One Day International Conference

on

Innovative Technologies for Sustainable Business Transformation (ITSBT-2025)

April 12, 2025

Venue: Double Tree by Hilton, Gurugram

Mode: Hybrid

Organized by:

School of Management and Commerce

K.R Mangalam University, Gurugram

in collaboration with

University of Sydney,

Belarus State Economic University,

J&K Economic Association

&

S.S International

Coordinators:

- Dr. Vijay Prakash Sharma – Conference Convenor
- Ms. Akanksha Kathuria – Conference Convenor
- Dr. Mansi Yadav – Co-Convenor

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Preface and Acknowledgements

The School of Management and Commerce (SOMC) at K.R. Mangalam University extends its heartfelt gratitude to all the distinguished guests, eminent keynote speakers, session chairs, and esteemed delegates who contributed to the grand success of the International Conference on Innovative Trends in Sustainability, Business, and Technology (ITSBT-2025). Your insightful contributions, engaging discussions, and scholarly exchange of ideas made the event a truly enriching experience. We owe a special debt of appreciation to our esteemed collaboration partners—the University of Sydney, Belarus State Economic University, J&K Economic Association, and S.S. International—for their invaluable support and academic cooperation that added immense value to the conference. We are deeply grateful to our visionary leadership, Pro-Chancellor Mr. Abhishek Gupta, whose constant encouragement and strategic direction have always been a guiding force behind our academic pursuits. We also extend our sincere thanks to our dynamic Vice Chancellor, Prof. Raghubir Singh, for his unwavering support and inspiring vision that helped shape the success of ITSBT-2025. Our profound appreciation goes to the management of K.R. Mangalam University for their continued commitment to excellence and for fostering an environment conducive to impactful research and innovation. We are equally thankful to Dean Research for fostering a culture of inquiry and scholarly engagement, and to Dean Academics for ensuring the highest academic standards throughout the planning and execution of the event. Last but not least, a special note of thanks to our dedicated faculty members, enthusiastic students, and the hardworking organizing committee of SOMC. Their relentless efforts, teamwork, and professionalism ensured that the event was not only well-executed but also impactful in terms of knowledge dissemination and intellectual collaboration. Together, we have set a benchmark for academic excellence, and we look forward to many more such collaborative ventures in the future.

Title and Objective of the Conference

Title: International Conference on Innovative Technologies for Sustainable Business Transformation (ITSBT-2025)

Objective: To foster a dynamic academic platform for researchers, academicians, industry professionals, and policymakers to engage in discussions on sustainable business practices enabled by technological innovations. The goal was to encourage interdisciplinary collaboration, present research, and inspire ideas that shape resilient, sustainable economic ecosystems.

Themes and Sub-Themes of the Conference

The conference included seven broad thematic tracks:

Marketing

- Digital Marketing and AI-driven Strategies
- Consumer Behavior in the Digital Age
- Sustainable Branding and Green Marketing
- Ethical Issues and Social Responsibility
- Data Analytics for Marketing Decisions

Finance

- FinTech and Digital Financial Transformation
- ESG (Environmental, Social, Governance)
- Behavioral Finance
- Crypto Assets and Blockchain
- Financial Risk Management

Human Resource Management

- HR Analytics and Digital HR Practices
- Employee Wellbeing and Mental Health
- Diversity, Equity, and Inclusion
- Upskilling & Reskilling

Information Technology

- Big Data and Business Analytics
- Cybersecurity and Data Privacy
- AI/ML in Business Transformation
- Cloud Computing
- Innovations in IT Infrastructure

Entrepreneurship

- Startups and Innovation
- Social Entrepreneurship
- Entrepreneurial Ecosystems
- Scaling Strategies
- Funding & Venture Capital

Supply Chain Management & Operations

- Resilient Supply Chains
- Blockchain and IoT in Transparency
- Sustainable Supply Chain Practices
- AI/ML in Forecasting
- Agile Operations

Sustainability & CSR

- Green Finance
- Circular Economy
- Technology for Environmental Sustainability
- Corporate Social Responsibility and Stakeholder Engagement

Inaugural Function

The International Conference on Innovative Technologies for Sustainable Business Transformation (ITSBT-2025) was inaugurated on April 12, 2025, at DoubleTree by Hilton, Gurugram, in hybrid mode, blending onsite and virtual participation. The ceremonial inauguration set an intellectually rich tone for the day, featuring a confluence of thought leaders from academia and industry, committed to transforming business practices through innovation and sustainability.

