



SaiBalaji International Institute of Management Sciences

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and

International Institute of Management & Human Resource Development (Women)

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organize

International Research Conference

ANVESH -2k25

on

Sustainability and DEI in the Digital Age:

Perspectives and Innovation

(HYBRID MODE)

28th & 29th March , 2025

In academic partnership with
Faculty of Commerce & Management



Savitribai Phule Pune University, Pune

In collaboration with



Acacia University, Arizona, USA.

CALL FOR PAPERS

We invite the submission of original Research Papers and Case Studies.

For further details, please contact:

research@sbiims.edu.in

director@iimhrd.edu.in

About SBES

SaiBalaji Education Society (SBES), Pune is a group of educational institutes established by its Founder President Prof. Manish R. Mundada, a young academician. SBES then, had a humble beginning starting with International Institute of Management Studies (IIMS) and today, over & above IIMS, it has two different management institutes, viz. SaiBalaji International Institute of Management Sciences (SBIIMS), International Institute of Management & Human Resource Development (Women), R B Mundada College of Arts, Science and Commerce, SaiBalaji Junior College and SaiBalaji Public School.

About SBIIMS & IIMHRD (W)

SBIIMS and IIMHRD(W) are the management institutes imparting two years full time post graduate programme in management education i.e. MBA, recognized by All India Council of Technical Education, New Delhi and affiliated to Savitribai Phule Pune University. Both the institutes are NAAC accredited. Both have dedicated team of highly motivated and experienced teaching faculty, each outstanding in his/her field of specialization. SBIIMS and IIMHRD(W), both are striving to excel in the areas of Business Management and Research in consonance with their respective vision and mission. Their multifarious activities focus on imparting relevant, high-quality value-based education and development programme by instilling integrity and ethics in the students to enable them to reach greater heights and to create thought leaders for the world of business.



For more information visit to our website : www.sbiims.edu.in
www.iimhrd.edu.in

Objective of the Conference “ANVESH 2k25”

The primary objective of this International Research conference is to bring together scholars, researchers, industry leaders, and policy makers to explore and discuss the evolving role of sustainability, diversity, equity, and inclusion (DEI) in the rapidly advancing digital landscape. The conference aims to:

- **Foster Interdisciplinary Dialogue:** Create a platform for thought-provoking discussions on the integration of sustainability and DEI in the digital age across various fields of study, including management, technology, economics, and social sciences.
- **Explore Innovative Approaches:** Highlight innovative strategies, practices, and technologies that leverage digital transformation to promote sustainability and foster inclusive growth in businesses and societies.
- **Encourage Research and Collaboration:** Facilitate collaboration among researchers, academicians, and industry experts to develop new perspectives and actionable insights on how sustainability and DEI principles can be embedded into digital innovations.
- **Address Challenges and Opportunities:** Identify and address the challenges posed by digitalization, such as data privacy, accessibility, and digital divides, while also exploring the opportunities it creates for advancing sustainability and DEI goals.
- **Create Impactful Solutions:** Generate actionable solutions and strategies that can be implemented by organizations, governments, and communities to ensure that sustainability and DEI are at the forefront of digital development and policy-making.
- **Promote Global Perspectives:** Engage a global audience to discuss sustainability and DEI from diverse cultural, economic, and regional perspectives, promoting a more inclusive and sustainable global future.

Through these objectives, the conference seeks to drive meaningful change and contribute to the development of a digitally inclusive, sustainable, and equitable world.

The Theme of the Conference

The theme of the International Research Conference **ANVESH 2k25** is **Sustainability and DEI in the Digital Age: Perspectives and Innovation** reflects the urgent need to address the intersection of sustainability and diversity, equity, and inclusion (DEI) in the context of rapid technological advancement. As the digital age reshapes economies, societies, and industries, it presents unparalleled opportunities to drive innovation while also posing challenges to equity, inclusivity, and environmental stewardship. This conference seeks to explore how innovative strategies, policies, and practices can promote sustainable development and foster a culture of DEI in a digitally transforming world. By bringing together diverse perspectives, the theme underscores the importance of collaborative solutions to create a future that is inclusive, equitable, and environmentally sustainable.

