


International Conference on Emerging Trends in Social, Business, and Management Science Research

ICSBMR - 2025

The AI- Powered Future : Strategy, Innovation & Sustainability

 **March 12-13, 2025**

VIT Business School - VIT Chennai

In association with

Saunders College of Business, RIT

&

Emeritus - EdTech Partner

Conference Tracks :

- ◆ IT & Decision Science ◆ Operations & CRM ◆ Economics ◆ Business Education
- ◆ Finance & Accounting ◆ Consumer Behaviour & Marketing ◆ Sports Management
- ◆ Design & Business ◆ Sustainable Business ◆ Entrepreneurship & Family Business
- ◆ HRM ◆ Business Ethics & Research

Pre-conference Workshops

Online

**Crafting Manuscripts :
From Idea to Publication**

 **Sep 05, 2024**

Online

**Navigating the Publishing
Journey: Tips for Quality
Manuscript**

 **Oct 05, 2024**

Hybrid

**Fine-Tuning Your
Research: Strategies for
Enhanced Manuscript
Development**

 **Nov 29, 2024**

About The Conference

ICSBMR is back for 2025!

Join us in the lush environs of vibrant VIT Chennai, where we will explore the dynamic interplay of business, research, and societal progress against the backdrop of the AI revolution.

ICSBMR has been a premier platform for exchanging transformative research and innovative business practices. We welcome scholars, researchers, industry leaders, and future innovators from across India and the globe to present their work (in-person / online). Together, we'll explore the most pressing challenges facing businesses and society and envision solutions that shape a sustainable future. We will be hosting eminent researchers and thought leaders from across management verticals in this edition.

Theme

Artificial Intelligence (AI) isn't science fiction anymore – it's transforming industries, research, and our daily lives. AI holds immense potential to improve efficiency and drive innovation. But as with any disruptive technology, it's crucial to address potential risks and ethical concerns along the way.

From personalized customer experiences to AI-powered medical diagnosis, the potential is vast. But what about the jobs AI might displace? How do we tackle algorithmic bias and ensure responsible AI development? In academia, AI is changing the nature of research itself, raising questions about how we learn and discover in this new era.

Will AI truly change everything? The International Conference on Emerging Trends in Social, Business, and Management Science Research (ICSBMR-2025) delves into the heart of the AI revolution. Join leading researchers, industry experts, and policymakers to explore the implications of AI by submitting your research work.

Why Attend ?

- A rare opportunity to Network with Leading Minds in your field
- A window to get early feedback on your work from seasoned researchers and an opportunity to feature your work in leading journals.
- Boost your publication opportunity through Pre-conference workshops led by top-ranking journal editors



About VIT Chennai

Founded in 1984 by visionary educator Dr. G. Viswanathan, Vellore Institute of Technology (VIT) is a nationally and globally acclaimed center of excellence. VIT consistently excels in rankings, including 8th Best University and 11th Best Engineering Institution in India by the MHRD (NIRF, 2023). QS World Rankings place VIT's Engineering and Technology programs among the top 250 globally.

VIT Chennai campus, strategically located in Tamil Nadu's capital, embodies a commitment to industry collaboration, research innovation, and global engagement. VIT Chennai thrives under a visionary leadership team led by Founder & Chancellor, Dr. G. Viswanathan, Vice Presidents Mr. Sankar Viswanathan, Dr. Sekar Viswanathan and Dr. G.V. Selvam, Executive Director Dr. Sandhya Pentareddy, Assistant Vice President Ms. Kadhambari S. Viswanathan, Vice Chancellor Dr. V.S. Kanchana Bhaskaran, and Pro Vice-Chancellor Dr. T. Thyagarajan.

VIT Business School

VIT Business School, Chennai, situated within VIT University, is an AACSB-accredited leading choice for undergraduate and graduate business programs in India. QS ranks it within the top 23 management institutes in India. VITBS is committed to cultivating a global community of forward-thinking leaders, adept managers, and visionary entrepreneurs dedicated to advancing inclusive and sustainable prosperity worldwide through our accelerated career pathway programs co-designed with prestigious US universities. With over a decade of excellence, VIT Business School empowers students with the expertise and abilities to excel as global leaders and conscientious global citizens through its avant-garde learning ecosystem, corporate patronage, and research strides. The school's programs comprise a flagship 2-year MBA with an option for a dual degree with the University of Michigan, Dearborn; 2+2 BBA (Hons) with Rochester Institute of Technology, New York, and B Com (Hons) accredited by ACCA, UK, and the Doctoral Programme in Management.

