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**VIGNAN'S**

FOUNDATION FOR SCIENCE, TECHNOLOGY & RESEARCH

(Deemed to be University) - Estd. u/s 3 of UGC Act 1956

NAAC  
GRADE **A+**

NIRF  
RANK **72<sup>nd</sup>**

# ICMP2K25 on

## Navigating the Future of Management with Technology and Sustainability



7<sup>th</sup> & 8<sup>th</sup>

*March 2025*

Blended  
Mode



Industry Partner

Academic Partner



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Organized by

**Department of Management Studies**

Vignan's Foundation for Science Technology & Research (Deemed to be) University

Vadlamudi, Guntur, A.P-522 213, India.

## About VFSTR

Vignan's Foundation for Science Technology & Research (Deemed) University: Vignan's Foundation for Science, Technology and Research (VFSTR) University is an NAAC-A+ graded & ISO 9001-2008 and ABET certified institution. Located in the serene environs of Vadlamudi on the Guntur-Tenali highway, about 14km from Guntur and 11km from Tenali, the university is a virtual heaven of rural quiet and idyllic beauty. Vignan's impressive academic credentials testify to its commitment to offering quality education.

## About the Department of Management Studies

The Department functioning from 2009 with the twin objectives of providing quality management education to students from predominantly rural backgrounds and catering to the dynamic needs of the corporate world. It offers a two-year full-time MBA Program, a three-year undergraduate (BBA) & Doctoral Ph.D. Program in management. The Department is acknowledged for its research, excellent teaching, and learning activity in an intellectually stimulating environment.

## Overview of the Conference

"ICMP2K25 envisions a transformative journey through the evolving realms of management across diverse sectors. This conference serves as a compass, guiding professionals through various industry streams' intricate challenges and opportunities. Focused on innovation, adaptability, and leadership excellence, ICMP2K25 explores cutting-edge strategies, technological disruptions, and global trends. Attendees will gain invaluable insights to navigate the dynamic future of management, fostering collaboration and equipping them with the tools necessary for success in an ever-changing business landscape."

## Objectives of the Conference

1. Foster intellectual exchange by bringing together scholars, professionals, and experts in the field.
2. Explore emerging trends and innovations within [Field/Area].
3. Provide a platform for participants to engage in meaningful discussions and collaborations.

## Submission Tracks

Submissions covering studies related to Marketing Management, Financial Management, Human Resource Management, Operations Management, and Business Analytics are generally encouraged. Papers/extended abstracts may be submitted on the topics listed below, but are not limited to:

### Marketing

- Sustainable Product Development
- Ethical Branding
- Green Washing
- ESG Practices
- Digital Marketing
- Sustainable Green Marketing
- New Consumer Segment

- 'S-commerce' or Social Commerce.
- Rural Markets – Business Growth
- Brand Building – Short-Term and Long Term
- Gratification Marketing.
- Building a cognitive enterprise through AI-powered transformation.
- Addressing bias and strategies for avoiding ethical quagmires and AI.
- Examining A.I. use across industries and the lessons they hold for all.
- The Emergence of "New Markets"

### Finance

- Indian Financial System in New Economic Scenario
- Financial Markets- Challenges and Opportunities
- Digital Innovations in Business
- Mutual Funds, Insurance, and Other Financial Services
- Banking, Micro-financing and Financial Inclusion
- Sustainable Finance and Practices
- Cryptocurrency and Block Chain Technology
- Financial Literacy & Behavioural Finance
- Entrepreneurship & Family Business
- Green Finance
- Intrapreneurship
- Fintech
- Inclusive Finance

### Human Resource Management

- Digitalization in HR
- HR Analytics
- Technology and Innovations in HR
- Impact of AI on HR
- Change Management and Managing Human Capital
- Employee Experience & Engagement
- Leadership and New Normal
- Boundary Less Organization – Challenges and Opportunities
- HRM Policies and Practices for Responding to Disruptive Innovations
- Labour Laws
- Sustainable HR Practices in New Era
- Talent Management
- Hybrid Workplace
- Cross Cultural Management
- Human Capital Management
- Human Welfare

### Operations Management & Technology in Management

- Flexibility-Inclusive and Sustainable Industrialization
- Innovations in Product and Service Design
- Foster Innovations in Operations Management

- Big Data Analytics to Identify Changes in Customer Preferences for Products and Services
- Crisis Leadership, Organisational Resiliency
- Adapting to Contactless Manufacturing, Storage, Handling and Delivery
- Adapting to Contactless Services - Education, Healthcare, Hospitality, Travel and Tourism
- Business Continuity, Its Planning and Professional Practices
- Supply Chain Management
- Business Intelligence
- Business Supporting System
- Block Chain Technology and IOT
- Automation Advances
- Strategic Planning for Analytics Implementation
- Data Visualization
- Data Warehousing and Security
- Business Intelligence
- Analytics Governance and Compliance
- Performance Management and Analytics
- Resource Management in Analytics Projects

## Publication Opportunity

Details are available in conference link

## Mode of Conference:

Blended Mode (Indian Participants Off-Line and International Participants Online)

## Best Paper Award:

Best paper awards will be given Track wise

## Paper Guidelines for Paper Submission

- Abstract should not be more than 200 words and total paper should not exceed 3500 words
- Complete, unpublished papers should be submitted online in PDF format.
- Papers should reach us before the last date of submission. All submissions will be reviewed and the authors of accepted papers will be informed by email. The peer-review process will be followed to select the best paper awards.
- Authors should anonymize manuscripts before submission. This entails removing or replacing author names and affiliations, acknowledgment, and any self-citations or URLs that would disclose their identity. The paper should start with the title, abstract, and keywords followed by the main paper.
- Papers exceeding plagiarism levels of 10% will be rejected in the screening process.
- Authors should submit their papers online in PDF format only and should not name the PDF file in their name; they should submit it with the paper title.
- Authors of accepted papers may be requested to act as discussants for other papers.

Paper Submission Mail ID: [icmp2k25@vignan.ac.in](mailto:icmp2k25@vignan.ac.in)

## Paper Formatting Guidelines

The manuscript should be formatted using Times New Roman 12-point font and 1.5-line spacing. References may be formatted with single spacing. Kindly ensure that each page of the manuscript is numbered. APA style has to follow the citations and references.

## IMPORTANT DATES

Submission of Full Paper / Extended Abstract Starts	10 <sup>th</sup> November 2024
Submission Ends	28 <sup>th</sup> February 2025
Notification of Acceptance	Within one week of the submission date

## REGISTRATION WINDOW

Registration Open	10 <sup>th</sup> November 2024
<a href="https://forms.gle/noF9GmFvgypbkUN6">https://forms.gle/noF9GmFvgypbkUN6</a>	
Conference Dates	7 <sup>th</sup> and 8 <sup>th</sup> March 2025

## CONFERENCE FEES AND REGISTRATION

Type of Participant	Registration Fees for Indian Authors	Registration Fees for Foreign Authors
Students	Rs. 500	\$10
Research Scholars	Rs. 800	\$15
Faculty Members	Rs. 1000	\$20
Industry Participants	Rs. 1500	\$25

Note: Fee includes Conference Kit, Lunch and Refreshments

## PAYMENT DETAILS

<b>Punjab National Bank, Station Road, Guntur, A.P.</b>	
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### CO-CONVENOR



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## Organizing Committee

Faculty and Scholars of Department of  
Management Studies - VFSTR

For more information about the conference, please contact

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