbai/Navi Mumbai to have received an International Accreditation from ACBSP for a period of ten years, one of the leading accreditation bodies based in the USA. The programs offered by the school have produced several industry leaders across sectors.

## About SIESSBS Conference:

The creation of a new business landscape is driven by the advancement of information technology, industrial modernization, increasing consumer demand, changes in employment models, and government support. In our interconnected world, understanding the global business environment is crucial for researchers, educational institutions, and corporate entities. With this context in mind, SIES has decided to host an international research conference under the theme:

## A Whole New World: Business Landscape in the Emerging Era:

The primary aim of this conference is to provide a platform for industry practitioners, academic, and research scholars to come together, learn, share insights, and engage with thought leaders, technologists, and industry experts. The conference will feature sessions with distinguished experts, panel discussions involving academics and practitioners, and dedicated tracks for paper presentations and publications. Topics covered will include the impact of new-age technologies, innovative leadership approaches, business strategies, current and future innovations, sustainable business practices, and healthcare advancements.

## Important Timelines

<b>Paper Submission Deadline</b>	<b>December 07, 2024</b>
<b>Intimation of Acceptance</b>	<b>December 31, 2024</b>
<b>Early Bird Registration</b>	<b>on or before January 10, 2025</b>
<b>Last Date of Registration</b>	<b>after January 10, 2025</b>
<b>Date of Conference</b>	<b>February 13 - 15 , 2025</b>

## IMRCSIES 2025 Scope

We invite researchers, academicians, industry professionals, and thought leaders to submit the research papers, case studies aligned with the conference theme and tracks, which are not limited to given as below. The Conference Committee will ensure participants will have a worthwhile experience.

- Finance
- Marketing
- Human Resources
- Information Technology
- Operations & Supply Chain Management
- Pharma & Biotech
- General Management

## IMRCSIES 2025 Indexing

Selected research papers for publication will be published in Scopus, Web of Science, UGC Care and Peer reviewed journals.

The author/s have to complete separate formalities (processing and publication) for the same.



## \*Call for Papers\*

We invite researchers, academic, industry professionals, and thought leaders to submit research papers and case studies that align with the conference theme and tracks, which include but are not limited to the following areas. We encourage submissions from a variety of disciplines to foster interdisciplinary collaboration and knowledge exchange. The Conference Committee is committed to ensuring that all the participants have a meaningful and rewarding experience. We look forward to your contributions.

### Finance

1. Carbon Market & Sustainable Finance
2. Green Finance
3. Digital Transformation in Financial Industries
4. Microfinance and Financial Inclusion
5. Financial Analytics- AI & ML

### Human Resources

1. Intelligence culture in global scenario
2. Diversity, Equity, and Inclusion (DEI) Best Practices
3. Talent Management in the Digital Age
4. Impact of Green HR
5. Managing Mental Well Being at Workplace

### Operations & Supply Chain Management

1. Agile Operations
2. Closed loop Supply chains
3. Last-Mile Delivery Innovations
4. Quality control and Six Sigma
5. Resilience in Supply Chains

### General Management

1. Start-ups & Entrepreneurship in Driving Innovation
2. Emerging Environmental Challenges
3. Data-Driven Decision Making
4. Change Management in the Digital Era
5. Evolving role of CSR in NGOs
6. Corporate sustainability: Bridging ESG with climate action

### Marketing

1. Digital Marketing Trends
2. Emerging Trends of Consumer Behaviour
3. Global Brand Management
4. Omnichannel and Q-commerce Strategies
5. Retail analytics

### Information Technology

1. Blockchain Technology Practices
2. Business Intelligence & Analytics
3. Generative AI Applications
4. Impact of 5G Technology on Business Operations
5. Virtual Workspaces (AR/VR)

### Pharma & Biotech

1. Biotechnology in Healthcare
2. Drug Development and Innovation
3. Digital Transformation in Pharma
4. Regulatory Landscape in Pharma Industry.
5. Pharmaceutical Patents and Public Health

# Abstract & Paper Submission

## Submission via email

Prospective authors are encouraged to submit their abstract, review or research paper through the CMT portal via our email:

**imrcsies@sies.edu.in**

## Paper Submission Guidelines

- Full Research paper /Case study should have (4000-8000 words) and clearly define title, affiliation of authors, abstract, key words, purpose of the study, research objectives, research design, findings, implications, limitations, references (APA style).
- Extended Abstract should have (1000-1500 words) with introduction, methodology, findings, conclusion, and references (APA style), with title, affiliation of authors and key words.
- The font should be, Times New Roman- 12-point size with single line spacing, and 1-inch margins.
- Original and unpublished research articles should be submitted by **December 07, 2024,** to **imrcsies@sies.edu.in**
- At least one author (non-SIES) should present the paper at the conference for consideration of acceptance and publication, in case the paper submitted by more than one author where one of the authors is from SIES Institutes.
- Registered participants will be provided with the certificate.
- Selected papers will be considered for publication in the following academic journals, subject to the peer review process and acceptance by the respective journals as per their publication norms.

