



SGT UNIVERSITY

Shree Guru Gobind Singh Tricentenary University



Faculty of Commerce and Management

1ST INTERNATIONAL CONFERENCE

ON

BUSINESS INNOVATION, TRANSFORMATION AND SUSTAINABILITY -2025

(BITS-2025)

HYBRID Mode

23rd & 24th May 2025
(Friday & Saturday)



About the conference

The "Business Innovation, Transformation and Sustainability (BITS-2025)" conference is a pivotal event aimed at exploring and addressing the evolving landscape of business practices worldwide. Scheduled for 23rd & 24th May 2025, this conference brings together industry leaders, policymakers, scholars, and practitioners to discuss and analyze strategies for driving sustainable growth, fostering innovation, and navigating the dynamic global business environment.

Key themes of the conference include digital transformation, sustainable business practices, innovative business models, and strategies for adapting to emerging trends and challenges. Participants can expect insightful keynote speeches, interactive panel discussions, and networking opportunities with like-minded professionals from around the globe.

By fostering dialogue and collaboration among diverse stakeholders, the conference aims to inspire new ideas, drive positive change, and promote sustainable business practices that benefit both organizations and society at large. Join us at the "Business Innovation, Transformation and Sustainability (BITS-2025)" conference to be at the forefront of shaping the future of business.

Conference Theme

"BITS-2025" reflects a timely and crucial focus on the evolving landscape of global business. In an era marked by rapid technological advancements, shifting consumer preferences, and pressing environmental concerns, the need for businesses to adapt and innovate has never been more critical.

The conference highlights the interconnected nature of these three key pillars – transformation, innovation, and sustainability – and their collective impact on shaping the future of business globally. It underscores the imperative for businesses to not only transform their operations and strategies but also to innovate in order to stay competitive and relevant in a rapidly changing world. Additionally, the theme emphasizes the importance of sustainability as a core component of business practices, recognizing the need for businesses to operate in a manner that is environmentally responsible and socially conscious.

Overall, the conference theme seeks to explore and discuss the challenges, opportunities, and best practices associated with navigating this changing global paradigm, with the aim of fostering dialogue and collaboration among business leaders, policymakers, and academics to drive positive change.

Conference Tracks and Sub Themes

Track 1: Business Innovation and Entrepreneurship

- Digital Disruption and Business Model Innovation
- AI and Machine Learning in Business Strategy
- Crowdsourcing and Open Innovation for Business Growth
- Sustainable Business Models in the Digital Era

- E-commerce and Omnichannel Innovations
- Digital transformation in industry: from recuperation to a new normal
- Social Entrepreneurship as a transformative force towards sustainability

Track 2: Digital Transformation and Industry 4.0

- The Impact of AI and Big Data on Decision-Making
- Smart Manufacturing and Internet of Things (IoT)
- Cybersecurity Challenges in the Digital Economy

- The Future of Work: Remote Work, Hybrid Models, and Digital Collaboration
- Digitalization of entrepreneurial ecosystem

Conference Theme

Track 3: Sustainable Business Practices and Corporate Responsibility

- Green Technology and Sustainable Supply Chain Management
- Smart Cities and Sustainable Urban Development
- Ethical AI and Corporate Social Responsibility
- Climate Tech Startups and Innovation
- Sustainability and Digital entrepreneurship
- Sustainable business models for a circular economy
- Sustainable consumption in digital society

Track 4: Financial Innovations and FinTech

- FinTech and the Evolution of Financial Services
- Blockchain, Cryptocurrency, and the Future of Finance
- InsurTech and AI in the Insurance Sector
- Crowdfunding and Peer-to-Peer Lending Platforms
- Smart Contracts and Regulatory Challenges in Digital Finance
- FinTech for Financial Inclusion and Sustainable Growth
- Entrepreneurial finance
- Audit and tax planning
- Behavioral finance
- Financial literacy
- Financial, Social and Environmental Disclosure

Track 5: Human Resource Management and Future of Work

- AI and HR Analytics for Talent Management
- Gamification and AI-driven Employee Engagement
- HR Tech and Automation in Workforce Management
- The Role of AR/VR in Employee Training and Development
- Gig Economy and Technological Disruptions in Employment
- Strategic HRM
- Social Capital and HRM
- Work Engagement
- Managing Talent