Key Note Speakers



Dr. Kalyan Singhal,
Editor in Chief

*Production & Operations
Management Journal
Merrick School of Business,
University of Baltimore,
U.S.A*



Dr. Rajesh Iyer
Caterpillar Professor

*Marketing, Foster College
of Business, Bradley
University, United States*



**Prof. Hitendra
Chaturvedi,**
Professor, W.P. Carey
School of Business

*Arizona State University,
United States*



**Dr. Arunachalam
(Chalam) Narayanan**

*Farrington Professor
and Assistant Chair
of Academics*

University of North Texas



Dr K Ganesh

*Partner & Global Lead
McKinsey Centre of
Competence*

McKinsey & Company



Dr. Balan Sundarakani

*Regional Editor, Journal
of Logistics Research &
Applications*

*University of Wollongong,
Dubai*



Dr. Moriki Ohara

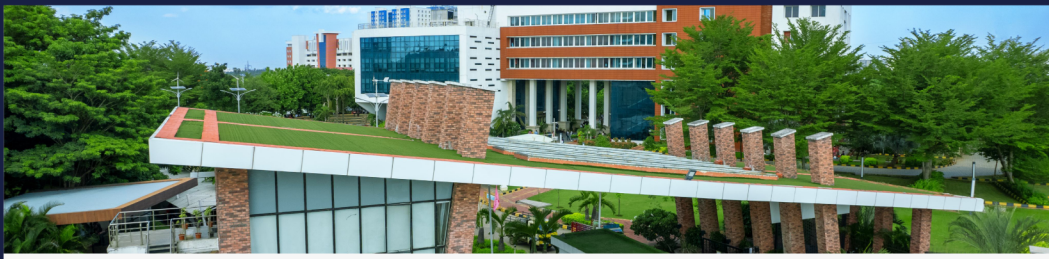
Professor in Economics

*Ryukoku University,
Japan*

Fees

◆ International	USD 100
◆ Faculty	INR 2500
◆ Scholars	INR 1500
◆ UG/PG Students	INR 750
◆ Industry Delegates	INR 3000
◆ Only Participation	INR 750
◆ Pre-conference Workshop Series (3)	INR 1000

*The fee covers a conference e-certificate, a welcome kit, lunch for in-person participants and covers a conference e-certificate for those who prefer to present online.



Key Dates

Events	Dates
◆ Pre-Conference Workshop Registration opens	Jun 01, 2024
◆ Abstract Submission Deadline	Oct 31, 2024
◆ Abstract Acceptance Notification	Nov 10, 2024
◆ Full Paper Submission closes	Jan 10, 2025
◆ Full Paper acceptance notification	Jan 20, 2025

Conference Registration closes on **Feb 15, 2025**

Conference Tracks

Human Resources Management

- The Future of Work & the 4-Day Workweek
- Digital Nomads and Remote Work
- Green HRM
- AI & HRM- Impact on HR profession, practice and ethics
- Gamification in HR
- Algorithmic Bias in HR Processes
- Meme Culture
- Diversity, Equity & Inclusion (DEI) strategies
- Gig workforce
- Impact of Labour codes
- Moonlighting/ Free-lancing
- Data Privacy & Employee Monitoring

Entrepreneurship & Family Business

- Digital Entrepreneurship & the Pandemic Pivot
- Next-Gen Leadership in Family Business
- Intrapreneurship in the Modern Workplace
- Scaling Small Businesses

Business Research & Ethics

- The Ethics of Nudging
- Whistleblowing & Tech Platforms
- Algorithmic Accountability
- Data Privacy & Consumer Trust

Operations & SCM

- Industry 4.0
- Resilience in the Face of Disruption
- Antifragile Supply Chains
- Hyperlocal Fulfillments & Micro-chains
- Circular Supply Chains & Reverse Logistics
- The Impact of 3D Printing on Manufacturing