The ceremony commenced with the lighting of the lamp followed by a welcome address by Prof. (Dr.) Indira Bhardwaj, Dean, School of Management and Commerce and Conference Head. She articulated the vision of SOMC in fostering a collaborative, interdisciplinary research culture and emphasized the need for future-ready business models that are technologically progressive and ethically rooted.

Chief Guest & Keynote Speaker:

- Prof. Arvind Sahay – Director, MDI
- Mr. Amit Sinha – Former COO, PayTM
- Mr. Binaya Bhushan Panda – COO, Gensol Group
- Dr. Firdous Malik – University of People, USA

Prof. Arvind Sahay – Director, Management Development Institute (MDI)

A globally respected academician, Prof. Arvind Sahay currently serves as the Director of MDI Gurgaon. With academic roots at IIM Ahmedabad and a distinguished career in marketing strategy and behavioral economics, Prof. Sahay set the intellectual foundation for the conference with a compelling keynote address.

He spoke about the intersection of data analytics, neuroscience, and ethical business design, urging organizations and scholars to move beyond traditional metrics and embrace holistic performance indicators.

His keynote called for a future where analytics supports empathy, and technology amplifies values, not just efficiencies.

Guest of Honour

Mr. Amit Sinha – Former COO, PayTM

Bringing two decades of industry experience in digital finance and platform innovation, Mr. Amit Sinha delivered a vibrant address reflecting on India's digital journey and the transformational role of fintech in inclusive economic growth.

He spoke candidly about the disruption mindset, sharing learnings from building and scaling one of India's largest fintech companies, PayTM. He emphasized the need for responsible disruption, where agility must be balanced with ethics, compliance, and social equity.

He urged academia to lead conversations on designing inclusive digital futures and encouraged research aligned with national innovation and sustainability missions.

Inaugural Keynote Speaker

Dr. Firdous Malik – University of the People, USA

A visionary in the domains of sustainability, education technology, and business transformation, Dr. Firdous Malik delivered the Inaugural Keynote Address. Representing the University of the People, USA, Dr. Malik championed the cause of virtual, accessible, and sustainable education models.

He discussed how academic institutions can leverage cloud-based, scalable technologies to enhance both learning outcomes and environmental responsibility, especially in underserved regions. His speech resonated with the need for global academic partnerships that promote green thinking and inclusive knowledge systems.

Keynote Speaker

Mr. Binaya Bhushan Panda – COO, Gensol Group

With an exceptional background in green technology, solar energy, and electric mobility, Mr. Binaya Bhushan Panda, COO of Gensol Group, brought a strategic industry perspective on sustainable infrastructure and climate-resilient business models. His address highlighted Gensol's pioneering projects in solar EPC and EV fleet management, presenting real-world success stories of how tech-led solutions are redefining India's green economy.

He called on young researchers to develop business ideas aligned with ESG goals, stating that technology must become a pathway to environmental healing and long-term economic stability.

5. Address of the Invited Speakers: Plenary Session (International Speakers)

The International Conference on Innovative Technologies for Sustainable Business Transformation (ITSBT-2025) showcased a rich tapestry of global perspectives through addresses from distinguished national and international speakers. These academic leaders contributed deep insights into their respective domains, offering a global lens on innovation, sustainability, and transformative business models.

- Dr. Volha Rudkouskaya – Belarus State Economic University
- Dr. Isil Demirtas – Giresun University, Turkey
- Dr. Durmus Cagri Yildirim – Tekirdag Namik Kemal University, Turkey
- Dr. Viana Hassan – ETA Academy, Malta

Dr. Volha Rudkouskaya – Belarus State Economic University

An accomplished researcher in the fields of macroeconomics, sustainability policies, and cross-border trade, Dr. Volha Rudkouskaya highlighted the role of economic institutions in enabling sustainable financial frameworks. She shared valuable research on how emerging economies like India can benefit from state-supported green finance policies and regional trade reforms.
She emphasized the importance of academic-policy collaboration and encouraged Indian institutions to work more closely with Eastern European think tanks for climate-linked economic modeling.