Track 6: Marketing and Consumer Behavior in the Digital Age

- AI and Predictive Analytics in Consumer Insights
- Personalization and Hyper-targeted Marketing through AI
- AR/VR in Digital Marketing and Customer Experience
- The Future of Retail: AI, Robotics, and Smart Shopping
- The dark side of marketing
- Social media and digital marketing
- Experiential marketing
- Luxury marketing

Track 7: Leadership, Strategy, and Business Resilience

- AI-driven Strategic Decision-Making
- Digital Leadership and the Role of CIOs and CTOs
- The Role of AI in Competitive Intelligence
- Sustainable Leadership in the Age of AI
- Agile Business Models in a Tech-driven World
- Inclusive leadership, Diversity and Inclusion

Track 8: Healthcare Management

- Changing Role of Hospitals in Post Pandemic Era
- Innovative Practices in Hospitals and Healthcare Management
- Clinical Data Management,
- Health Insurance and it's Challenges
- Artificial Intelligence and Internet of Medical Things in Healthcare
- Generating New Healthcare Technologies
- Sustainable Hospitals and Healthcare
- Developing Holistic Solutions in Indian Medical System (AYUSH)

Track 9: Information Technology

- Digital Transformation
- Hybrid work Environment
- Artificial Intelligence
- Social Media
- Online Education / Digital Learning
- EdTech
- Cyber Security
- Recent Trends in IT

Track 10: Operations and Supply Chain Management

- Enterprise Agility
- Logistics
- Disruptions in Supply Chain
- Six Sigma
- Project Management
- Total Quality Management
- Business Operations
- Service Operations Excellence
- Business Process Re-engineering
- Green Supply Chain management
- Industry 4.0 and SCM
- Recent Trends in Operations

Track 11: General Management

- Business Sustainability
- Economic Reforms
- Inclusive Growth
- Ease of doing Business
- ESG
- Entrepreneurship
- Start-ups
- Strategic Management
- Communication
- E-Commerce
- Innovation Management
- Economics

Publication Opportunities

Selected high-quality research papers will be recommended for publication in the following Scopus/ABDC indexed journals and scopus edited books, are subjected to the scope of the journal peer review process and editorial decisions

Journals:

1. **South Asian Journal of Business and Management Cases (SAJBMC)**-Published by SAGE Publications(Scopus Indexed)
2. **The Journal of Entrepreneurship**- Published by SAGE Publications (Scopus Indexed)
3. **Review of Management Literature**- Published by Emerald (Scopus Indexed)
4. **Korean Review of International Studies** -Published by Global Research Institute, Korea University (ABDC-C Indexed)
5. **Journal of Services Research** - Published by Vedatya Institute (ABDC-C Indexed)

Edited Books:

1. **Sustainable Customer Engagement with Intelligence Technologies**- Published by CRC Press (Taylor & Francis) | Scopus Indexed
2. **Strategic Business Policy Decisions Powered by Technology and Sustainability**- Published by Apple Academic Press | Scopus Indexed
3. **Industrial and Manufacturing Systems and Technology**- Published by Routledge | Scopus Indexed

Conference Proceedings:

•Selected papers will also be published in the form of a book of proceedings with ISBN.

Note: Authors to bear APC if applicable.

Guidelines for Full Paper Submission

1. Submission Process:

- Authors must submit their papers via email to **conference_fcaml@sgtuniversity.org**.
- The submission should include two separate files:
 - A **title page** containing the paper title and author details (including names, affiliations, and contact information).
 - The **full paper** without any author details to ensure an anonymous review process.

2. File Format:

- Papers must be submitted in **Microsoft Word (.doc or .docx)** format.
- Submissions in PDF format will **not** be accepted.

3. Word Limit:

- The full paper should be between **4,000 to 7,000 words**, including the abstract, keywords, and references.

4. Formatting Requirements:

- **Font:** Times New Roman
- **Font Size:** 12-point for the main text, 14-point bold for headings, and 10-point for footnotes.
- **Line Spacing:** 1.5 for the main text and single spacing for footnotes.
- **Margins:** 1 inch on all sides (top, bottom, left, and right).
- **Alignment:** Justified text alignment throughout the document.