IT & Decision Science

- Explainable AI (XAI) for High-Stakes Decisions
- Human-AI Hybrid Decision Making
- Large Language Models (LLMs) & Business
- Reinforcement Learning for Adaptive Decision Systems
- Optimization for Complex Networks
- Securing the SaaS Supply Chain
- Data Sovereignty & Cloud Compliance
- FinOps for SaaS

Economics

- Beyond GDP- Quantifying the Cost of Well-being
- The Economics of the Attention Economy
- Universal Basic Income Re-examined
- Economics of the Post-Truth Era- Cost of misinformation & filter bubbles



Sustainable Business

- Quantifying the Social Impact of Sustainability Initiatives
- Greenwashing vs. True Impact: AI & Analytics for Transparency
- Climate Risk Modelling
- Circular Economy Models & Enabling Technologies
- AI for Social good
- Underprivileged communities – bridging the digital divide
- Social networks and social capital
- Social movements and activism in the AI age

Sports Management

- Fan Engagement in the Digital Era
- Athlete Well-Being & Wearable Tech
- e-Sports and the Future of Competition
- Sports Analytics & Decision-Making
- Regulatory frameworks for sports betting

Business Education

- Personalized Learning Paths with AI
- Immersive Learning in Business Simulations
- Building Data Literacy in Business Graduates
- Gamification for Business Skill Development

Finance & Accounting

- Crypto Asset Valuation
- Climate Stress Testing for Portfolios
- Beyond Fintech Hype: Data-driven models for financial inclusion
- Financial Forecasting with Alternative Data
- Auditing the Algorithms
- Accounting for the Circular Economy
- Real-Time Financial Reporting with Blockchain

Design & Business

- Design for Accessibility & Inclusion
- Experience Design in the Metaverse
- Human-Centered Design for Social Change

Consumer Behaviour & Marketing

- Digital Detox & Consumer Well-being
- The Psychology of the Post-Pandemic Consumer
- Tech-Native Consumption Habits
- Sensory branding & Neuroscience
- Voice Search & Conversational Commerce
- Virtual & Augmented Reality in Retail
- Collaborative Consumption and the Sharing Economy
- "Woke-Washing" vs. Authentic Activism
- Subversive Branding
- Gen Z / Alpha as consumers



How to Register?

To present your work at the conference, you'll need to register. Participants can register after receiving their acceptance notification for their full paper

1. Submit Abstract with EasyChair
2. Note Manuscript ID
3. Get Abstract acceptance Notification
4. Submit Full Paper on EasyChair (Use Update option in EasyChair by using the same manuscript ID, don't create new ID)
5. Full Paper acceptance notification
6. Make Payment using the link on website (Payment details for international participants will be communicated through paper acceptance mail)
7. Register for Conference on website (use same e-mail, Manuscript ID and payment ref. no)

Publication Avenues

Our conference upholds a meticulous multi-stage, blind peer review process to ensure the quality of presented papers. This careful evaluation opens the door to several publication avenues

Renowned Journals:

Following expert peer review, selected papers may be considered for publication in reputable Scopus-indexed (SI) or Web of Science (WoS) journals. Select authors will be intimated in advance about this opportunity. However, the associated journals reserve the right to decide on acceptance.

ISBN E-book:

Select papers shall be included in a carefully curated E-edited book, proudly bearing an ISBN number, based on quality of work

Conference Proceedings:

All accepted abstracts will gain a place in our digital Conference Proceedings.



Best Paper Awards

There will be special awards for the best paper from each track.

Submission Guidelines

Originality and Plagiarism:

The submitted research paper must be original and unpublished work. It should not have been previously published, presented elsewhere, or be under consideration for publication in another venue. We strongly encourage authors to ensure the originality of their work.

Please meticulously cite all external sources according to APA guidelines and avoid all forms of plagiarism. This includes content generated using Gen-AI tools. If Gen-AI tools are used for specific purposes (e.g., language editing), please clearly disclose this in your submission.

Formatting:

File Type: Submit manuscripts in .doc or .docx formats.

Page Setup: A4 page size, portrait orientation, 2.54 cm (1-inch) margins on all sides.

Font: Times New Roman, 12-point font throughout the main text, double-spaced.

Justification: Left-align the text (do not use full justification).

Headings: Use the following heading levels, aligned with APA recommendations:

Level 1: Centered, Boldface, Title Case Heading

Level 2: Left-aligned, Boldface, Title Case Heading

Level 3: Left-aligned, Boldface, Italicized, Title Case Heading

Length: Submissions should be between 5000- 6000 words (including references, tables, and figures). The abstract should be 200- 250 words.

