

# SIES Institutes of Management International Research Conference 2025

Theme

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

February 6-8, 2025



### About SIES SIESCOMS and SIESSBS

**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.

**SIES College of Management Studies (SIESCOMS)**, Established in 1995 and grew rapidly to gain a reputation as one of the top-ranking B-schools in the country. In keeping with its mission of grooming business managers and technocrats, SIESCOMS offers several flagship Universities of Mumbai affiliated management programs that include Masters in Management Studies (MMS), Masters in Computer Applications (MCA) and PhD in Management Studies.

**SIES School of Business Studies (SIESSBS)** was carved out of SIESCOMS due to regulatory requirement in 2020 and offers AICTE approved autonomous post graduate programs like Post Graduate Diploma in Management (PGDM), PGDM (Pharmaceutical Management) and PGDM (Biotechnology). The PGDM program of SIESCOMS is the first program in the city of Mumbai/Navi Mumbai to have received an International Accreditation from ACBSP, one of the top accreditation bodies based in the USA.

### **Conference Overview**

The creation of new business landscape is formed by the development of information technology, industrial upgrading, the growth of people's demand, and the replacement of the employment model, and with the support of the government. In the interconnected world, understanding the global business landscape is a central for researchers, educational institutes, and corporate firms. With this background SIES has decided to convene international research conference under the theme:

### **"A Whole New World: Business Landscape in Emerging Era"**

The primary aim of two days international research conference SRUJAN 2025 is to provide a platform for industry practitioners, academicians, and research scholars to come together, to learn, share, and discuss with thought leaders, technologists, and industrial experts. The conference includes sessions with renowned experts, panel discussions with academicians and practitioners, and dedicated tracks for paper presentations and publications. The scope of the conference will involve the impact of all new-age technologies, leadership approaches, business strategies, current and potential innovations in business, sustainable business practices and healthcare revolutions.

## Call for Papers

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. We welcome papers, case studies from various disciplines to promote interdisciplinary collaboration and knowledge exchange. The Conference Committee will ensure participants will have a worthwhile experience.

## Tracks

<p><b>Finance:</b></p> <ul style="list-style-type: none"> <li>• Carbon Market &amp; Sustainable Finance</li> <li>• Green Finance</li> <li>• Digital Transformation in Financial Industries</li> <li>• Microfinance and Financial Inclusion</li> <li>• Financial Analytics- AI &amp; ML</li> </ul>	<p><b>Marketing:</b></p> <ul style="list-style-type: none"> <li>• Digital Marketing Trends</li> <li>• Emerging Trends of Consumer Behaviour</li> <li>• Global Brand Management</li> <li>• Omnichannel and Q-commerce Strategies</li> <li>• Retail analytics</li> </ul>
<p><b>Human Resources:</b></p> <ul style="list-style-type: none"> <li>• Intelligence culture in global scenario</li> <li>• Diversity, Equity, and Inclusion (DEI) Best Practices</li> <li>• Talent Management in the Digital Age</li> <li>• Impact of Green HR</li> <li>• Managing Mental Well Being at Workplace</li> </ul>	<p><b>Information Technology:</b></p> <ul style="list-style-type: none"> <li>• Blockchain Technology Practices</li> <li>• Business Intelligence &amp; Analytics</li> <li>• Generative AI Applications</li> <li>• Impact of 5G Technology on Business Operations</li> <li>• Virtual Workspaces (AR/VR)</li> </ul>
<p><b>Operations &amp; Supply Chain Management:</b></p> <ul style="list-style-type: none"> <li>• Agile Operations</li> <li>• Closed loop Supply chains</li> <li>• Last-Mile Delivery Innovations</li> <li>• Quality control and Six Sigma</li> <li>• Resilience in Supply Chains</li> </ul>	<p><b>Pharma &amp; Biotech:</b></p> <ul style="list-style-type: none"> <li>• Biotechnology in Healthcare</li> <li>• Drug Development and Innovation</li> <li>• Digital Transformation in Pharma</li> <li>• Regulatory Landscape in Pharma Industry.</li> <li>• Pharmaceutical Patents and Public Health</li> </ul>
<p><b>General Management:</b></p> <ul style="list-style-type: none"> <li>• Change Management in the Digital Era</li> <li>• Evolving role of CSR in NGOs</li> <li>• Data-Driven Decision Making</li> <li>• Start-ups &amp; Entrepreneurship in Driving Innovation</li> <li>• Emerging Environmental Challenges</li> </ul>	

## 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 **siesirc@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.

## Publication Opportunities:

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

## Best Paper Award

Best Paper Award will be awarded to contributing authors and their selection will be solely based on evaluation provided by track chairs/external panellists.

## Important Dates

Last date for research paper submission	<b>December 07, 2024</b>
Intimation of acceptance	<b>December 31, 2024</b>
Early Bird registration fee	<b>on or before January 10, 2025</b>
Late Registration fee	<b>after January 10, 2025</b>

**Registration Fees (Non-refundable) GST applicable @18%**

<b>Categories</b>	<b>Early Bird Registration Fee on or before January 10, 2025</b>	<b>Late Registration Fee after January 10, 2025</b>
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

**Conference Chairpersons**

Dr. Deepa Dixit

Dr. Madhavi Dhole

\*Names of members to be added

**Contact Us**

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## Glimpses of Previous SIES Institutes of Management Research Conference 2024

