



# INTERNATIONAL CONFERENCE ON

"SUSTAINABLE BUSINESS MANAGEMENT  
INNOVATION AND TECHNOLOGY" (SBMIT)

## SBMIT

20-21 FEBRUARY 2025

VENUE - MAHARAJA SURAJMAL INSTITUTE ,C4 JANAKPURI , NEW DELHI-110058

ORGANIZED BY

DEPARTMENT OF MANAGEMENT

MAHARAJA SURAJMAL INSTITUTE

AFFILIATED TO GGSIP UNIVERSITY & NAAC 'A' GRADE ACCREDITED RATED AS CATEGORY  
'A+' BY SFRC & 'A' BY JAC GOVT. OF NCT OF DELHI APPROVED BY BCI & AICTE AND RECOGNIZED U/S 2(F) OF UGC ACT



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



Conference Website: [sbmit2025.msijanakpuri.com](http://sbmit2025.msijanakpuri.com)

## ABOUT THE CONFERENCE

In the Dynamic Landscape of Management, where Challenges Evolve Rapidly, the Intersection of Business Management, Innovation, And Technology has Emerged as a Critical Focal Point for Global Progress. The Dynamic Interplay Between These Three Domains has the Potential to Drive Innovation, Foster Economic Growth, and Address Pressing Environmental and Social Challenges. "Sustainable Business Management, Innovation, & Technology" Offers Priceless Advice for Embracing Sustainability as a Catalyst for Growth & Resilience in the 21st-Century Economy Regardless of your Role: Scholars, Students, Business Professionals, Policymakers and Entrepreneurs. It is Planned to Publish the Peer Review, Selected & Presented Papers of the Conference as Proceedings with Springer in their Prestigious "SEE" Book Series, & Scopus Indexed Journals.

The Conference Aims to Explore the Intersection of Sustainable Business Management, Innovation, & Technology, Providing Insights into how Organizations can Thrive in a Rapidly Changing World While Making Positive Contributions to the Environment & Society. It will Empower Businesses & Academia to Embrace Sustainability as a Core Principle & Drive Positive Change in the World. By Coming Together at this Esteemed Conference, Participants Embark on a Collective Endeavor to Chart a Path Towards a Vibrant Future, Characterized by Innovation, Resilience, & Inclusive Development. As we Navigate the Complexities of the Management Landscape, let us Embrace the Spirit of Collaboration, Harness the Power of Innovation, & Forge ahead towards a Brighter Tomorrow.

## MAHARAJA SURAJMAL INSTITUTE

Maharaja Surajmal Institute is Affiliated to Guru Gobind Singh University, New Delhi, Approved by BCI & AICTE, NAAC'A' Grade Accredited, rated as Category 'A+' by SFRC & 'A' by JAC Govt. of NCT of Delhi. It is also Recognized U/s 2(f) of UGC Act, New Delhi. The Institute was established in the year 1999 under the aegis of Surajmal Memorial Education Society (SMES) . MSI is a Self-financing, Quality Conscious & the Oldest Institute of GGSIP University & Continues to be a Preferred Destination for Students Aspiring to Excel in Various Fields Of MBA, B.A. LL.B., BBA LL.B., BBA, BBA (B&I), BCA, B.COM(HONS.) & B.ED. MSI has Distinguished itself as one of the Premier Institutions in the Country. Founded through the Dedicated and Altruistic Efforts of Educators & Social Activists, the Institution is Driven by a Profound Concern for the Standards of Education. Their Unwavering Commitment is Geared Towards Enhancing the Quality, Content, & Overall Direction of Education, Reflecting a Resolute Determination to Uplift & Improve the Educational Landscape.

## DEPARTMENT OF MANAGEMENT

Department of Management, MSI has a Well Stacked Centrally Air- Conditioned Fully Computerized Wi-fi Enabled Library Containing National & International Journals (Printed), Periodicals, Magazines & Newspapers. Department of Management has Highly Talented Pool of Faculty With Upgraded Skills & Knowledge of The Corporate World. The Computer Systems at the Computer Labs of Department of Management are of Latest Configuration & are Updated with Latest Version of Required Software. Department of Management has Centrally Air Conditioned Building with Classrooms Equipped with Projector And Technical Support. To Facilitate Industry Exposure, The Department Organizes Various Guest Sessions with Corporate Leaders, Industrial Visits, Summits, Internships & other Extracurricular Activities. Alongside, Cultural Events are Organized to Enhance & Develop the Skills of the Students through Cultivation of Team Work.