5. Category Specifications:

- For papers submitted under the doctoral category, the **principal author** must be a doctoral scholar.

6. Certification:

- All registered presenters and participants will receive a certificate of participation or presentation.

7. Ethical Considerations:

- Authors must adhere to ethical research and writing practices. Any form of plagiarism or unethical conduct will result in disqualification.

Important Guidelines for Authors:

1. **Conference Attendance and Certification:** To be eligible for a conference certificate, author must attend the session in which their paper is presented. Attendance can be in hybrid mode (both online and in-person).
2. **Paper Submission Limits:** An author is permitted to submit a maximum of two papers: one/two as the principal (lead) author and one/two as a co-author.
3. **Peer Review and Publication:** All shortlisted papers will undergo a rigorous double-blind peer review process. Please note that acceptance of a paper for presentation at the conference does not guarantee its acceptance for publication.

IMPORTANT DATES	
Abstract Submission	5 May 2025
Abstract Acceptance Notification	7 May 2025
Paper Submission	16 May 2025
Paper Acceptance Notification	17 May 2025
Last Date of Registration	18 May 2025
Conference Dates	23 and 24 May, 2025

Best Paper Awards:

One Best Paper from each track will be awarded with a trophy and certificate

Registration Fee: _____	
Category	Fee
Academician (Per Author)	Rs 2000
Research Scholar	Rs 1500
Student (UG/PG)	Rs 500
Industry	Rs 2500
International Participants	\$50

Payment Mode

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Scan for Registration Link:



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visit the link given below to register for the conference:

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<https://forms.gle/VG6SBpoJfb81pHDJ7>

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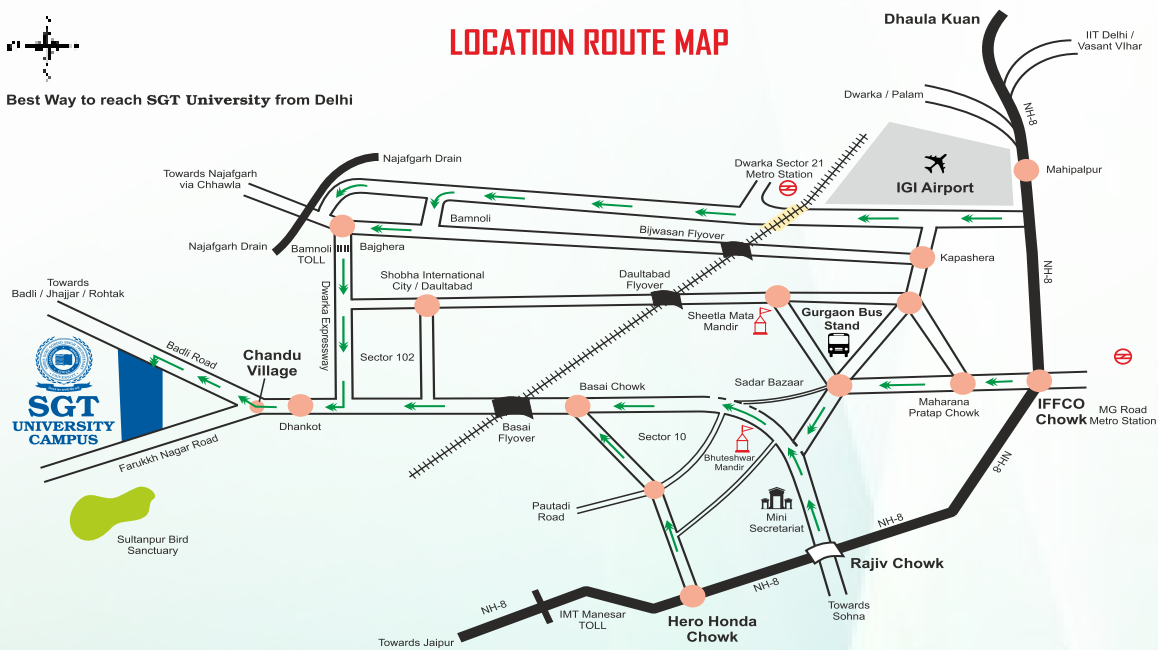
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