Dr. Isil Demirtas – Giresun University, Turkey

Renowned for her work in organizational ethics, corporate social responsibility, and sustainability education, Dr. Isil Demirtas delivered a compelling address on the role of value-based leadership in corporate transformation.
She discussed how Turkish SMEs are adopting green certification standards, and drew parallels with India's startup ecosystem. Dr. Demirtas advocated for integrating sustainability into the core of business school pedagogy, urging universities to go beyond token CSR modules.

Dr. Durmus Cagri Yildirim – Tekirdag Namik Kemal University, Turkey

A leading voice in industrial engineering, logistics optimization, and smart manufacturing, Dr. Durmus Cagri Yildirim focused on digital architecture and operations strategy for a low-carbon future.
He shared a roadmap for businesses transitioning to Industry 5.0, with case studies on IoT-enabled warehouses, real-time supply chains, and AI-based inventory control.
His session emphasized that sustainable logistics must become the backbone of modern business, supported by a shift in both policy and mindset.

Dr. Viana Hassan – CEO, ETA Academy, Malta

Dr. Viana Hassan, the founder and CEO of ETA Academy in Malta, brought a unique blend of entrepreneurial innovation and educational reform to the conference. Her presentation revolved around AI-driven learning platforms and experiential education models that promote sustainability mindsets.
She discussed global best practices in green entrepreneurship incubation and shared how ETA Academy supports tech-based social ventures led by youth across Europe.
Dr. Hassan also encouraged Indian universities to foster cross-border startup partnerships and co-create virtual accelerators**.**

5. Session wise & Track wise Report

The Technical Sessions of ITSBT-2025, held on April 12, 2025, formed the intellectual core of the conference, thoughtfully organized across multiple offline and online tracks. The sessions were meticulously designed to align with the central themes of the conference—Innovation, Technology, Sustainability, and Business Transformation—providing a holistic view of contemporary research across disciplines.

Session Chairs:

- Dr. Ritu Sapra – University of Delhi
- Dr. Silky Vigg Khushwah – NDIM
- Dr. Yasmeen – Jamia Millia Islamia University
- Dr. Surya Prakash Sharma – Great Lakes University
- Dr. Sneha Rajput – Prestige Institute of Management and Research, Gwalior

Co Session Chairs:

Dr. Anumeha Mathur

Dr. Devkanya Gupta

Dr. Deepika Chaoudhary

Dr. Mohd. Nizamudin

Dr. Mohd. Anas

A major focus of the conference was **research dissemination** through technical sessions, which were held in **seven parallel tracks** both online and offline:

- Track 1: Digital Engagement Driving Green and Sustainable Marketing
- Track 2: From Risk to Resilience: Technology for Sustainable Finance
- Track 3: Green HRM practices for Building Climate-Conscious Work Cultures
- Track 4: Leveraging Information Technology for Sustainable and Innovative Business Transformation
- Track 5: Tech-Powered Startups: Driving Sustainability Through Disruption

- Track 6: Digital Architecture and systems designed for a Low-Carbon Future
- Track 7: Tech enabled Operations and Supply Chain where Smart Meets Sustainable

Researchers presented **research papers**, many of which highlighted empirical models, case studies, and theoretical advancements in sustainable practices and technological integration. The sessions were chaired by distinguished academicians who provided constructive feedback and engaged participants in thoughtful discussions.

Offline Sessions

The offline sessions brought together researchers, academicians, and professionals to discuss emerging trends in management, entrepreneurship, behavioral science, education, and marketing. A key highlight was the interdisciplinary nature of presentations, which demonstrated:

- How entrepreneurial ecosystems are evolving in response to policy and technological change.
- Insights into consumer behavior, brand perception, and decision-making processes.
- The growing role of AI and digital tools in reshaping educational and organizational practices.
- Women-led ventures and sustainable development in emerging markets.

The offline setting encouraged vibrant face-to-face dialogue, peer feedback, and collaborative learning among participants from diverse institutions.

Online Sessions

Running parallel to the offline sessions, the online technical tracks enabled global participation and exchange of ideas. The online sessions largely revolved around finance, sustainability, and digital transformation, including:

- Financial innovations and the evolving nature of investment behavior.
- Risk management and pricing strategies in volatile markets.
- The role of social media and digital marketing in startup success.
- Corporate governance, ESG practices, and green finance.

Chaired by distinguished academicians, the sessions ensured high academic standards and provided presenters with critical feedback for future research development.

