



IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY



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Govt. of NCT, Delhi



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GGS IP University



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Bar Council of India



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for Technical Education



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Internal Quality Assurance Cell (IQAC)*

9TH INTERNATIONAL Conference (ONLINE)

**“Emerging Paradigms in Business and
Commerce : Digitalization, Regulation
and Growth”**

(Inaugural)

Chief Guest

(Valedictory)



Dr. Amarendra Pani
Joint Director, Director (I/C)
Research Division at
Association of Indian University, New Delhi



Prof. Loveleen Gaur
Professor & Researcher in AI
The University of the South Pacific
Miami, Florida, United States

Session Chair



Prof. Gautam Buddha Sitaram
Professor, Utkal University,
Bhubaneswar, Odisha



Dr. Seema Nath
Assistant Professor, Vivekananda College,
University of Delhi, Delhi



Dr. Shobhit Wadhwa
Finance Manager & Faculty-Accounting,
Acadia University, Wolfville, Nova Scotia

Friday, 22nd August, 2025

16 X, Karkardooma Institutional Area, Delhi-92

For any query, Call 7838040417, 9811196780

Find Us:

conferenceiimt2025@gmail.com

www.idealinstitute.edu.in

@idealinstitute.official



ABOUT THE INSTITUTE

Ideal Institute of Management and Technology, affiliated to Guru Gobind Singh Indraprastha University, was set up in the year 1999, under the aegis of New Millennium Education Society. Since its inception, the Institute has acquired a commendable position as a premier educational institution imparting education in the fields of Management and Law. The Institute conducts BA LLB, BBA and BCA programmes of GGSIP University, Delhi. The Institute is dedicated to imparting quality education to its students and making them empowered to face the challenges of the real world after their graduation. The Institute also focuses on its role as a contributor to research and encourages its faculty members to write quality research papers in the areas of their interest.



ABOUT THE CONFERENCE

The 9th International Conference on Management 2025 brings together experts, researchers, and practitioners to share knowledge and insights on emerging trends and challenges in business and commerce. The conference focuses on Digital Transformation, Sustainable Management, Regulation Globalization and Diversity etc. The Objective is fostering collaboration and exchange of ideas among participants, showcasing cutting-edge research and innovative practices in management and providing a platform for professionals to connect and build relationships. The conference promises to be a valuable experience for attendees, offering a unique opportunity to engage with peers, thought leaders, and industry experts.

ABOUT THE RESEARCH & DEVELOPMENT CELL

The Research & Development Cell at our campus plays an integral part in nurturing the values of the institute aligned with its vision of providing quality education and contributing as academicians through our research related to the contemporary issues and challenges. It works to promote a dynamic research culture in the campus and encourages students and faculty members to undertake research problems in the newly emerging fields. It also provides a framework that enables reassessment and refinement of current practices in the world of academia and industry. With the aim of providing a common platform for industry, researchers and academicians to deliberate upon innovative business practices being followed, we are proud to organize the International Conference on “*Emerging Paradigms in Business and Commerce : Digitalization, Regulation and Growth*”.

CALL FOR PAPERS AND SUGGESTED THEMES

EMERGING PARADIGMS IN BUSINESS AND COMMERCE: DIGITIZATION, REGULATION AND GROWTH

<p>TRACK 1 MARKETING</p> <ul style="list-style-type: none"> ➤ Marketing Innovation ➤ Branding of Professional Services ➤ Green/Eco-Centric Marketing ➤ Marketing Analytics ➤ Gamification Technologies ➤ Neuromarketing VR ,AR, and Mixed Reality 	<p>TRACK 2 OB & HUMAN RESOURCE MANAGEMENT</p> <ul style="list-style-type: none"> ➤ Building Agile organizations ➤ Spirituality in Organizations ➤ Talent & Career Management ➤ Stress management & Psychological Aspects of Workforce ➤ Knowledge Management
<p>TRACK 3 FINANCE</p> <ul style="list-style-type: none"> ➤ Innovation in Financial Markets ➤ Financial Informatics ➤ Green Finance / Green Accounting ➤ Digital Currency ➤ Fintech 	<p>TRACK 4 ENTREPRENEURSHIP AND INNOVATION</p> <ul style="list-style-type: none"> ➤ Female Entrepreneurship ➤ Creativity for innovation ➤ Entrepreneurship in the MSME Sector ➤ Innovation in Eco-Entrepreneurship Cultural and Social Orientations for Entrepreneurship Development ➤ Entrepreneurship and Startups ➤ Diversity and Inclusivity in Economic Growth

The list given above is not exhaustive and you are welcome to contribute your innovative research related to domain.

PUBLICATION OPPORTUNITIES

- All the accepted full papers will be published in the Conference Proceedings with ISBN No. 97881-937410-0-0
- The authors will have the choice to get their research papers published in either of the following :
 1. Ideal Journal of Management and IT (ISSN No. 2277-8489) at no extra cost.
 2. Academics of Marketing Studies (*Special Issue*)
 3. Journal of Economics Sciences (*Special Issue*)

The papers presented in the conference will be considered for publication in Special issue of B & C Category journals mentioned subject to the quality of the papers and the publication policy of the publisher. The article processing charges will be applicable as per journal policy and to be borne by the authors.

