



SUSTAINABLE MANAGEMENT STRATEGIES FOR INDIA'S FUTURE

INTERNATIONAL CONFERENCE
9TH MAY TO 11TH MAY 2025



ABOUT THE CONFERENCE

India's growth story is a remarkable journey of economic transformation and resilience. Over the past few decades, India has emerged as one of the world's fastest-growing major economies. Today, India is fifth largest economy in the world and aspires to grow further. The road ahead has its own challenges and opportunities.

This conference envisages to bring together thought leaders, academicians, and industry experts to explore the management contribution and insights for Future of India. As we navigate the complexities of a rapidly evolving global landscape, this conference aims to address the unique challenges and opportunities that lie ahead for Indian businesses and organizations.

We explore the future through the lens of Indian knowledge systems and values, sustainability, marketing, and performance management. This conference aims to provide a comprehensive understanding of how traditional wisdom and modern practices can converge to create innovative and sustainable business solutions for India of tomorrow.

Join us as we embark on this journey to explore the Future of India, drawing from the past and looking towards a sustainable and innovative tomorrow.

IMPORTANT DATES

Submission opens	Open
Abstract/Extended Abstract Submission Deadline	10th April 2025
Notification to Author(s)	15th April 2025
Early Bird Registration	25th April 2025
Late Registration	30th April 2025
Conference	9th to 11th May 2025, Friday to Sunday

REGISTRATIONS

Registration Fee includes:

- Access to all conference sessions and conference kit including workshops.
- IIM Kashipur will make complimentary boarding and lodging arrangements for all the conference participants from 8 th May to 11 th May 2025.
- Lunch/Dinner and Refreshments will be provided during the conference (9 th to 11 th May).
- A nature excursion
- Detailed registration and presentation information will be provided to authors of selected abstracts/extended abstracts.



REGISTRATION FEES

	Early Bird Registration		Late Registrations	
Category	Participants from India	Participants from Abroad	Participants from India	Participants from Abroad
Doctoral/Masters/Bachelors Scholars	Rs. 6000	US \$ 150	Rs. 6600	US \$ 165
Faculty and Postdoctoral Researchers	Rs. 12000	US \$ 300	Rs. 13200	US \$ 330
Industry Professionals	Rs. 15000	US \$ 400	Rs. 16500	US \$ 440

SUBMISSIONS

We invite submission of abstract/extended abstract in the four tracks.

Track 1: Indian Knowledge Systems and Values: Applications in Management

Explore the rich heritage of Indian knowledge systems and values, and their relevance in modern management practices. This theme will delve into how ancient wisdom and practices can be integrated into contemporary business practices and strategies to address contemporary challenges, to foster wellbeing, holistic development, holistic decision-making, and sustainable growth. We invite cutting-edge research work for the following sub-themes:

- Indian management thoughts
 - Indian psychology
 - Indian mindset and its implications for management
 - Indian values and ethos
 - Indian values and ecology
 - Psychological wellbeing and interventions like Yoga, Meditation, Vipassana etc.
 - Yoga and management
 - Spirituality and leadership
 - Spirituality at workplace
 - Stress management and Ayurveda, Meditation, Vipassana, Yoga
 - Digital addiction and Indian interventions
 - Positive organizational psychology
 - Indigenous management practices
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Track 2: Sustainability in Business

As the world grapples with environmental challenges, the importance of sustainability in business cannot be overstated. This theme will focus on innovative practices and strategies that businesses can adopt to reduce their environmental footprint, promote social responsibility, and ensure economic sustainability. We invite the researchers working on the following sub-themes to submit abstract/extended abstract:

- Sustainable finance
- Sustainability reporting
- Pro-environmental behaviors
- Sustainable HRM
- Corporate Sustainability
- Strategies for sustainability in VUCA world
- Green innovation
- Frugal innovation and sustainability
- Green marketing
- Sustainable consumption
- Frugal purchase and consumption
- Buying local, regional and seasonal products
- Shifting towards planet based diets
- Sustainable procurement
- Green operations and supply chain management
- Circular economy
- Sustainable production
- Sustainable project management
- Green healthcare
- Decarbonisation and net zero
- Sustainable and natural resource management

Track 3: Marketing Management

This theme will address the latest trends, tools, and methodologies in marketing, helping businesses to effectively reach and engage their target audiences in an ever-evolving marketplace. We focus on the dynamic world of marketing management in India, where traditional techniques meet cutting-edge strategies. As the number of cultural, medical, and wellness tourists is increasing in India, we are also focusing on cultural, medical and wellness tourism. We invite abstracts/extended abstract in the following sub-themes but not limited to:

- Cultural tourism and marketing
- Medical tourism and marketing
- Healthcare tourism and marketing
- Wellness tourism and marketing
- Transformative service research
- Brand building and brand equity
- Consumer behaviour
- Rural marketing

Track 4: Performance Management

The revolution in technology and increased focus on sustainability has changed the nature of employment, and the business processes. The technological changes have given rise to work from home, digital labour, increased usage of e-commerce, robots, and automation. The sustainability concerns have encouraged responsible resource management. It has given rise to new criteria that is used to evaluate the performance of different entities from individuals to countries. The changing scenario raises questions of measuring performance and efficiencies of individuals, groups, firms, cities, states, or countries and how they can improve the performance in the changing context. Therefore, we invite cutting-edge research work for the following sub-themes but not limited to:

- Healthcare efficiency
- Agriculture efficiency
- Banking efficiency
- Logistics and supply chain efficiency
- Performance management of employees
- Technical, environmental, revenue, profit efficiencies of group/ firms/ cities/ districts/ country
- Ranking of groups/firms/cities/districts/countries
- Performance of groups/firms/cities/districts/countries in uncertain environment
- Productivity change over the periods
- Natural resource utilisation efficiency



PROGRAMME & REGISTRATION

The complete conference schedule, including speakers, and accepted Abstracts, etc., will be announced in the coming months on the conference website.

We look forward to meeting you in Kashipur, Uttarakhand, India, in May 2025!

The Conference Chairpersons:

Prof. Somnath Chakrabarti , PhD (IIT Delhi) Professor (Marketing) and Dean (Academics), Indian Institute of Management Kashipur	Professor Monomita Nandy Vice Dean International (CBASS) / Professor - Accounting and Finance Brunel University of London	
Prof. Vivek Kumar , PhD (XLRI Jamshedpur)) Associate Professor (Strategy) Indian Institute of Management Kashipur	Prof. Rameshwar Shivadas Ture , PhD (IIT Madras) Assistant Professor (OB and HRM) Indian Institute of Management Kashipur	Prof. Alka Arya , PhD (IIT Roorkee) Assistant Professor (Operations Management and Decision Sciences) Indian Institute of Management Kashipur



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[Link for Registration](#)