7. Valedictory Function

The **Valedictory Session** of the *International Conference on Innovative Technologies for Sustainable Business Transformation (ITSBT-2025)*, organized by **K.R. Mangalam University** on **April 12, 2025**, marked a grand and reflective closing to a two-day journey of insightful discussions, impactful research presentations, and global academic collaboration.

This concluding session brought together eminent personalities who lauded the efforts of the organizing team and emphasized the vital role of innovation and sustainability in reshaping business and environmental landscapes.

- Prof. (Dr.) Ashutosh Nigam – Dean, JC Bose University of Science and Technology, YMCA
- Prof. (Dr.) Anirban Chakraborty – Professor, Jawaharlal Nehru University
- Prof. (Dr.) Jasmeet Kaur Lamba – Professor- OP Jindal Global University

Chief Guest: Prof. Ashutosh Nigam

Prof. Ashutosh Nigam, a senior academician from **J.C. Bose University of Science and Technology, YMCA, Faridabad**, was the **Chief Guest** of the Valedictory Session. In his enlightening address, he underlined the importance of integrating sustainability into academic practices and called for stronger academia-industry collaboration to translate innovative research into practical, real-world applications. His thoughtful insights encouraged attendees to continue engaging with sustainability not just as a concept, but as a core institutional and societal value.

Guest of Honour: Prof. (Dr.) Anirban Chakraborty

Prof. (Dr.) Anirban Chakraborty, Dean of the School of Environmental Sciences, **Jawaharlal Nehru University**, served as the **Guest of Honour**. A distinguished environmentalist and academic, Dr. Chakraborty emphasized the urgent need for research that supports sustainable policy-making. He highlighted how business transformation must be rooted in environmental stewardship and urged scholars to explore innovative models that balance profitability with planetary well-being.

Special Guest: Dr. Jasmeet Kaur Lamba

Dr. Jasmeet Kaur Lamba, Professor at **O.P. Jindal Global University**, addressed the gathering as a **Special Guest**. Her compelling talk focused on the evolving role of sustainability in global corporate

strategies. She shared key frameworks for sustainable leadership and encouraged educators and practitioners to promote a culture of responsible decision-making within organizations.

Presentation of Mementoes

As a token of gratitude and appreciation, **mementoes were presented to all Session Chairs and Co-Chairs**, as well as key **organizers and collaborators** of the conference. These symbolic gestures recognized their invaluable contributions in ensuring the smooth execution and academic excellence of ITSBT-2025. Best Paper Awards and Certificates of Participation were distributed to honor outstanding scholarly contributions.The ceremony reflected the collaborative spirit that had driven the conference's success.

Best Paper Award-

1. Mirza Ahmad Ebrahimi TITLE- Key drivers of sustainable energy production: a study of high carbon dioxide emitting nations

2. Japneet Singh TITLE- Revolutionizing Human Communication The impact of linguistic technology on global interaction

3. Mohammad Nadeem Rahimi TITLE - Impact of socio economic and environmental factors on natural resource rents: a study of BRICS nation

4. Nitu Maurya TITLE- Mapping the trends and evolution of the circular economy: A meta analysis approach

5. Harwinder Kaur TITLE- does economic integration influence trade patterns? New evidence from Asia

6. Ridhima Sharma TITLE- ERP systems and user participation: Insights into implementation success

Vote of Thanks by Conference Convenor

The session concluded with a heartfelt **Vote of Thanks** delivered by **Ms. Akanksha Kathuria**, **Conference Convenor**. She extended her deep appreciation to the distinguished guests, international and national delegates, technical and organizing committees, student volunteers, and all stakeholders for their unwavering support and active participation. She acknowledged the efforts of the university leadership, partner institutions, and sponsors who contributed to the success of the event. Her address emphasized the importance of continuing such dialogues to inspire meaningful research and sustainable solutions.

The valedictory session concluded on a high note, setting the stage for future editions of the conference that will continue to explore the nexus of innovation, technology, and sustainability in an ever-evolving world.