IMPORTANT DATES

Abstract Submission Date	30 th June, 2025 (Monday)
Notification of Abstract Acceptance	07 th July 2025 (Monday)
Full Paper Submission	20 th July, 2025 (Sunday)
Notification of Acceptance of Full Paper	25 th July, 2025 (Friday)
Last Date for Paper/Poster Submission	05 th August, 2025(Tuesday)
Last Date for Registration Fees	05 th August, 2025 (Tuesday)
CONFERENCE DATE	22 nd August, 2025 (Friday)

REGISTRATION DETAILS

- Certificates will be given to all the registered participants.
- The Registration for Research Paper [click this link](https://forms.gle/VkPW7JoDAeUrePtR6) :
<https://forms.gle/VkPW7JoDAeUrePtR6>
- The Registration for Poster Presentation [click this link](https://forms.gle/am3WUjkfQak9wEhF8) :
<https://forms.gle/am3WUjkfQak9wEhF8>

REGISTRATION FEES

	Fee Structure
1. Academicians/ Research Scholars:	₹ 500
2. Students/ Participants/ Poster Presenters	₹ 200

AWARDS

Excellence in Research Certificate to

- ★ Best Paper Presenter
- ★ Best Poster Presenter

PAYMENT DETAILS

Bank Details for NEFT/Online Transfer:

Beneficiary Name: New Millenium Education Society

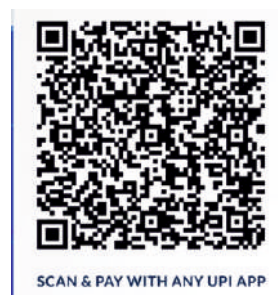
Bank Name: HDFC Bank, Bhola Nath Nagar, Delhi-32

Account No. : 50200108144091

IFSC Code : HDFC0005603

UPI details and UPI Scan Code

UPI Id : newmillenium@hdfcbank



PAPER SUBMISSION GUIDELINES

The full paper in the format given below is to be sent to the conference email Id- conferenceiimt2025@gmail.com by **5th AUGUST 2025** after the notification of abstract acceptance. The subject of email must be labelled with the paper id. Submissions must be plagiarism free and are subject to double blind review process. Only accepted papers which are presented (oral presentation only) during the conference will be eligible for submission for publication. The experts will review the full paper and based on reviewer remarks the papers will be accepted/rejected. Acceptance of the paper implies that at least one of the authors will attend the conference and present the paper. A Soft copy (MS Word) of the full-length paper in 5000 words is to be sent in the following FORMAT. In the covering letter accompanying the manuscript, the contributors should certify that the manuscript has neither been published anywhere nor is it at present being considered anywhere for publication. Sources of the data need to be given below each table and figure; and should be included in reference list.

Each contribution should be organized in the following order:

- Ø Abstract (outlining the purpose, scope and conclusions of the paper) of 150 Words and 4-5 Keywords
- Ø Introduction
- Ø Literature Review
- Ø Objectives of the Study
- Ø Research Methodology
- Ø Analysis
- Ø Results/Findings
- Ø Implications of the Research
- Ø Conclusions or Summary
- Ø References & Citations
- Ø Appendices (wherever applicable)

The manuscript should be prepared in the following format:

- Ø Title of the Paper, Name, Position, Affiliation, Contact No. & Email Id.
- Ø Abstract font size (12, Times New Roman, 1.5 line spacing)
- Ø Title of the Paper should be font size 16 & aligned.
- Ø Paper should be submitted in Ms- Word as Doc or Docx. (Alignment: Justified)
- Ø All references should follow APA/IEEE style (8th edition) - <http://www.apastyle.org>
- Ø Tables and figures: Tables and figures should be numbered consecutively in numerals and should be referred to in the text as Table 1, Table 2, Fig 1, Fig 2 etc. Each of these items must be cited.

NO-SHOW POLICY

Papers that are accepted must be presented at the Conference, either by the authors themselves, or via proxy. In case a paper is not presented at the conference, it shall be deemed a No-Show.

POSTER GUIDELINES

ELEMENTS OF A POSTER

Your poster should include the following elements :

Title with Author(s), with affiliations and emails

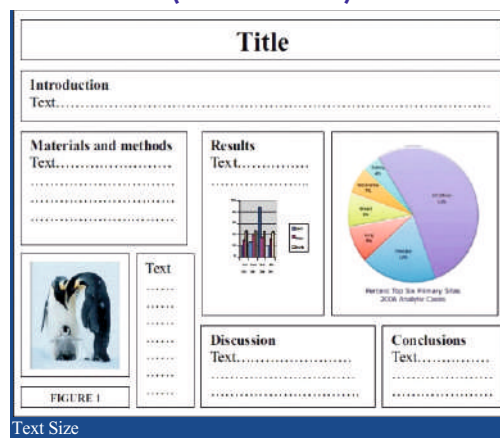
If your poster is a representative of a research study, then it shall include the following sections :

Introduction or Objective

Methods

Results

TEMPLATE FOR POSTERS (SIZE 2' X 3')



The font size of the body of your poster should be between 18-24 point font, depending on the content of the Poster. Viewers should be able to read your smallest text from a few feet away. Do not use all uppercase letters for the title or body of the poster.

ORGANISING TEAM

Chief Patrons

Smt. Sudha Aggarwal
(Chairperson, IIMT)

Sh. Vineet Aggarwal
(Secretary General, IIMT)

Patron

Prof. (Dr.) Anil Parkash Sharma
(Director, IIMT)

Conference Overall Head

Ms. Shailja Khosla
(Incharge, BBA 2nd Shift)

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(Associate Professor)

Dr. Nikita Jain
(Associate Professor)

Conference Co-Conveners

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Dr. Sumit Kumar Debnath
(Sr. Assistant Professor)

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(Sr. Assistant Professor)