# Registration Details

Registration Categories	Early Bird Registration Fee	Late Registration Fee
Research Scholars	INR 1500/-	INR 2500/-
Academic Delegates	INR 2500/-	INR 3500/-
Industry Delegates	INR 5000/-	INR 6000/-
Students	INR 1000/-	INR 1500/-
Only Attendees	INR 1000/-	INR 1500/-
Foreign Participants	USD 100/-	USD 150/-

**We accept payment by Net Banking / IMPS / NEFT / DD**

Please contact our organizing committee for Online payment/ Paypal and Stripe. Participating members may transfer the fees in below bank details:

## Bank Details

**SIES SCHOOL OF BUSINESS STUDIES**

**Bank Name :- Union Bank of India**

**Account No:- : 057222010001076**

**IFSC Code:- : UBIN0905721**

**Branch:- SIES Campus, Sec-V, Nerul**

**East, Navi Mumbai 400706**

SWIFT Code

- Delegates must register prior to the registration deadline in order to present their papers.
- Only registered delegates can attend the conference.
- Student delegates are required to attach a proof their full-time student status.
- Registration fees include Conference kit, Abstract book, Breakfast and Lunch.
- Authors of selected papers, who are registered will get the certificate, along with Conference kit, Abstract book.
- To include the selected paper in Conference Abstract Book with ISBN number and further to publish in the Research Journal after blind review, at least one author has to register and present his/her paper at the conference.
- Selected papers will be published in Scopus Indexed/ WoS/ UGC Care listed/Peer Reviewed Reputed Journal of respective discipline by the required review process of that journal, after the conference.
- Ph.D. Scholars / Research Fellows will be considered under Research Scholar Category.
- Registered candidates cannot claim for refund on their absence in the conference.
- 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. \* Terms & conditions applied for journals\*

**After Payment Download fill the Registration Form and send to [imrcsies@sies.edu.in](mailto:imrcsies@sies.edu.in)**

## Keynote Speaker



### **Prof. Justin Paul**

Provost & Dean, NMIMS School of  
Business Management, India

## Organizing Committee



### **Conference Chairperson/s**

#### **Dr. Deepa Dixit**

Director, SIES School of Business Studies.

**Conference Convener**  
**Dr. Swati Checker**

**Conference Convener**  
**Dr. Gunjan Hasijani**



# Proceedings & Publications

All the Abstract will be included in the conference proceedings with  
ISBN No : 978-81-964142-3-8



Proceeding/ Book Series Computing and Communication Sciences  
Taylor and Francis Group: CRC Press (AAP imprint)- **Scopus Indexed\***

**Great opportunity to publish your papers in reputed Peer Reviewed indexed Journals.**

The proceeding books will consist of selected papers from the conference and will be submitted to Scopus, Web of Science, etc. The author/s have to complete separate formalities (processing and publication) for the same.

1. Empirical Economics Letters, ABDC Indexed, C Category, ISSN 1681 8997
2. SIES Journal of Management, Peer-reviewed, ISSN 0974-2956

We are home to the publishing of all well-known indexes.

UGC CARE  
(INDIA)

# IMRCSIES 2025 Awards



All the winners will be given their awards during the award ceremony, which will be held on the last day of the conference at its conclusion.

## Award Categories



**The Best Presentation Award**



**The Best Paper Award**

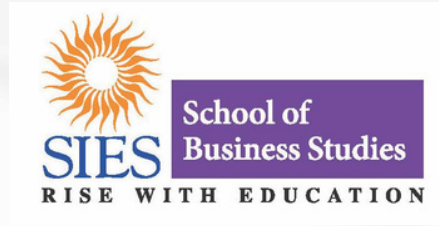


**The Best Student Presentation Award**



**Best Innovation/Research Idea Award**

## Venue



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The green and expansive spread of SIESSBS campus ensures a warm welcome to every visitor. The tranquility of campus provides an ideal launching pad for budding fliers. SIESSBS boasts of state-of-the-art infrastructure, befitting a modern B-school spread over 3 acres of land.



# How to reach to SIES School of Business Studies



## By Road and Public Transport

To reach SIES SBS in Nerul, Navi Mumbai, take the Eastern Freeway from South Mumbai to the Sion-Panvel Highway. Head towards Navi Mumbai, pass Vashi, and continue on Palm Beach Road to Nerul. If you opt for a bus, bus numbers that will get you to SIES SBS are 506, 507, 511 and 512. Please Note: 505 and 504 buses stop at LP Bus Stop on the Bombay-Pune Highway.

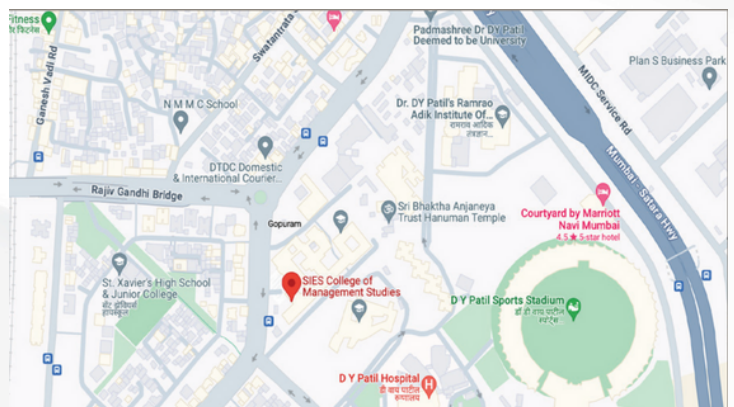
## Nearer Railway Station

To get to SIES SBS, you can commute via train. The nearest station is Nerul on the Harbor Line.



## Nearer International Airport

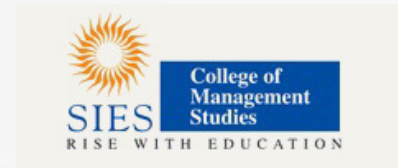
Chhatrapati Shivaji Maharaj International Airport in Santacruz, Mumbai is the nearest airport.



# Glimpses of previous Research Conference 2024



# Our Academic Collaborators



## Our Contact



+022 61083472



[imrcsies@sies.edu.in](mailto:imrcsies@sies.edu.in)



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