Inaugural Session pictures:



Pic 1: Prof. (Dr.) Indira Bhardwaj, Dean SOMC and Conference Head, delivering the opening remarks and setting the tone for ITSBT-2025



Pic 2- Inaugural Function



Pic3 - Group Picture



Pic 4: *A thought-provoking session by Guest of honor Mr. Amit Sinha- Former COO-Paytm*



Pic 5: *A thought-provoking session by Prof. Arvind Sahay- Director MDI.*

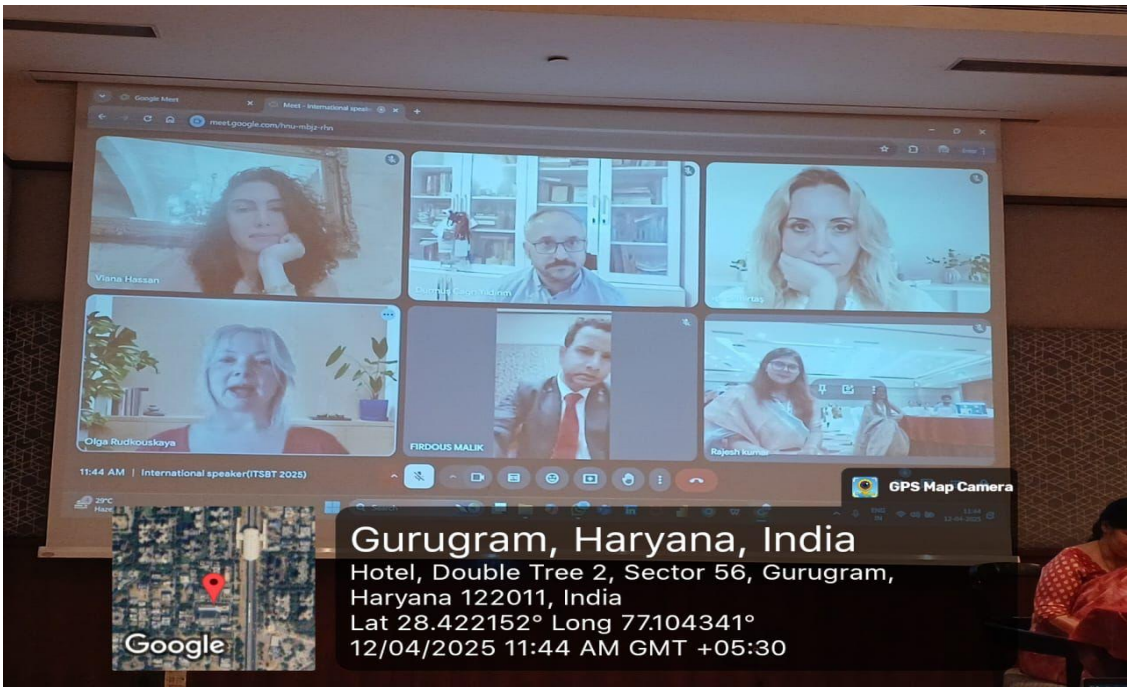


Pic 6- Felicitation of distinguished guests and keynote speakers in honor of their valuable presence and contributions.



Pic7- Group photograph with our esteemed guests and dignitaries at ITSBT-2025

Plenary session:



Pic 8- International speakers from Belarus, Turkey, and Malta sharing global perspectives on sustainable business transformation



Pic 9: Prof. (Dr.) Raghuvir Singh, Hon'ble Vice Chancellor of KRMU, delivering a power-packed address on innovation and sustainability.



Pic 10: A moment with our session chairs who led engaging academic discussions across all tracks



Pic 11- Memento presentation to session chair

Sessions and Tracks:



Pic 12: Participants presenting their original research work during the technical sessions



Pic 13- Participants attentively listening and interacting during research paper presentations, showcasing deep interest and curiosity



Pic 14- Online session



Pic15: Online session



Pic 16- Authors presenting research paper



Pic 17- Authors presenting research paper

Valedictory session:



Pic 18- Presentation by Guest of Honor speaker Dr Ashutosh Nigam



Pic 19- Presentation by keynote speaker Dr Jasmeet Kaur Lamba



Pic 20- Memento Presentation



Pic 21- Best Paper Award – Young Scientist award



Pic 22- Certificate distribution



Pic 23- Best Paper Award



Pic 24- Vote of Thanks by Akanksha Kathuria



Pic 25: Collective photograph capturing the success of ITSBT-2025 with all guests, speakers, faculty, and participants.



Pic 26: Dedicated student volunteers of SOMC whose tireless efforts made ITSBT-2025