Visuals: Tables, illustrations, charts, figures, etc. should be numbered consecutively (e.g., Table 1, Figure 1).

Provide clear captions and acknowledge sources below each visual element.

APA Referencing: All sources must be cited using APA format (7th edition is the most current)

Presentation: At least one registered author must present the work.

Submission: Submit contributions electronically via EasyChair.

Venue & Accommodation

The conference is conveniently being held at the sprawling, lush green, VIT Chennai campus. The campus is located at Kelambakkam - Vandalur Rd, Chennai, Tamil Nadu India. It is about 26 km away from Chennai International Airport, and about 12 km off the scenic East coast Road. A limited number of campus rooms are available for an additional fee for those interested in staying on-site. These rooms will be allocated on a first-come, first-served basis, so please reserve your room early to secure your spot.

Advisory Committee

Dr Rajendran C, Professor, Department of Management studies, IIT Madras

Dr Vivek Arunachalam, Senior Investment Consultant GBP International and Visiting Professor, CBS Business School, Germany

Dr Sian Lun Lau, Professor & HoD, Sunway University, Malaysia

Dr. Adelina Gnanlet, Professor, California State University, Fullerton, USA

Dr. Kumaraswamy Ponnambalam, Professor, University of Waterloo, Canada

Dr. Bethel G A Erastus-Obilo, Professor, Northern Central University, USA

Dr Vimala Kathiresan, Professor, HELP University, Malaysia

Dr. Nitya Rani Balla, Professor, Fanshawe College, Canada

Dr. M.Thenmozhi, Head, Dept. of Management Studies, IIT Madras, Chennai

Mr. S.K.Pawar, Head, HP & EPS, DRP&E, AERB, Mumbai

Dr John Walsh, Associate Dean and Director, Kirk University, Thailand

Dr Muhammed Rafiq, Assistant Professor, University of Technology and Applied Sciences, Sultanate of Oman

Dr. Arul, Professor, Dept. Management Studies, Pondicherry University,

Dr. Vinay Sharma, Professor, Birla Institute of Technology, Mesra, Ranchi.

Dr. Abhigyan Bhattacharjee, Professor, North Eastern Hill University, Shillong.

Mr. T.Vallinayagam, Member, CII Institute of Logistics, Chennai

Dr. Nabin Sharma, Associate Professor, UTS, Sydney, Australia

Dr. Siti Khairunniza Bejo, Associate Professor, University Putra, Malaysia

Dr. Daniel Kim, Asst. Professor of Business, The King's University, Canada

Dr. Aiswarya B, Associate Professor, LIBA, Chennai

Dr. Prince Jason A, Operations Team, F & A Division, Bureau Veritas, Canada

Dr. Angeline S, Member, HR Adjudication Team, TD Bank, Canada

Dr. Rameshwar Shivadas Ture, Asst. Professor, IIM Kashipur

Dr. S. Visalakshmi, Asst. Professor, Central University, Tamil Nadu

Conference Chair:

Dr. Harikrishnan K , Dean VIT Business School -Chennai

Dr.Shalini (Shal) Khazanchi, Ph.D, Rochester Institute of Technology Rochester, NY

Conference Convenors

Dr.Stephan Thangaiah I S, Dr. Sumathi G N

Conference Co Convenors

Dr.J.Bhavani, Dr.Sharon Sophia,

Dr. Rajkumar Murugesan, Dr.Joseph Jeya Anand, Dr. Sujatha Manohar,

Dr.Saju B, Dr.Sudheer Muhammed. K.M, Dr.Thangaraja Arumugam

Links :

Submission Link -EasyChair

<https://easychair.org/conferences/?conf=icsbmr2025>

Workshop Registration Link:

<https://forms.gle/RJ4VfJqFHcyJEW2c9>

Conference Registration Link:

<https://forms.gle/mkMQ1b6Tb5wbhKjy5>

Payment Link : <https://vitचनाievents.com/conf1/>

**For International participants, conference fee payment details will be communicated through the paper acceptance mail.*



Scan For
Conference Website

Contact Us :

The Convenor ICSBMR 2025

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www.icsbmr2025.com