## CONFERENCE TRACKS

### 1. TRANSFORMING BUSINESS MANAGEMENT FOR SUSTAINABLE DEVELOPMENT

- Advance Management Practices in Business Organization
- Diversity & Cross Cultural Management
- International Business Management Practices
- Strategic Management
- Human Resource Management Practices
- Digital HR Practices And People Analytics
- Leadership & Talent Development
- Change Management
- Knowledge Management
- Advance Practices In Marketing Management
- Digital Transformation Of Marketing
- Recent Trends in Finance
- Dynamic Economics
- Sustainable Supply Chain Management
- Lean & Green Operations Practices

### 2. LEGAL ASPECTS OF SUSTAINABLE DEVELOPMENT

- Legal Implications of Technological
- Innovation on Sustainable Development
- Employment Law in the Context of Social Development
- Intellectual Property & Innovation
- Legal Reforms & Policy Development
- Legal Technology & Innovation
- Public Interest Litigation & Social Justice
- International Law & Cross Border Operations
- Contract Law & Agreements
- Environment & Sustainability Law
- Leveraging Alternative Dispute Resolution Strategies
- Data Privacy & Consumer Protection Laws

### 3. TECHNOLOGY AND INNOVATION

- IOT & Smart Technologies
- Data Analytics for Sustainable Business
- Disruptive Innovation
- Artificial Intelligence in Organization
- Optimizing Business Solution through Machine Learning
- Trends in Big Data Analytics
- Marketing Automation & AI
- Technology-driven Economic Growth Strategies

### 4. ADVANCES IN ENTREPRENEURSHIP AND ECONOMIC GROWTH

- Small Scale Business Development
- Creativity & Innovation
- Entrepreneurial Finance
- Entrepreneurial Marketing
- Human Resource Management for Entrepreneurs
- International Business & Entrepreneurship
- Economic Policies & Sustainable Development

## PUBLICATION

All peer reviewed, accepted and presented papers of conference will be published with Springer in their prestigious book series

**"Sustainable Economy And Eco-Technology (SEE)"**

as proceedings book volume .

Series link: <https://www.springer.com/series/17458>

Springer will conduct quality checks on the accepted papers and only papers that pass these checks will be published.

Selected high quality papers presented at the conference, after further revision, will be published in below mentioned journals.

- **Management Decision (Scopus)**
- **International Journal of Work innovation (Scopus)**
- **International Journal of Business & Emerging Markets (Scopus)**
- **Euromed Journal of Management (Google Scholar)**
- **International Journal of Complexity in Leadership & Management (Google Scholar)**
- **Journal of General Management Research (EBSCO)**

**Special Issue Publication**

- **Empirical Economics Letters (ABDC Listed)**

Publication in Journals subject to applicable quality standard and publication fee as per Journal's guidelines.

Paper submission & instructions . [Click Here](#)

## NOTE

- The publication fee for papers accepted for special issue, Scopus, ABDC, EBSCO etc will be borne solely by the author(s) as per the journal's publication processing fee (if any).
- Registration fees include conference kit, tea/coffee, lunch, proceedings.

## IMPORTANT DATES

**Full Paper Submission  
(Extended date)**

**30/11/2024**

**Full Paper Acceptance**

**10/12/2024**

**Camera Ready Copy Submission**

**20/12/2024**

**Last Date of Registration**

**31/12/2024**



## INTERNATIONAL ADVISORY COMMITTEE

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Dr. Subhadip Roy, Associate Professor, IIM Ahmedabad.

Dr. Rahul Pratap Singh Kaurav, Associate Professor, Fore School of Management, New Delhi.

Dr. Balamurugam Balusamy, Associate Dean, Shiv Nadar University, Greater Noida.

Prof. Bhupendra Kumar Som, Director, GNIOT Institute of Management, Greater Noida.

Dr. R S Dabas, International Corporate Trainer & Founder-CIOEIND.

## KEY NOTE SPEAKERS



**Prof. Brandon Randolph-Seng**  
Texas A&M University-Commerce



**Prof. Marco Valeri**  
Niccolò Cusano University, Italy



**Prof. Salloum Charbel**  
EM Normandie Business School , France



**Dr. Rahul S Mor**  
University of Northampton, UK



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**Sh. Kaptan Singh**

President SMES, New Delhi

## CONFERENCE CHAIR(S)



**Prof. (Dr.) Harish Singh,**  
Director, MSI



**Dr. Sarita Chaudhary**  
HOD, Department of Management

## ORGANISING SECRETARIES

**Ms. Chanchal Phore**  
**Mr. Gaurav Bhardwaj**

## PAYMENT DETAILS

<b>Bank Name</b>	HDFC BANK
<b>Account Number</b>	50100557009291
<b>Account Name</b>	MAHARAJA SURAJMAL INSTITUTE
<b>IFSC</b>	HDFC0001067



SCAN & PAY

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SMES, New Delhi

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**Dr. Mamta Gupta**  
**Dr. Shilpa Sindhu**

## CONFERENCE CO-CONVENER(S)

**Dr. Tanvi Rana**  
**Dr. Pallavi Rajain**

## REGISTRATION DETAILS

<b>INDUSTRY</b>	₹3500
<b>ACADEMIA</b>	₹2500
<b>RESEARCH SCHOLARS</b>	₹1500
<b>STUDENTS</b>	₹1000
<b>INTERNATIONAL PARTICIPANTS</b>	\$50



SCAN TO REGISTER



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## HOW TO REACH



## CONTACT US



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