Sub-Themes for the International Research Conference ANVESH 2k25

Track 1 :- Marketing Management

- Sustainable Marketing Strategies in the Digital Era
- Role of DEI in Customer Engagement and Brand Loyalty
- Ethical Marketing in a Data-Driven World
- Green Consumer Behavior and Digital Marketing Innovations
- Inclusive Advertising: Perspectives and Challenges

Track 2 :-Financial Management

- Integrating ESG Principles in Corporate Financial Decision-Making
- Sustainable Investments: Trends and Opportunities in the Digital Age
- Financial Inclusion through Digital Transformation
- DEI in Corporate Governance and Financial Reporting
- The Role of FinTech in Promoting Sustainable Finance

Track 3 :-Human Resource Management

- Inclusive Leadership in a Digital and Diverse Workplace
- Sustainable HR Practices for Employee Well-Being and Retention
- Leveraging AI and Analytics for Equity in Talent Management
- Diversity, Equity, and Inclusion in Hybrid Work Environments
- Upskilling for Sustainability: Challenges and Opportunities

Track-4 Business Analytics

- Big Data Analytics for Driving Sustainability Goals
- Predictive Analytics for Inclusive Decision-Making
- AI and Machine Learning in Enhancing DEI Practices
- Data Ethics and Governance in a Digitally Inclusive World
- Analytics for Sustainable Operations and Supply Chains

Track 5:- Operations and Supply Chain Management

- Sustainable Supply Chain Practices in the Digital Economy
- DEI in Supplier Diversity and Global Operations
- Circular Economy and Digital Innovations in Supply Chain
- Resilience and Sustainability in Supply Chain Management Post-COVID
- Technology-Driven Solutions for Green Logistics

Track 6 :-General Management

- Strategic Leadership for Sustainability and Inclusion
- Building an Organizational Culture of DEI in the Digital Age
- Corporate Social Responsibility in a Digital and Sustainable World
- Innovation and Change Management for Sustainability Goals
- Global Perspectives on Governance, DEI, and Sustainability

Time line for Research Paper Submission

Researchers, academicians, industry professionals, and students are invited to submit original, unpublished research papers addressing the theme **Sustainability and DEI in the Digital Age: Perspectives and Innovation**. Submissions must adhere to the following guidelines:

Abstract Submission:

5th March 2025

Notification of Abstract Acceptance:

10th March 2025

Full Paper Submission:

20th March 2025

Conference Dates:

28th and 29th March 2025

Research paper Format

- The title page of the research paper must have the author's name designation, affiliation, address, e mail address and the mobile number .
- Abstract of the paper must be in maximum 250 words and the full research paper has to be in maximum 5000 words
- Research papers should be in A4 size , typed in Times New roman ,font size 12 with 1.5-line space.
- References should be prepared in APA format.
- AI generated content and plagiarism should be less than 20 %

Submission Guidelines

- Research papers submitted should not have been previously published.
- Acceptance of the abstract will be intimated to the researcher by e-mail.
- Registration will be confirmed only after the payment of the registration fees.
- Only the research papers accepted and presented during the Conference will be considered for publication.
- All research papers submitted will undergo through peer-review process by the Expert Committee.
- All accepted research papers will be published in the Conference proceedings with ISBN No. and only selected research papers will be published in Web of Science/SCOPUS/ABDC indexed journal (with an additional cost)

AWARDS

- **Best Paper Award**
- **Innovative Research Award**

Publication Opportunity

- Selected paper will be published in ABDC/SCOPUS/Web of Science/Peer Reviewed listed journal (additional charge applied)
- The full paper presented in this conference will be published in SBIIMS, In - house journal having ISSN:2349-6568

Registration Details

All participants are requested to register by filling up the Online registration Form on

Registration Link :

<https://forms.gle/CS8uCw57wmsWoVa58>



Important

Abstract submission: **5th March 2025**
 Notification of Acceptance: **10th March 2025**
 Late Date of Registration: **20th March 2025**
 Conference Dates: **28th & 29th March 2025**

- A single author presenting multiple entries should register for each paper
- No TA/DA will be paid to any delegate for presenting the paper in the conference.

Use any one account for payment :

Account Name : **SBIIMS**
 Account Number : **4644002100002467**
 Bank Name : **Punjab National Bank**
 IFSC : **PUNB0464400**
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 Branch- **Kalyani Nagar, Pune.**



Registration Fees Details :

Research Scholars & Students	Free
Academicians	1000 INR
Industry Professionals	1500 INR
Foreign Delegates	50 USD

Note : Certificates will be issued only to the registered participants

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